



2021 Comprehensive Annual Report on Public Diplomacy & International Broadcasting



Focus on FY 2020 Budget Data



To the President, Congress, Secretary of State, and the American People:

The United States Advisory Commission on Public Diplomacy (ACPD), authorized pursuant to Public Law 112-239 [Sec.] 1280(a)-(c), hereby submits the *2021 Comprehensive Annual Report on Public Diplomacy and International Broadcasting*.

The ACPD is a bipartisan panel created by Congress in 1948 to formulate and recommend policies and programs to carry out the Public Diplomacy (PD) functions vested in U.S. government entities and to appraise the effectiveness of those activities across the globe. The ACPD has a Congressional mandate to prepare an annual accounting of public diplomacy and international broadcasting activities, as well as to produce other reports that support more effective efforts to understand, inform, and influence foreign audiences.

The 2021 report, which details all reported major U.S. government PD and international broadcasting activities conducted by the U.S. Department of State and the U.S. Agency for Global Media (USAGM) in 2020, is based on data collected from all State Department PD bureaus and offices, the Public Affairs Sections of U.S. missions worldwide, and from all USAGM entities. This report was researched, verified, and written by ACPD members and staff with continuous input and collaboration from State Department Public Diplomacy and USAGM officials.

This year's report focuses on fiscal year (FY) 2020 actual funds spent and aims to provide a complete accounting of public diplomacy and broadcasting activities in that time frame. Wherever possible, the report also examines FY 2021 planned spending, strategy, and activities, in addition to FY 2022 budget requests. The report reinforces the ACPD's commitment to the advancement of research and evaluation for public diplomacy and international broadcasting, the improvement of the organizational structure of Public Diplomacy at the Department of State, and the enhancement of career trajectories and professional development of PD professionals.

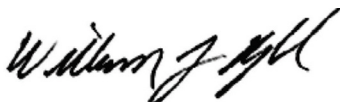
More than seventy years since the publication of the first ACPD annual report, we remain dedicated to producing a high-quality and thoroughly vetted document of record each year. We also welcome the opportunity each year to get a closer view of the many information, outreach, education, and cultural activities the U.S. government supports worldwide. We greatly admire the commitment and the talent of America's public diplomacy practitioners and international broadcasters and respect the sustained dedication of their leadership and staff at home and abroad.

We hope that by making a number of thoughtful, future-oriented recommendations, and by promoting transparency in budgets and spending, we can strengthen Public Diplomacy's essential role in achieving U.S. foreign policy goals while reinforcing America's national security and prosperity.

Respectfully submitted,



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**United States Advisory Commission
on Public Diplomacy**

2021

**Comprehensive Annual Report
on Public Diplomacy &
International Broadcasting**

Focus on FY 2020 Budget Data

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The views represented herein are those of the U.S. Advisory Commission on Public Diplomacy and do not necessarily reflect the views of the Commission's administrative home, the U.S. Department of State.

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Many thanks to Jenipher Young, Simone Duval, Gaby Canavati, and the entire Global Public Affairs (GPA) special assistant team. We are grateful to Andy Paine and Ben Stegmann of the Global Engagement Center (GEC) and Bureau of Educational and Cultural Affairs (ECA) colleagues, especially Stacy White, Michele Petersen, and Ed Kemp. Thanks too to Jeff Anderson and Clare Ashley at the Foreign Service Institute (FSI), Jill Esposito and Kathy Guerra in Consular Affairs (CA), and to Susan Cleary, Hilary Brandt, and Eric Duyck at the National Museum of American Diplomacy (NMAD), featured in this report for the first time.

We also appreciate the help received from PD Office Directors and their staffs in the State Department's six regional bureaus (African Affairs, East Asian and Pacific Affairs, European and Eurasian Affairs, Near Eastern Affairs, South and Central Asian Affairs, and Western Hemisphere Affairs) and the Bureau of International Organization Affairs, who reviewed foreign policy and public diplomacy strategies with us while also verifying the report's data. This includes, but is not limited to: Matthew Miller, David Connell, and Heidi Smith (AF); Camille Dawson, John Groch, Mike Chadwick, and Brian Gibel (EAP); Chris Fitzgerald, Steve Posivak, and Sheila Casey (EUR); Lynn Roche, Brinille Ellis, and Lavenia Holland (NEA); Kerri Hannan, Molly Stephenson, and Ellen Delage (SCA); Dale Prince, Ellen Masi, Mary Fields, and Zach Braun (WHA); Mark Schlachter, Megan Johnson, and Shana Kieran-Kaufmann (IO).

Additionally and importantly, we thank the functional bureaus' PD offices for their thoughtful updates in support of this year's report.

At the U.S. Agency for Global Media (USAGM), we greatly appreciate the time Kate Neeper, Yelena Osipova-Stocker, and Olga Stefanou gave to compiling the data on the agency's services, and remain thankful for the sustained support offered by USAGM Chief Strategy Officer Shawn Powers.

Special thanks to our Spring 2021 intern, Daniel Oh, who provided invaluable assistance in compiling data for the Country Profiles in this report.

Finally, we remain grateful for the guidance we received in researching this report from the professional staff members of the Committee on Foreign Relations at the U.S. Senate and the Committee on Foreign Affairs at the U.S. House of Representatives, with special thanks to Sarah Arkin.



The *2021 Comprehensive Annual Report on Public Diplomacy and International Broadcasting* serves as a reference guide and a point of inquiry for questions on U.S. government public diplomacy and international broadcasting activities worldwide. The report is based on the most recent actual budget data available from fiscal year 2020, described as “actual” spending amounts. Wherever possible, the report also provides fiscal year 2021 estimates, or “planned” amounts.

The bulk of the report originates in budget data and program descriptions from Washington and the field as provided by the U.S. Department of State’s Public Diplomacy (PD), regional, and functional bureaus and offices and the U.S. Agency for Global Media (USAGM). In addition, PD leadership of the regional and functional bureaus provided access to regional and functional bureau foreign policy and public diplomacy plans from fiscal year 2020 and, when available, fiscal year 2021.

Budget and Program Data Sources

The Under Secretary’s Office of Policy, Planning, and Resources (R/PPR) provided an overview of budget, programmatic, analytical, and personnel initiatives and gave the ACPD access to the datasets which organize PD budget data, expenditures, program themes, and program activities on a mission-by-mission basis. Owing to a transition in the R/PPR data collection process, this year’s thematic program figures are available as percentages rather than dollar figures. Country-by-country data included in the regional bureau chapters is self-reported by public diplomacy sections at U.S. missions abroad.

The Bureau of Educational and Cultural Affairs (ECA) supplied open source Educational and Cultural Exchanges (ECE) budget and general program activity information. The Bureau of Global Public Affairs (GPA) provided open source information and budget data for programs and public engagement activities that directly or indirectly engaged with foreign audiences. The Global Engagement Center (GEC) furnished unclassified program information and budget data. USAGM offered program and budget information drawn from its comprehensive database. Department of State regional and functional bureaus supplied PD program overviews and spending data.

When reviewing the data, it is important to remember that the overall cost of operating in a country, not just how much money is distributed to programs, must be considered. Numerical values can vary significantly by program and by country depending on variables such as local operating expenditures and prevailing political and security conditions. For example, some U.S. Agency for Global Media program delivery costs can be quite high owing to the non-permissive environments in which a Service operates.

Country Profile Data Sources

The Department of State regional bureaus supplied overall FY 2020 PD spending data organized by U.S. mission. When available, R/PPR provided mission spending data by program activity (or in some cases, budgeted amounts) and, as noted above, by program theme in percentages. The ACPD focused on the top six thematic priorities and programmatic categories for each mission.

Demographic, economic, and literacy/education data is drawn largely from [World Bank Open Data](#) online datasets. Most population figures are taken from the [UN Revision of World Population Prospects](#). Geographical area, unemployment, percentage of a county’s population under age 24, and some country population figures are from [The World Factbook](#). Internet, social media, and mobile data access information is from [Data Reportal "Digital 2020"](#) reports. In the absence of available data, countries are marked either as “NA” if unreliable or “not ranked” if not included within a given index.

Specific social and media indicators come from the following indices:

- [Inclusive Internet Index](#) from the Economist Intelligence Unit
 - The Inclusive Internet Index seeks to measure the extent to which the Internet is not only accessible and affordable, but also relevant to all, allowing usage that enables positive social and economic outcomes at the individual and group level.
- [Social Progress Index](#) from the Social Progress Imperative
 - The Social Progress Index is a comprehensive tool that measures the quality of life and whether people have the basic needs to prosper irrespective of gender, race, or sexual orientation.
- [Corruption Perceptions Index](#) from Transparency International
 - Corruption Perception data measures the prevalence of corruption, citizens’ experiences, and attitudes towards it.
- [Economic Freedom Index](#) from The Heritage Foundation
 - The Index of Economic Freedom measures the impact of liberty and free markets around the globe.
- [Good Country Index](#) from The Good Country
 - The Good Country Index reports on each country’s external impacts, positive and negative, outside its own borders.
- [World Press Freedom Index](#) from Reporters without Borders
 - The World Press Freedom Index measures the degree of freedom available to journalists.



- [Global Soft Power Index](#) from Brand Finance
 - Global Soft Power ranks a nation’s ability to influence the preferences and behaviors of various actors in the international arena (states, corporations, communities, publics, etc.) through attraction or persuasion rather than coercion.
- [Gender Inequality](#) from the United Nations Development Programme
 - The Gender Inequality Index measures gender inequalities in three important aspects of human development—reproductive health, empowerment, and economic status.

Key Terms

Supplemental Funding: Supplemental funding has been added into the “Total Reported” budget figures for U.S. missions abroad to provide readers with a more accurate picture of how supplemental funding contributes to U.S. government public diplomacy programs over and above the standard DP .7 allotment. Supplemental funding can include:

- **AEECA:** Assistance for Europe, Eurasia & Central Asia.
- **D&CP .7 Carryover:** Prior year funding held over and spent in following fiscal years.
- **Economic Support Funds (ESF):** Aid designated to promote economic or political stability in areas where the United States has special strategic interests.
- **Representation Funds:** Funding allocated to offices to facilitate official receptions and other representational activities for foreign contacts.
- **President’s Emergency Plan for AIDS Relief (PEPFAR):** Initiative to help save the lives of those suffering from HIV/AIDS around the world. Frequently used to fund public information campaigns.
- **American Spaces:** GPA funding to posts for American Spaces, contact relationship management systems, and other outreach purposes.
- **GPA Other:** GPA funding to support Media Hub activities, TV coops, and other international messaging activities.
- **Coronavirus Aid, Relief, and Economic Security (CARES) Act:** CARES covers payments for necessary expenditures incurred due to the public health emergency with respect to COVID–19.





Executive Summary



A group of Young Southeast Asian Leaders Initiative (YSEALI) alumni pose in front of the Capitol in Washington, D.C.



Executive Summary



The *2021 Comprehensive Annual Report on Public Diplomacy and International Broadcasting*, published each year by the U.S. Advisory Commission on Public Diplomacy (ACPD) per its congressional mandate, assesses the major public diplomacy and global media activities conducted by the U.S. Department of State and the U.S. Agency for Global Media. Based on data collected from the State Department's Public Diplomacy bureaus and offices, the Public Affairs Sections at U.S. embassies worldwide, and the USAGM, the report serves as a unique reference document, highlighting public diplomacy strategies and resources used to advance U.S. foreign policy objectives. The report also serves as a platform for innovation, assuring that U.S. government public diplomacy initiatives remain effective in a consistently competitive global information environment.

Overall PD spending in fiscal year (FY) 2020 was \$2.23 billion, a \$27.3 million increase (1.2 percent) from FY 2019. This figure includes budgets for Diplomatic Programs (DP .7), Educational and Cultural Exchanges (ECE), USAGM, and supplemental funding such as AEECA (Assistance for Europe, Eurasia, and Central Asia). FY 2020 PD spending increased from 3.91 percent to 3.99 percent of the 2020 international affairs budget (\$55.93 billion), or 0.14 percent—less than one-fifth of a percent—of federal discretionary spending.

For such a low investment of taxpayer resources, it is worth remembering that expenditures on USG public diplomacy activities, especially exchanges and international educational programs, also directly benefited American communities and the U.S. economy. Despite pandemic-related travel restrictions, around 1.07 million international students studied in the United States in 2019-20. They contributed \$38.7 billion to the U.S. economy and supported 415,996 U.S. jobs, according to the U.S. Department of Commerce. Less tangibly but no less important, these international students at U.S. institutions contributed to America's scientific and technical research, brought different perspectives into U.S. classrooms, and helped prepare their American peers for global careers.

TOTAL PD SPENDING BY BUDGET FY 2016-2020

<i>(in millions)</i>	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
DP - Public Diplomacy	\$369.60	\$358.20	\$392.90	\$391.20	\$465.80
DP - American Salaries	\$134.60	\$134.60	\$183.50	\$186.80	\$179.80
Educational and Cultural Exchange Programs (ECEP)	\$590.90	\$634.10	\$646.10	\$700.90	\$735.70
Supplemental Funding (AEECA)	\$183.10	\$208.80	\$159.20	\$130.90	\$51.00
USAGM/BBG	\$752.90	\$794.00	\$803.50	\$800.30	\$805.10
Total State & USAGM PD Spending	\$2,031.10	\$2,129.70	\$2,185.20	\$2,210.40	\$2,237.40
State & USAGM PD Spending as a % of Total International Affairs Budget	3.67%	3.56%	3.88%	3.91%	3.99%
International Affairs Budget	\$55.30	\$59.75	\$56.39	\$56.48	\$55.94
State & USAGM PD Spending as a % of Federal Discretionary Budget	0.17%	0.17%	0.17%	0.17%	0.14%

This lean, yet meaningful, apportionment supported a multitude of programs and people, including:

- The creation of approximately 3,000 weekly hours of original USAGM programming across six global networks and a variety of digital and analogue platforms, in 62 languages to more than 100 countries, reaching more than 354 million people across the globe every week;
- More than 90 exchange programs supporting nearly 55,000 U.S. and foreign participants, many of whom are likely to become, or already are, political and economic leaders;
- 630 American Spaces, which conducted more than 427,000 virtual and blended programs with more than 14.5 million attendees;



- A cost-effective global network of nearly 200 U.S. mission websites in 59 languages, with more than 80 million website visitors;
- More than a combined 80 million followers joining the global network of Regional Hub, Embassy, and social media accounts;
- Enhanced digital engagement, including Twitter @StateDept with 6.2 million followers, YouTube-State Video with 324,000 subscribers and 51 million all time views, and 2.4 million Facebook fans;
- 1,075,496 international students studying at U.S. higher education institutions, a decline of 1.8 percent from the previous year but still 5.5 percent of all students in U.S. higher education;
- Over 1 million students who contributed \$38.7 billion to the U.S. economy and supported 415,996 U.S. jobs;
- Tens of thousands of post-managed small grants to local partners supporting the values and institutions that form the bedrock of America's national security;
- Direct engagement with more than 2,200 accredited U.S.-based foreign correspondents from major global media outlets via Foreign Press Centers in Washington, DC and New York.

In addition to these notable, public-facing efforts, PD resources also supported internal support infrastructure, including the following initiatives:

- The Public Diplomacy Staffing Initiative (PDSI), which entails a major overhaul of local employee position descriptions at overseas missions, will enable PD practitioners to better contribute to mission-wide policy goals and adapt to changes in public opinion, technology, and communications environments. In 2020, R/PPR completed PDSI implementation at 17 missions and initiated the process at 19 additional missions, encompassing a total 274 positions. To date 43 missions are working in their PDSI structures, representing 52 PD sections. R/PPR expects to implement the initiative at 47 posts next year and is currently on track to complete organizational reviews at all missions by 2022. For more details, see the December 2021 ACPD Special Report: [Putting Policy and Audience First: A Public Diplomacy Paradigm Shift](#).
- In FY 2021 ECA established a new Monitoring Evaluation Learning and Innovation (MELI) unit. The unit is designed to meet ECA's programmatic goals by providing the data necessary to drive evidence-based decision making and inform resource requests. The evidence gathered enables program managers to identify and remediate real-time challenges, measure programming efforts against U.S. foreign policy goals, and provide greater program accountability and transparency.
- In FY 2020, one year after its establishment, the GPA executed its first budget, cleared its first Functional Bureau Strategy, and conducted its first program assessment while addressing pandemic related challenges and diversity/inclusion issues. Regular informational sessions led by a variety of GPA teams, as well consistent communication from GPA leadership, have helped keep staff informed of critical information regarding the COVID-19 crisis, changes in Department policy and best practices in achieving the mission in a high threat environment.
- In 2021, the FSI PD Training Division launched a new Public Diplomacy Officer (PDO) tradecraft course that merges previously separate cultural and information training sequences into a single three-week class. The new course is designed to facilitate a more audience-centered, policy-focused approach to PD programming and reduce stovepipes within PD sections. Building on this collaborative concept, PD Training also combined elements of its public affairs officer tradecraft course with political and economic section courses.

How Does FY 2020 Spending Compare?

In response to perennial calls to examine the value and return-on-investment of taxpayer expenditures carefully, this report contextualizes current public diplomacy activities and spending and provides recommendations to maximize program impacts. Any attempt to determine an appropriate level of funding for informing and influencing foreign publics as part of whole-of-government efforts to achieve U.S. foreign policy goals must account for the challenges to successful influence strategies in a complex and competitive information environment.

Effective USG public diplomacy in the 21st century requires sustained increases in PD funding to equip teams worldwide with the necessary staff and tools to make strategic decisions about audiences, compete for attention and influence, engage in long-term programs and information activities, and conduct impact evaluation of programs and campaigns in the field. Successful public diplomacy initiatives require cutting-edge expertise in content creation, audience and market analysis, technological systems, emerging and established social media platforms, and local media industries, in addition to the deep knowledge of U.S. policies and values that drive every PD effort.

These skills and experiences are crucial for building and strengthening relationships in the field, which form the basis for the protection and promotion of national security and economic interests. Consequently, one could expect to see significant increases in the level of U.S. government PD spending. However, this is not the case. Since 1980, the annual average of U.S. government PD spending (adjusted for inflation) has been \$1.99 billion. From a high of \$2.55 billion (adjusted for inflation) in FY 1994, U.S. government expenditures on PD programs have decreased by \$312 million to a total of \$2.23 billion in FY 2020, despite the need to reach a global audience.

In short, PD budgets in real dollars have not matched the need for resources. While State Department and USAGM public diplomacy activities play essential roles in achieving U.S. foreign policy, they continue to be apportioned a minor percentage of the international affairs budget and the federal government's discretionary spending. Considering the widespread increase in extremist and foreign government propaganda, the complexity of the contemporary media ecosystem, and the continuous fall out effects of the global pandemic, the U.S. government should prioritize far more resources for its PD programs.

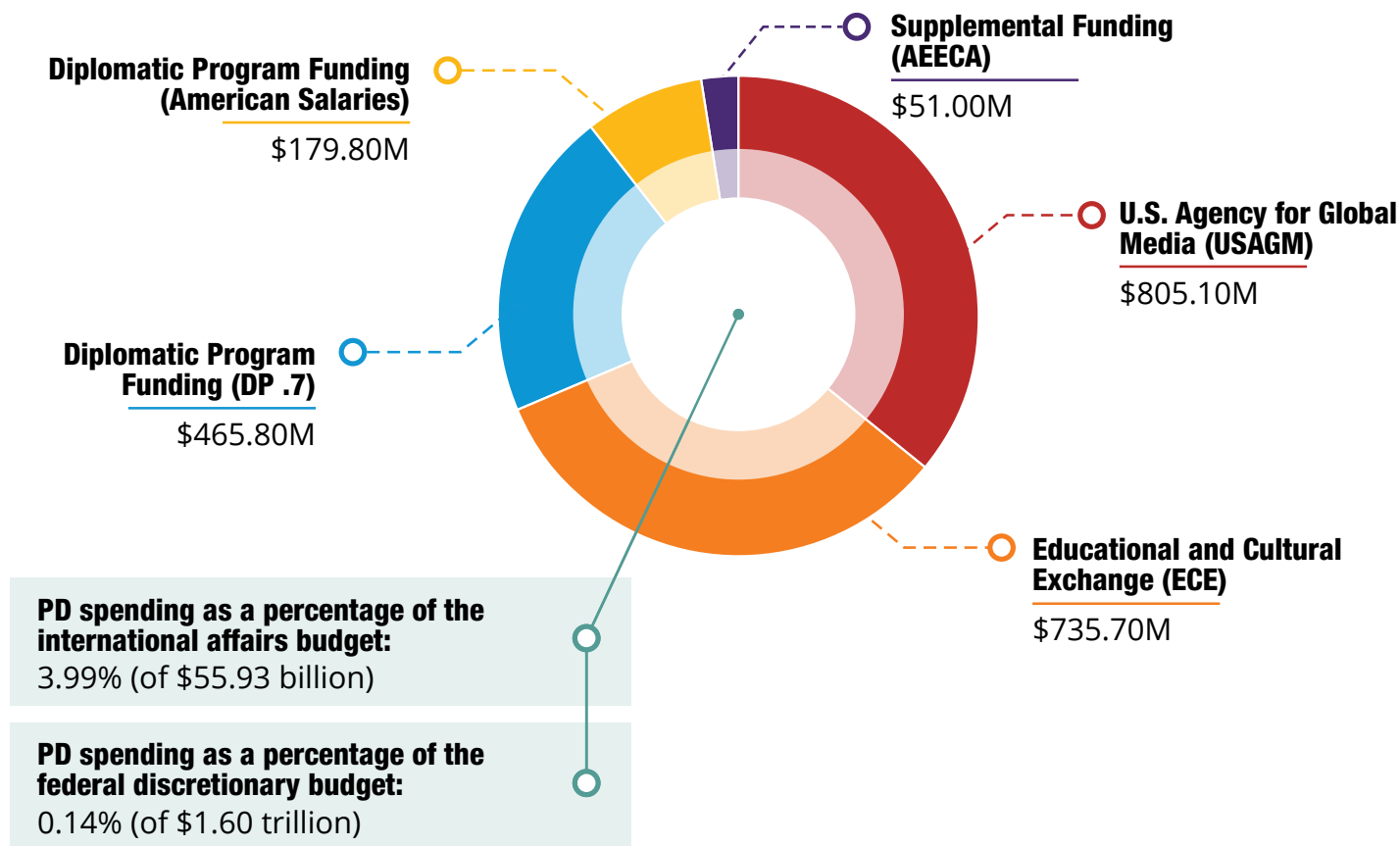


Where Did the Money Go?

While topline figures are important for context, this report's value lies in its in-depth overview and analysis of each of the agencies, bureaus, and offices that oversee and implement public diplomacy programs. The report also considers the effectiveness and efficiency of the spending in its analysis and recommendations.

TOTAL FY 2020 PD SPENDING BY BUDGET

Total Public Diplomacy Budget (FY 2020) \$2.23 Billion

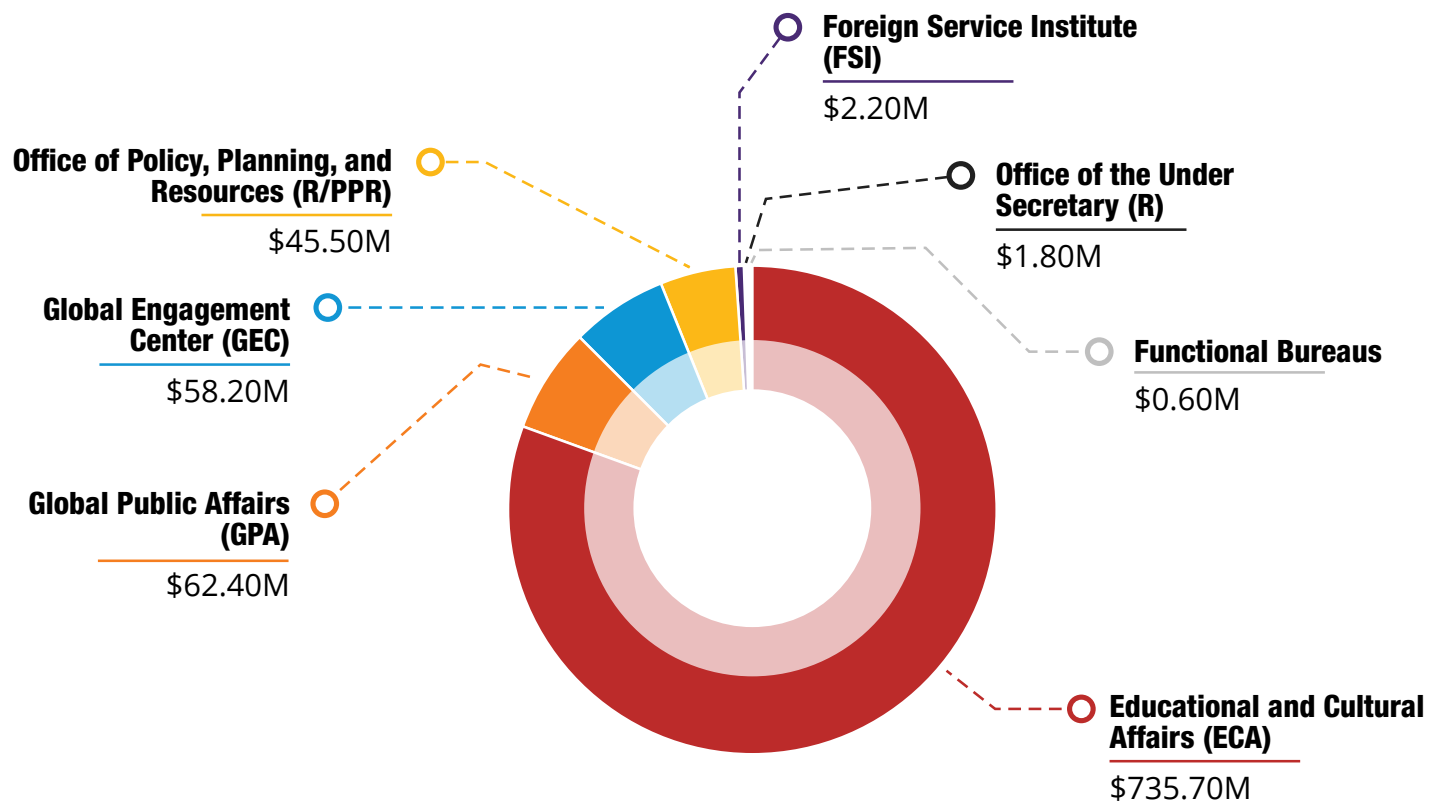


The USAGM spent approximately \$805.1 million (35.9 percent of total PD funding). ECA's exchange and cultural programs allocation increased to \$735.7 million (32.8 percent of total PD funding). DP .7 funds – which support post-led PD programs, locally employed staff (foreign nationals) salaries, and much of the PD backbone in Washington, D.C. – came in at \$465.8 million (20.8 percent of total PD funding). Reported supplemental funding (e.g., OCO and AEECA) – the vast majority of which went to support PD efforts in Afghanistan, Iraq, Pakistan, Russia, and Ukraine – was \$51 million (2.2 percent of total PD funding). Salaries for Foreign and Civil Service Officers and other American employees accounted for \$179.8 million (a modest 8.0 percent of total PD spending).



WASHINGTON-COORDINATED FY 2020 DEPARTMENT OF STATE PD SPENDING COMPARED

Total Spending Amount FY 2020 \$906.40M



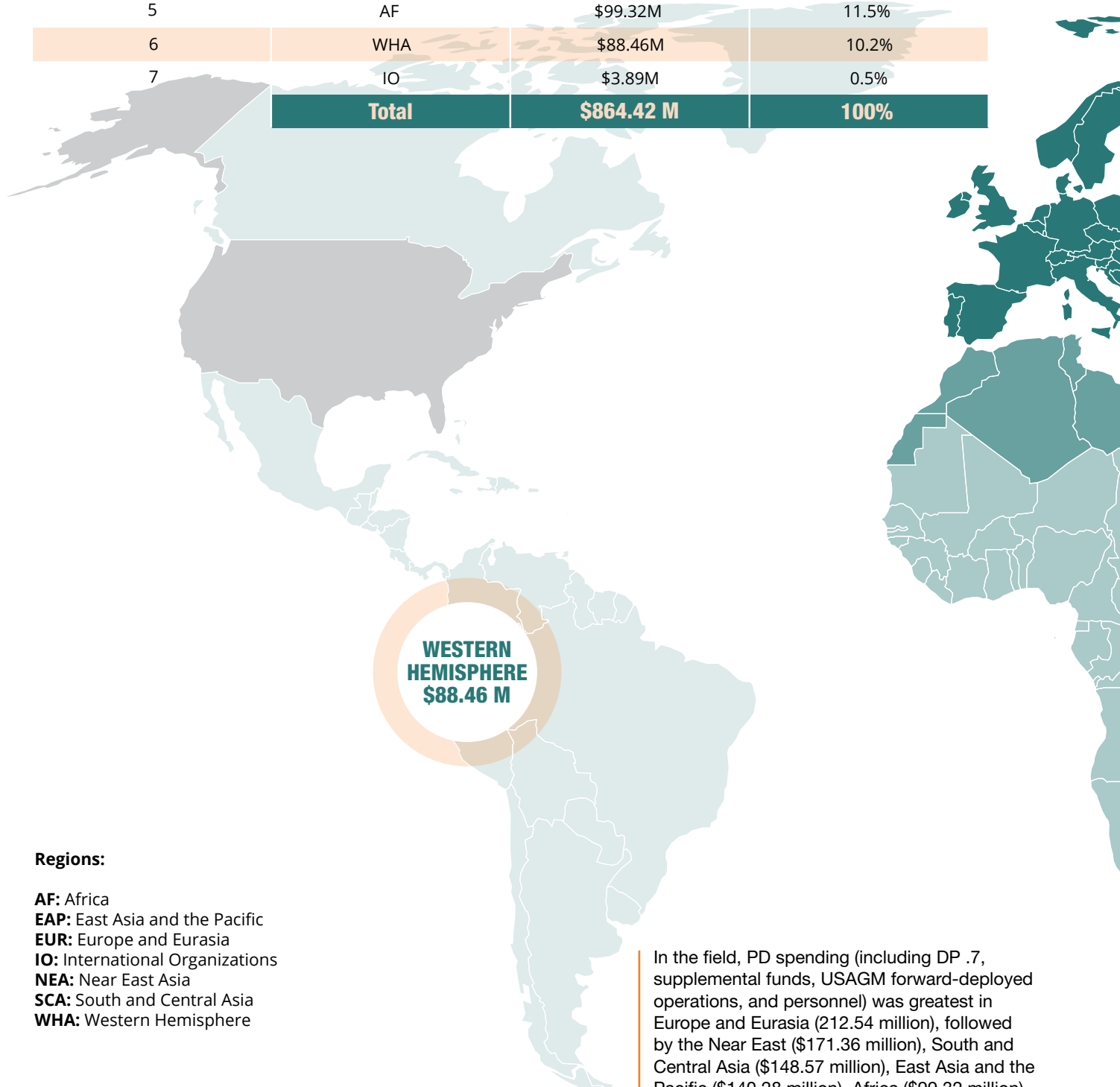
Of the \$170.7 million DP .7 and supplemental funding directly supporting the State Department's Washington, D.C.-based operations, \$58.2 million went to the Global Engagement Center (GEC), \$62.4 million went to the Bureau of Global Public Affairs (GPA). The Office of the Under Secretary and its Policy, Planning, and Resources office (R/PPR) received \$45.5 million. (Note that as a result of the 2019 IIP/PA merger into the GPA, R/PPR staff nearly tripled in size, from approximately 30 to more than 90 USDH and contractors. Along with the staff increase came additional operational support resources.) The functional bureaus received \$0.6 million and \$2.2 million went to the State Department's PD training division at the Foreign Service Institute.



Global Map of FY 2020 PD Spending by Region

Total spending including: DP .7, USAGM, American salaries, and reported supplemental funds for forward deployed FSOs

Position	Region	Total Spending	Percentage
1	EUR	\$212.54M	24.6%
2	NEA	\$171.36M	19.8%
3	SCA	\$148.57M	17.2%
4	EAP	\$140.28M	16.2%
5	AF	\$99.32M	11.5%
6	WHA	\$88.46M	10.2%
7	IO	\$3.89M	0.5%
Total		\$864.42 M	100%



Regions:

- AF:** Africa
- EAP:** East Asia and the Pacific
- EUR:** Europe and Eurasia
- IO:** International Organizations
- NEA:** Near East Asia
- SCA:** South and Central Asia
- WHA:** Western Hemisphere

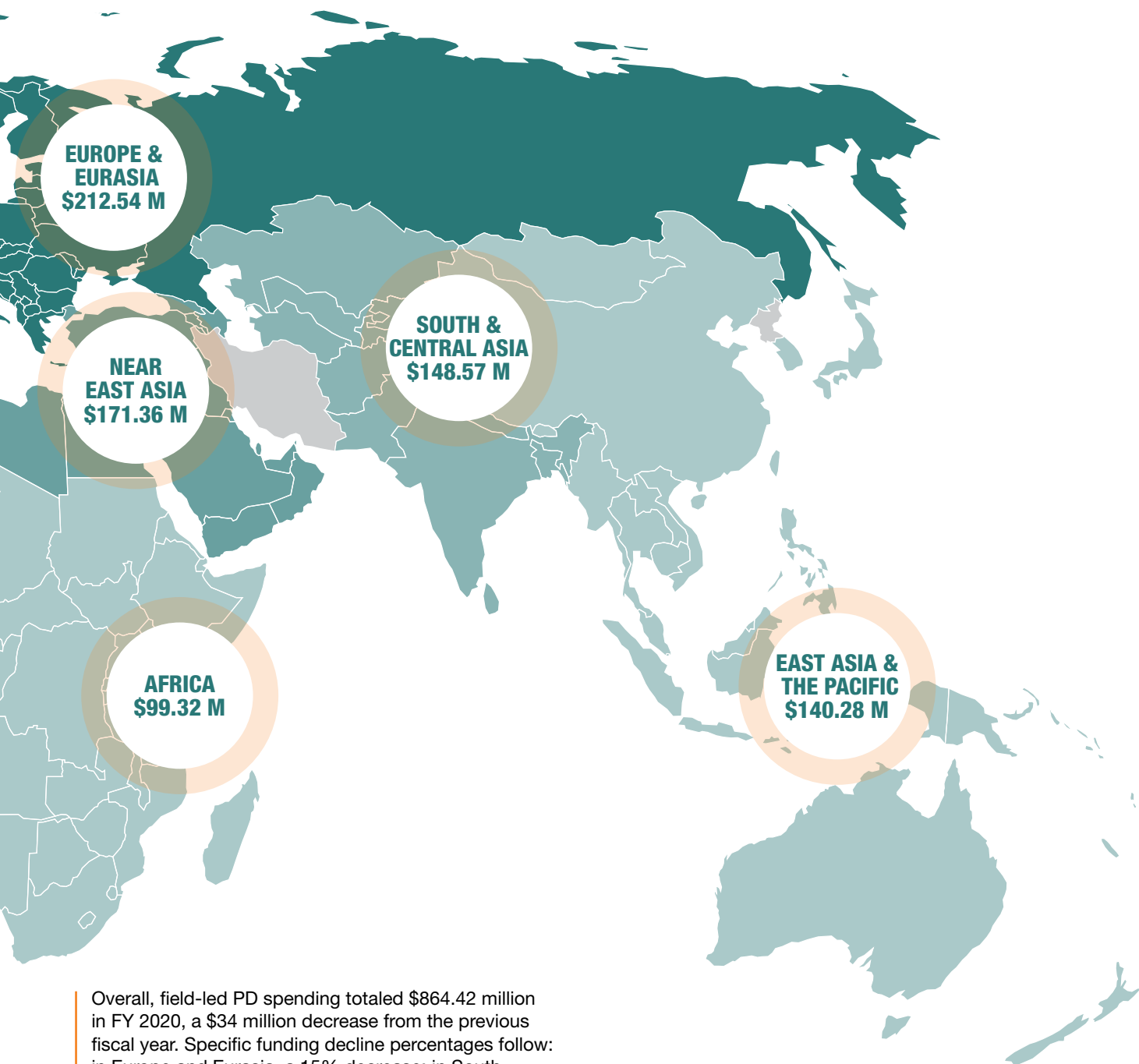
In the field, PD spending (including DP .7, supplemental funds, USAGM forward-deployed operations, and personnel) was greatest in Europe and Eurasia (212.54 million), followed by the Near East (\$171.36 million), South and Central Asia (\$148.57 million), East Asia and the Pacific (\$140.28 million), Africa (\$99.32 million), and the Western Hemisphere (\$88.46 million).



HIGHEST



LOWEST



Overall, field-led PD spending totaled \$864.42 million in FY 2020, a \$34 million decrease from the previous fiscal year. Specific funding decline percentages follow: in Europe and Eurasia, a 15% decrease; in South and Central Asia, a 13.8% decrease; in the Western Hemisphere, a 13.5% decrease; in the Near East, a 4.6% decrease; in East Asia and the Pacific, a 2.69% decrease; and in Africa, a .02% decrease.



GLOBAL PUBLIC DIPLOMACY SPENDING BY U.S. MISSION

U.S. Mission Spending Ranked by FY 2020 Total PD Spending

	Bureau	Post Name	FY 2018	FY 2019	FY 2020
1	SCA	Pakistan	\$34,340,000	\$26,830,000	\$28,837,000
2	SCA	Afghanistan	\$38,167,000	\$38,270,000	\$17,674,000
3	NEA	Iraq	\$17,610,000	\$16,870,000	\$16,870,000
4	EUR	Ukraine	\$8,376,000	\$12,640,000	\$11,910,000
5	EUR	Russia	\$11,236,000	\$11,850,000	\$11,410,000
6	EAP	Japan	\$9,448,000	\$9,617,888	\$9,152,043
7	SCA	India	\$7,779,457	\$8,320,000	\$7,698,100
8	EAP	China	\$7,971,465	\$8,105,970	\$6,465,438
9	EAP	Indonesia	\$7,298,396	\$5,274,011	\$5,788,431
10	SCA	Uzbekistan	\$2,530,300	\$10,320,000	\$5,776,129
11	EUR	Germany	\$6,330,320	\$6,270,000	\$5,640,000
12	EUR	Georgia	\$4,334,000	\$4,610,000	\$5,300,000
13	WHA	Brazil	\$7,719,231	\$6,386,950	\$5,235,000
14	NEA	Israel	\$5,407,884	\$4,833,884	\$5,123,884
15	AF	Nigeria	\$5,160,000	\$5,300,000	\$4,798,810
16	NEA	Egypt	\$5,414,000	\$4,500,000	\$4,730,000
17	EUR	Albania	\$1,872,000	\$3,076,642	\$4,550,000
18	WHA	Mexico	\$4,962,535	\$4,682,089	\$4,490,000
19	EUR	Serbia	\$3,637,000	\$3,710,000	\$4,490,000
20	EAP	Korea, South	\$4,768,000	\$4,437,861	\$4,469,769
21	EAP	Australia	\$3,810,000	\$2,906,982	\$4,421,571
22	AF	South Africa	\$3,406,871	\$3,440,529	\$4,420,000
23	EUR	Moldova	\$4,359,000	\$4,869,847	\$4,278,000



	Bureau	Post Name	FY 2018	FY 2019	FY 2020
24	EUR	Bosnia and Herzegovina	\$4,369,000	\$4,730,000	\$4,230,000
25	AF	Africa Regional Services	\$3,640,000	\$3,140,158	\$4,230,000
26	NEA	Palestinian Territories	\$3,710,326	\$3,591,326	\$3,841,326
27	SCA	Kazakhstan	\$4,228,148	\$4,030,000	\$3,701,873
28	EUR	Turkey	\$3,330,000	\$3,080,000	\$3,690,000
29	EUR	France & Monaco	\$3,600,000	\$3,760,000	\$3,580,000
30	EUR	Italy & San Marino	\$3,539,070	\$3,500,000	\$3,220,000
31	EAP	Vietnam	\$2,560,000	\$1,947,026	\$2,968,763
32	EUR	Spain & Andorra	\$2,766,350	\$2,680,000	\$2,820,000
33	NEA	United Arab Emirates	\$2,872,536	\$2,209,536	\$2,799,536
34	EUR	Denmark	\$830,000	\$918,040	\$2,789,000
35	NEA	Saudi Arabia	\$3,023,614	\$2,566,614	\$2,776,614
36	EUR	North Macedonia	\$2,058,000	\$1,850,939	\$2,776,400
37	WHA	Canada	\$2,670,000	\$2,851,757	\$2,700,000
38	WHA	Peru	\$2,752,677	\$2,809,785	\$2,610,000
39	NEA	Morocco	\$3,158,514	\$2,447,514	\$2,507,514
40	AF	Ethiopia	\$2,723,200	\$3,520,000	\$2,500,000
41	EUR	United Kingdom	\$2,330,000	\$2,290,000	\$2,430,000
42	EAP	Thailand	\$2,657,087	\$2,535,800	\$2,360,107
43	SCA	Kyrgyzstan	\$4,674,555	\$6,320,000	\$2,302,852
44	EUR	Armenia	\$2,233,000	\$2,391,230	\$2,272,200
45	EUR	Kosovo	\$2,317,000	\$2,294,825	\$2,251,100
46	EAP	Malaysia	\$1,887,610	\$2,195,617	\$2,188,970
47	SCA	Tajikistan	\$5,356,730	\$2,050,000	\$2,159,960
48	EAP	Marshall Islands	\$72,594	\$66,153	\$2,121,808
49	WHA	Bolivia	\$2,057,681	\$2,007,510	\$2,079,306



	Bureau	Post Name	FY 2018	FY 2019	FY 2020
50	WHA	Ecuador	\$2,144,084	\$2,691,270	\$2,027,500
51	WHA	Argentina	\$3,954,068	\$3,673,594	\$2,010,000
52	EUR	Poland	\$2,313,600	\$2,340,000	\$2,000,000
53	WHA	Colombia	\$2,435,160	\$2,960,514	\$1,998,200
54	SCA	Turkmenistan	\$2,046,795	\$2,190,901	\$1,988,915
55	AF	Democratic Republic of the Congo	\$2,340,000	\$1,910,579	\$1,975,175
56	EAP	Philippines	\$2,371,000	\$1,860,119	\$1,943,929
57	NEA	Jordan	\$2,900,046	\$1,787,046	\$1,927,046
58	AF	Ghana	\$1,138,777	\$1,124,636	\$1,860,178
59	AF	Kenya	\$1,907,750	\$2,509,350	\$1,833,323
60	EUR	Greece	\$1,858,060	\$1,830,000	\$1,790,000
61	EUR	Belgium	\$1,760,000	\$1,760,000	\$1,790,000
62	WHA	Chile	\$1,902,620	\$1,818,819	\$1,783,760
63	SCA	Bangladesh	\$2,106,148	\$2,030,000	\$1,776,425
64	EUR	Azerbaijan	\$1,735,140	\$1,817,000	\$1,743,300
65	WHA	Guatemala	\$1,500,000	\$1,352,014	\$1,645,000
66	WHA	El Salvador	\$1,247,367	\$1,357,652	\$1,616,219
67	EUR	Austria	\$1,640,000	\$1,990,000	\$1,610,000
68	EAP	New Zealand	\$1,390,000	\$1,376,738	\$1,609,768
69	EUR	Montenegro	\$1,557,000	\$1,375,664	\$1,526,600
70	EAP	Hong Kong (China)	\$1,660,000	\$1,559,925	\$1,515,934
71	AF	Zimbabwe	\$1,927,481	\$1,347,140	\$1,499,858
72	AF	Cote d'Ivoire	\$1,344,012	\$1,038,820	\$1,454,257
73	EAP	Singapore	\$1,731,000	\$2,080,323	\$1,424,379
74	EUR	Czech Republic	\$1,458,380	\$1,490,000	\$1,410,000
75	NEA	Qatar	\$1,273,463	\$1,359,463	\$1,369,463



	Bureau	Post Name	FY 2018	FY 2019	FY 2020
76	NEA	Lebanon	\$1,183,257	\$1,301,257	\$1,341,257
77	WHA	Panama	\$1,241,007	\$1,306,720	\$1,310,000
78	WHA	Uruguay	\$1,518,900	\$1,329,030	\$1,280,000
79	EAP	Cambodia	\$1,257,406	\$978,394	\$1,279,606
80	EAP	Burma	\$1,272,012	\$1,614,689	\$1,273,397
81	AF	Sudan	\$882,540	\$735,740	\$1,272,590
82	EUR	Belarus	\$1,291,645	\$1,421,978	\$1,226,799
83	EUR	Netherlands	\$1,220,000	\$1,400,000	\$1,220,000
84	EUR	Slovakia	\$1,240,000	\$1,220,000	\$1,170,000
85	AF	Senegal	\$942,580	\$948,850	\$1,148,435
86	EUR	Croatia	\$1,195,610	\$1,230,000	\$1,140,000
87	WHA	Costa Rica	\$1,099,135	\$1,136,647	\$1,140,000
88	WHA	Dominican Republic	\$1,110,000	\$1,145,960	\$1,099,100
89	AF	Mali	\$604,240	\$840,075	\$1,093,700
90	NEA	Yemen	\$1,050,000	\$1,080,000	\$1,090,000
91	NEA	Tunisia	\$1,552,408	\$980,408	\$1,067,738
92	EUR	Romania	\$1,289,860	\$1,826,250	\$1,060,000
93	AF	Cameroon	\$1,161,349	\$815,520	\$1,055,781
94	NEA	Bahrain	\$917,152	\$985,414	\$1,016,044
95	EUR	European Union	\$1,126,600	\$972,590	\$989,500
96	AF	Tanzania	\$761,100	\$700,350	\$978,465
97	NEA	Kuwait	\$899,298	\$966,873	\$977,359
98	SCA	Nepal	\$1,483,700	\$1,330,000	\$977,325
99	AF	Uganda	\$1,243,880	\$1,115,853	\$958,069
100	EUR	Bulgaria	\$920,535	\$919,889	\$950,800
101	EUR	Hungary	\$998,860	\$963,807	\$944,000



	Bureau	Post Name	FY 2018	FY 2019	FY 2020
102	EUR	Sweden	\$1,010,000	\$924,243	\$941,600
103	NEA	Algeria	\$1,451,671	\$880,191	\$928,516
104	EUR	Finland	\$942,990	\$976,663	\$908,000
105	AF	Mozambique	\$891,760	\$1,136,825	\$907,697
106	AF	Rwanda	\$677,065	\$610,300	\$869,139
107	WHA	Haiti	\$1,650,177	\$1,684,748	\$862,500
108	WHA	Honduras	\$1,068,500	\$964,490	\$858,404
109	EUR	NATO	\$863,000	\$891,536	\$855,500
110	EUR	Portugal	\$960,295	\$1,190,000	\$825,200
111	WHA	Venezuela	\$3,455,552	\$2,107,315	\$823,800
112	WHA	Jamaica	\$1,048,231	\$931,632	\$805,600
113	WHA	Nicaragua	\$573,086	\$806,473	\$797,200
114	EAP	Mongolia	\$648,913	\$552,102	\$796,347
115	AF	Burkina Faso	\$760,700	\$860,350	\$778,880
116	EUR	Norway	\$798,000	\$790,578	\$755,600
117	EUR	Lithuania	\$618,440	\$779,528	\$750,300
118	WHA	Cuba	\$468,000	\$510,660	\$719,207
119	NEA	Oman	\$628,388	\$654,485	\$715,652
120	WHA	Barbados & Eastern Caribbean	\$751,514	\$718,540	\$709,300
121	AF	Botswana	\$616,460	\$589,057	\$707,589
122	WHA	Paraguay	\$796,344	\$780,476	\$707,300
123	AF	Angola	\$1,097,080	\$997,525	\$698,916
124	EUR	Slovenia	\$699,000	\$692,110	\$693,100
125	AF	Zambia	\$834,600	\$1,053,475	\$690,969
126	EUR	Latvia	\$648,015	\$799,621	\$678,800
127	WHA	Trinidad and Tobago	\$721,835	\$665,965	\$674,000



	Bureau	Post Name	FY 2018	FY 2019	FY 2020
128	SCA	Sri Lanka & Maldives	\$1,128,130	\$1,010,000	\$671,700
129	EUR	Estonia	\$724,615	\$920,996	\$664,800
130	AF	Togo	\$765,697	\$612,825	\$646,735
131	EUR	Cyprus	\$665,630	\$635,709	\$636,200
132	AF	Guinea	\$512,100	\$489,300	\$630,122
133	EUR	Switzerland & Liechtenstein	\$559,000	\$564,105	\$627,100
134	NEA	Libya	\$699,950	\$584,093	\$599,739
135	NEA	Syria	\$437,650	N/A	\$596,994
136	AF	Niger	\$821,020	\$800,275	\$593,700
137	AF	Mauritania	\$442,460	\$457,575	\$583,196
138	AF	Benin	\$546,608	\$547,626	\$567,417
139	AF	Malawi	\$416,340	\$422,825	\$557,851
140	AF	Madagascar & Comoros	\$503,080	\$560,075	\$548,550
141	AF	Chad	\$470,960	\$476,350	\$546,100
142	EUR	Ireland	\$542,000	\$547,908	\$518,500
143	EAP	Fiji, Kiribati, Nauru, Tonga & Tuvalu	\$708,783	\$497,501	\$499,378
144	AF	Liberia	\$483,660	\$294,950	\$497,835
145	EAP	Laos	\$689,385	\$630,222	\$493,829
146	AF	Namibia	\$631,900	\$583,650	\$462,290
147	EUR	Iceland	\$504,000	\$478,059	\$461,700
148	AF	Eritrea	\$440,000	\$461,277	\$452,252
149	WHA	Bahamas, The	\$263,150	\$247,400	\$425,300
150	AF	South Sudan	\$313,600	\$545,350	\$392,169
151	EAP	Timor-Leste	\$266,386	\$264,632	\$382,308
152	EAP	Papua New Guinea, Solomon Isl. & Vanuatu	\$508,570	\$498,691	\$379,408
153	EUR	OSCE	\$383,000	\$387,853	\$365,600

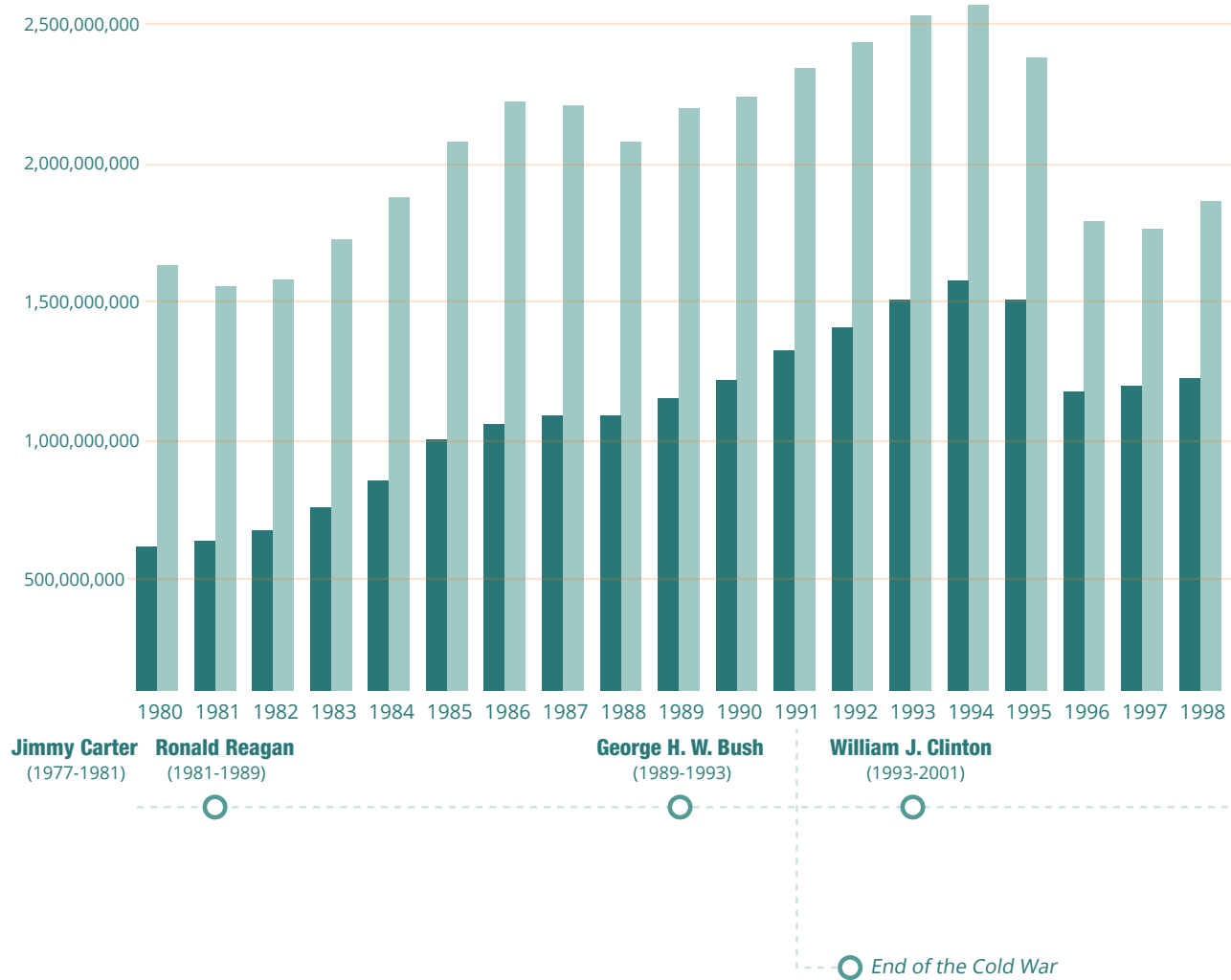


	Bureau	Post Name	FY 2018	FY 2019	FY 2020
154	EAP	Micronesia	\$474,097	\$127,063	\$362,644
155	EUR	Luxembourg	\$373,000	\$371,140	\$350,400
156	AF	Mauritius & Seychelles	\$378,560	\$350,300	\$345,300
157	AF	Republic of Congo	\$310,320	\$272,621	\$309,500
158	EAP	Brunei	\$273,998	\$296,118	\$305,372
159	AF	Burundi	\$330,540	\$384,900	\$292,568
160	AF	Eswatini	\$320,430	\$292,120	\$275,168
161	AF	Equatorial Guinea	\$203,180	\$307,200	\$273,900
162	AF	Gabon and Sao Tome & Principe	\$267,345	\$262,665	\$268,441
163	AF	Sierra Leone	\$400,740	\$236,525	\$254,500
164	AF	Djibouti	\$337,040	\$213,175	\$238,830
165	AF	Cabo Verde	\$235,620	\$282,050	\$231,900
166	AF	Gambia, The	\$188,440	\$183,550	\$230,221
167	AF	Lesotho	\$231,740	\$236,350	\$222,369
168	WHA	Suriname	\$142,660	\$183,330	\$205,600
169	AF	Central African Republic	\$370,120	\$223,550	\$163,946
170	AF	Somalia	\$259,800	\$347,900	\$160,200
171	EUR	Malta	\$150,000	\$152,205	\$146,100
172	WHA	Guyana	\$66,500	\$101,020	\$141,700
173	EUR	Holy See	\$120,000	\$115,728	\$115,200
174	WHA	Belize	\$159,972	\$137,211	\$108,700
175	EAP	Samoa	\$117,093	\$103,203	\$94,365
176	AF	Guinea-Bissau	\$63,230	\$59,975	\$59,352
177	EAP	Palau	\$70,616	\$138,866	\$55,531
178	WHA	Curacao	\$2,000	\$3,880	\$1,000
179	EAP	Taiwan	\$168,817	\$322,154	\$0



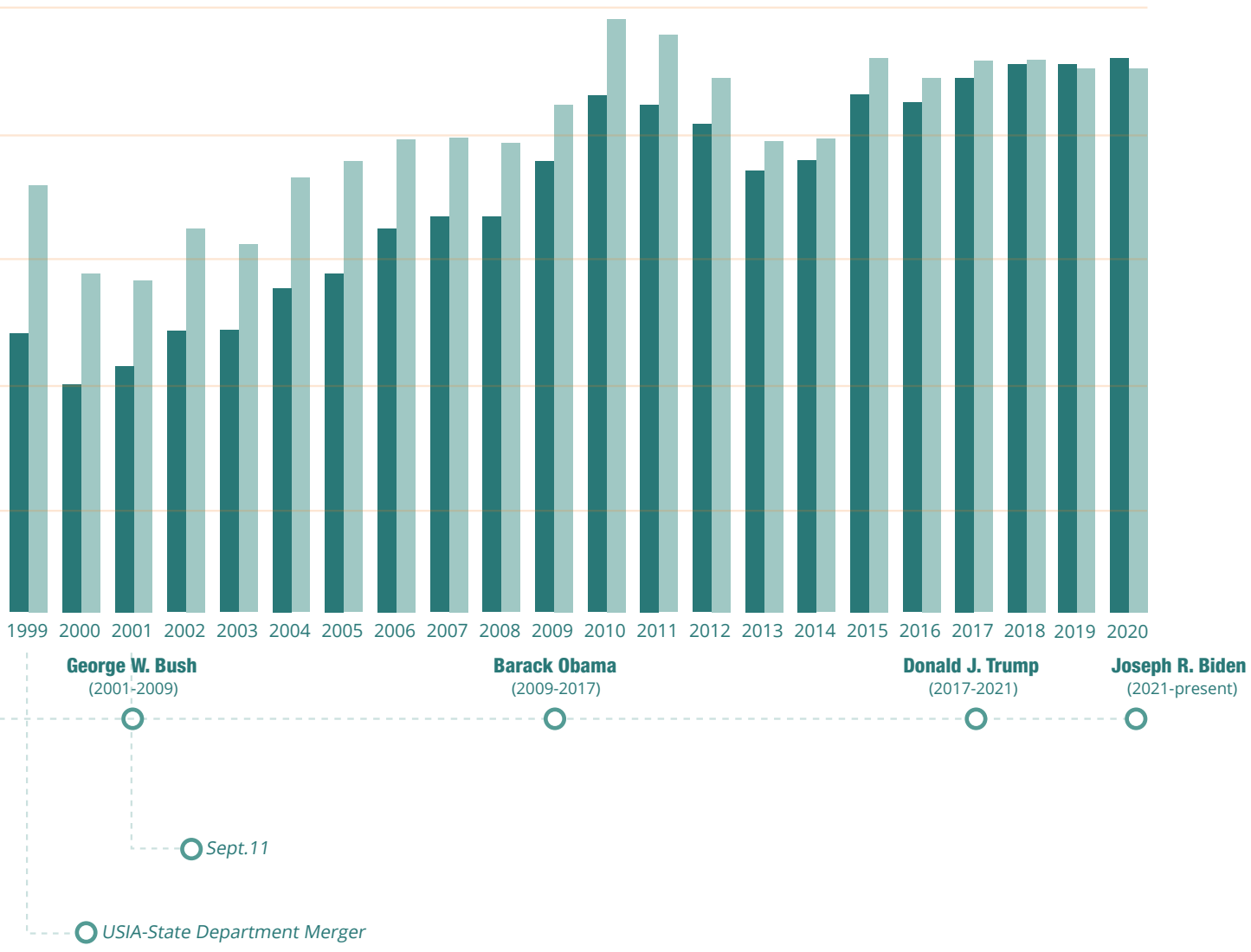


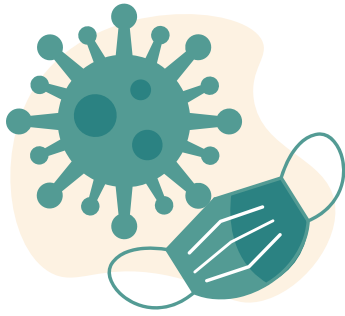
History of Public Diplomacy Spending 1980-2020: Actual and Adjusted (2020)





■ Annual Budget
■ Adjusted (2020)





Meeting the COVID-19 Challenge: A Good News Story

The COVID-19 pandemic and associated travel restrictions had an undeniably negative impact on public diplomacy programming: the number of international students and visitors to the U.S. dropped significantly, multiple short and long term professional, educational, and cultural exchange programs were curtailed, suspended, or cancelled, and nearly all in-person programming at home and abroad came to a halt. But, as indicated by the COVID Spotlight features throughout this report, both Washington and field based public diplomacy professionals displayed extraordinary resilience, agility, and creativity, finding new and innovative ways to bridge the proverbial last three feet. Notable examples include:

- **ECA:** Working with regional bureaus, foreign missions, and U.S. embassies in the first weeks of the pandemic, ECA immediately repatriated approximately 4,000 U.S. and 2,500 foreign participants on USG-sponsored programs and more than 2,100 foreign high school students on USG-facilitated programs. While overall in-person program participants decreased by 99.08 percent, the number of virtual program participants increased by 892.31 percent. The U.S. Speaker Program conducted more than 450 virtual events – almost four times the number before the pandemic. EducationUSA shifted its global network of more than 430 student advising centers online, increasing social media engagement by more than 20 percent and reaching more than three million contacts per month, with a following of five million and growing.
- **USAGM:** Overall, in 2020, USAGM's networks registered unprecedented spikes in website visits and social media engagement with their digital coverage of the coronavirus. For example, in one week alone in April, aggregate website visits across USAGM's networks jumped from a FY 2019 weekly average of 23.4 million to 38.8 million. Similarly, the weekly average of social-media engagements more than doubled FY 2019 averages in the same week, totaling just under 24 million. Disinformation about the origins and spread of COVID-19 emerged as a significant threat to personal as well as national security. Throughout the pandemic, USAGM's networks focused on providing accurate and non-alarmist information about the coronavirus, making the complex topic accessible to audiences worldwide.
- **AF:** In the absence of in-person independence celebrations, Africa Regional Services (ARS) hosted a four-hour livestream event to connect U.S. and African audiences in celebrating U.S. Independence Day virtually during the COVID-19 pandemic. ARS partnered with the video storytelling One Minute Academy and the tech media platform True Africa on a program that showcased U.S. government exchange alumni, U.S. Ambassadors, and musicians with live DJ mixing. The participants' presentations on their personal experience of American values like freedom, diversity, inclusion, and mutual understanding reached more than 20,000 people in 102 countries across different social media platforms.
- **EAP:** In the Philippines, after the COVID-19 pandemic forced schools to transition from in-person to distance learning, the Embassy's Regional English Language Office piloted a new virtual English language program to support the host government's education response. The five-week-long "Bridging the Distance Together" English language program trained 1,600 Philippine teachers and reached more than 3.6 million educators via Facebook streaming, a record-breaking reach for State Department English language programming.
- **EUR:** EUR/PPD continued to coordinate the European Digital Diplomacy Exchange (EDDE), an intergovernmental network initiative that bolsters the strategic messaging capabilities of 18 governments from across Europe. In 2020, EUR leveraged EDDE's credibility with tech sector leaders to expedite the efforts of participating governments to keep their citizens safe, which included working with Google and Apple to ensure the availability of government-developed COVID-19 safety information and contact-tracing apps.
- **IO:** The U.S. Mission to International Organizations in Geneva took advantage of on-line programming in the margins of the UN Human Rights Council. PD officers in Geneva worked closely with colleagues across IO bureau and throughout the Department to convene virtual side events focusing on the promotion of racial justice and impacts of the #metoo movement. PD officers also supported DC-based on-line programming events, including the implications of the national security law in Hong Kong and transgender rights.
- **NEA:** Embassy Algiers transitioned its in-person outreach to online platforms, live streaming close to one hundred talks on a range of subjects promoting U.S. society and values and highlighting U.S. policy priorities over the past year. Presentations specifically highlighted American values and addressed issues such as press freedom with National Public Radio's Peter Sagal and diversity with the Curator of the African American Museum of Music. In the pandemic period Embassy Algiers experienced a record level of engagement on its YouTube platform and now has the most-followed YouTube channel of any U.S. embassy anywhere.
- **SCA:** The Mission Pakistan COVID-19 Speaker Series, an initiative led by Consulate General Karachi's Public Affairs Section (PAS), achieved several goals through collaboration with universities on COVID-related programs. Over six months, teams of students and professors from the two universities held virtual workshops and lectures, engaged in joint research, and wrote articles comparing the effects of COVID-19 in eight thematic areas. These efforts laid the foundation for a multinational comparative project that will identify structural solutions to the global pandemic and build upon important lessons about how future pandemics can be averted.
- **WHA:** WHA/PDA surveyed posts in the region to identify key themes and potential models for virtual speaker programs. Then, working with ECA's Office of U.S. Speakers and posts in Santiago, Buenos Aires, Bridgetown, San Salvador, Santo Domingo, and Bogota, WHA/PDA developed a series of easily accessible virtual programs on high-demand topics. WHA's Binational Centers (BNCs), which deliver English-language training and U.S. programming, received over 11 million in-person visits in 2020 as well as six million virtual program participants during the pandemic.



Recommendations



Fulbright U.S. Student Alumni Ambassadors at Howard University





RECOMMENDATIONS

Since 1948, the U.S. Advisory Commission on Public Diplomacy (ACPD) has played an active role in making the U.S. government's public diplomacy efforts more effective, strategic, and cost-effective. Pursuant to 22 U.S.C. § 1469, the ACPD offers recommendations to improve the PD functions vested in the Department of State, the U.S. Agency for Global Media (formerly the Broadcasting Board of Governors), and other government entities. Drawing on the expertise of Commission members and stakeholders in the State Department, Congress, other U.S. government agencies, the private sector, and academia – as well as analysis of data on PD activities and spending – the Commission offers the following recommendations:

TO THE WHITE HOUSE

1. Recruit and appoint a new Under Secretary of State for Public Diplomacy and Public Affairs. The Department of State has gone for far too long without an Under Secretary of State for Public Diplomacy and Public Affairs. Between the devastating impact of COVID-19 on flagship educational and cultural exchange programs and the intensification of destabilizing malign influence campaigns against U.S. interests, now more than ever strong PD leadership is essential. Additionally, fully integrating public diplomacy considerations into U.S. diplomatic efforts, as well as enhancing the efficacy and cost effectiveness of PD operations, requires sustained oversight from an Under Secretary who both values the strategic role public diplomacy can play in achieving U.S. foreign policy goals and has the managerial acumen to bring about the structural changes needed to unleash PD's full potential.

The ACPD further recommends staffing this position with a career official. Current or recently retired Senior Foreign Service Officers in the PD profession would be worthy of consideration to lend stability to this often vacant position and sustained leadership to career PD professionals at the Department of State.

2. Increase investments in public diplomacy and global media programs given the growing importance of information statecraft as detailed in the current National Security Strategy. Ensuring proper funding for PD programs is crucial for maintaining and growing U.S. influence abroad. In addition to protecting, or even increasing, current levels of support, the Office of Management and Budget should provide incentives for Public Diplomacy bureaus and offices to make smart, strategic decisions on resource allocation and empower officials to look for efficiency gains and opportunities for improved collaboration across the interagency.

3. Establish an NSC Information Statecraft Policy Coordination Committee (PCC) to share best practices on information management and outreach strategies. An NSC driven PCC process would bring together public diplomacy and information operations experts from State, the Department of Defense, and the intelligence community to share and assess methods and approaches to information management and outreach policies and practices. This would allow practitioners and policy makers to learn from mistakes, minimize duplication of effort and capture new and innovative approaches to managing the USG presence in the global information space.

TO THE U.S. CONGRESS

1. Update authorizations and appropriations laws to simplify domestic foreign audience engagement. Currently public diplomacy (Diplomatic Programs “.7”) funding may only be used for programs directed at foreign audiences. Yet the distinction between foreign and domestic audiences is inconsistent with the reality of the global communication infrastructure. In today's complex media environment, the Department of State must communicate effectively and consistently at home and abroad about the work of the Department of State and its programs and policies. The Commission recommends, therefore, that Congress update legislation to make clear that the Department's public diplomacy programs must be truthful and be grounded in the U.S. values whether engaging with domestic or foreign audiences. This can be done by allowing public diplomacy (.7) funding to be used for programs directed at both domestic and foreign audiences. This would limit complicated and time consuming funding workarounds to meet domestic engagement commitments. It would also reinforce core values of truth, transparency and consistency central to the Department's public diplomacy programs.

2. Designate the Under Secretary for Public Diplomacy and Public Affairs as the government-wide coordinating authority for public engagement with foreign publics. In a complex and competitive information environment, multiple U.S. government agencies are engaged in information and influence activities. These efforts need coordination to prevent duplication, avoid conflicts, and ensure a cohesive, consistent U.S. global presence. The Commission recommends that Congress establish a formal coordination role for the Under Secretary for Public Diplomacy and Public Affairs and the Department as the government's lead foreign affairs agency.

3. Include Smith-Mundt among the authorities covered under the Paperwork Reduction Act waiver for research, evaluation, and data analysis of public diplomacy efforts intended for foreign individuals. The Commission was pleased to see that the FY 2022 State Authorization now provides limited legislative exemptions to the Privacy Act of 1974 and the Paperwork Reduction Act of 1980 for research, evaluation, and data analysis of public diplomacy efforts intended for foreign individuals. However, most overseas monitoring and evaluation activities, are executed under the Smith-Mundt Act, which was not included on the list of authorities subject to legislative exemptions. The Commission recommends that the Smith-Mundt Act be added to the list of legislative exemptions in order to simply and streamline the PD program evaluation process.



TO THE SECRETARY OF STATE

1. Designate the Office of Policy, Planning and Resources (R/PPR) as an official bureau or bureau equivalent. R/PPR is charged with the formulation and synchronization of Department policies on issues related to public diplomacy and public affairs as well as the integration of public diplomacy and public affairs with foreign policy formulation and execution. However, in its current designation, R/PPR is not sufficiently well positioned to advocate for and coordinate policies and resources. Elevation to bureau (or bureau equivalent) status would enable R/PPR to institutionalize public diplomacy and public affairs practices across the Department.

2. Designate the Global Engagement Center (GEC) as an official bureau or bureau equivalent. When the GEC's predecessor, the Center for Strategic Counterterrorism Communications (CSCC), was established in 2011 to counter terrorist propaganda, it had only a handful of staff and a budget of approximately \$5 million. Since the GEC replaced the CSCC in 2017, its mission has been legislatively expanded to include countering state-sponsored disinformation and propaganda, and its funding now exceeds \$50 million annually, with total staffing approaching 80 personnel. Given its exponential increase in financial and human resources, as well as the importance of its countering-state-disinformation mission to U.S. national security, the State Department should formally designate the GEC as an official bureau or bureau equivalent.

TO THE DEPARTMENT OF STATE, OFFICE OF THE UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS (R), AND OFFICE OF POLICY, PLANNING, AND RESOURCES (R/PPR)

1. Simplify financial data accounting and improve transparency in public diplomacy spending. PD spending is tracked in a variety of ways, depending on the type of program, the level of training at post, and the budget from which the resources are drawn. These systems, however, do not report fiscal data with consistent quality or timeliness, nor are the technical systems integrated. As a result, tracking PD spending across the various bureaus, offices, agencies, and missions requires requesting and triangulating fiscal data from dozens of offices, which cannot be easily reconciled and often results in conflicting tallies. Simplifying and improving existing accounting and knowledge-sharing mechanisms should continue to be a high priority for R/PPR and the R family bureaus.

2. Improve Integration of Public Diplomacy's resource allocations. Given the proliferation of PD programs and tools to address a rapidly evolving information environment, R/PPR conducted a full strategic review of the resource allocation of PD programs and staffing, including ECA and Foreign Assistants funds used for public diplomacy purposes. This review assessed the synchronization between PD staffing and programming and current U.S. foreign policy objectives. It also identified inefficiencies or duplicative efforts. Now it is time for these findings to be integrated into a plan to rationalize the distribution of PD funding worldwide and balance existing resource allocations against foreign policy priorities. This implementation plan should also consider recent reviews of ECA, GEC, and other PD programming.

3. Identify and address field based knowledge gaps in PD Tools implementation. The 2020 deployment of PD Tools was designed to offer an integrated set of audience analysis, strategic planning, management, monitoring and evaluation, and collaboration tools that can assist public diplomacy sections in achieving foreign policy results. However, not all posts and offices are actively using the system, limiting its utility for data reporting and program management. R/PPR should work to provide sufficient training and support, especially for small PD sections and single officer PD sections.

4. Provide targeted support for PDSI implementation at small and medium sized posts. The Public Diplomacy Staffing Initiative (PDSI) has reorganized 52 of more than 200 overseas PD sections, revising locally employed staff position descriptions and creating organizational structures that include new skills and functions required for modern public diplomacy, that enable flexible collaboration across different functions, and that focus teams on designing and implementing initiatives that advance specific policy goals with critical public audiences. However, field posts continue to report challenges to implementation in the absence of sufficient training and implementation support, particularly in small- and medium-sized posts. As part of an overall PDSI resource platform, R/PPR, in close collaboration with the regional bureaus and FSI, should remediate this by providing advice and ongoing support.

5. Expand R/PPR's Research and Evaluation Unit focus on influence measurement. In 2020, the R/PPR Research and Evaluation Unit (REU) expanded its capacity to conduct research in countries around the world. The REU also launched several outcome and impact assessments, to include an assessment of the impact of cultural programming on individual perceptions of USG influence. Given current strategic focus on influence, the ACPD recommends that the REU expand its audience assessment efforts, provide new impact evaluations for high priority programs, refine program monitoring tools, and build findings and best practices into monitoring and evaluation training for field personnel.



TO THE BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS (ECA):

1. Integrate ECA leadership more fully into senior level strategic planning process. It is widely acknowledged that ECA programs as designed and supported in Washington and implemented in the field play a critical role in support of the USG's short and long term foreign policy objectives. Nevertheless, they are not sufficiently integrated into the policy planning process. ECA leadership should take steps to assure that USG decision-makers explicitly link cultural and exchange programs to the support of Department priorities. This integrated strategic planning process should include regular strategic dialogues with Deputy Assistant Secretary (DAS) level participation from ECA, regional, and functional bureaus, and an annual policy guidance directive issued jointly by the Under Secretary of State for Public Diplomacy and Political Affairs.

2. Improve public online access to ECA program data and impacts and communicate its program results more broadly. ECA has worked to improve transparency and validate accurate internal reporting by implementing a Bureau-wide knowledge management system. This has provided high quality data that allows ECA staff to quickly respond to taskers, efficiently manage program operations, analyze program impacts, and inform resource requests. Now that ECA has improved its capacity to track and assess its own programs in close to real time, the ACPD recommends that this data be shared broadly with public stakeholders in government, academic, business and non-profit communities. In addition to modeling exchange and cultural programming best practices, this would enable ECA to make the case for the sustained support of its programs and initiatives.

3. Share results of ECA's upgraded technology-enhanced program platforms and processes. To meet the pandemic-driven need to expand virtual models for international exchange programs, ECA has launched an update of its IT infrastructure, along with specialized training for its use in a secure government environment. ACPD recommends that ECA make public the initial results of its technology-enhanced program platforms and processes to enable the USG to remain competitive in the international student and professional exchange market and to expand its outreach capacity to underserved foreign and domestic cultural and exchange program participants.

TO THE BUREAU OF GLOBAL PUBLIC AFFAIRS (GPA):

1. Internal Communication Tools Assessment. GPA has developed and launched several tools to improve information sharing within the Department and coordinate messaging. The ACPD recommends a review of the Talking Points mobile application, the Contact Relationship Management (CRM) system, and the Mission Website Platform (MWP) to assess the degree to which these tools equip practitioners with standardized, easily accessible mechanisms to inform people and to create, manage, and sustain long-term relationships with foreign audiences.

2. Improve linkages between Washington-based content development and field-driven information and outreach priorities. GPA's Content team, which includes the Design and Editorial Office and the Video Office, supplies the field with materials that convey U.S. policies, and the ideas and principles that underpin them, with the intent of engaging foreign publics. However, posts remain the best source of information on what foreign publics care about and why. To improve message suitability and impact, GPA should ensure that, in addition to private sector, academic and polling data, its research analytics component incorporates field input into priority message development so the right materials are produced for the right audiences with the right tools at the right time.

3. Provide an impact assessment of the merger of the Bureaus of Public Affairs and International Information Programs into the Bureau of Global Public Affairs. The 2019 merger of the Bureaus of Public Affairs (PA) and International Information Programs (IIP) into the Bureau of Global Public Affairs (GPA) was justified as an improvement to the State Department's ability to "communicate American foreign policy and values around the world" in the 21st century. The ACPD recommends that the GPA undergo a review of its current structure and programs to assess program effectiveness and linkages to current foreign policy objectives, focusing specifically on message coordination and value projection.

4. Appoint experienced experts and talented career Foreign Service Officers and Civil Service Professionals in leadership positions. To meet its significant information and outreach responsibilities, GPA requires a full leadership team on board. Yet, several DAS positions remain unfilled. Moreover, while GPA has a number of knowledgeable political appointees in leadership positions who provide valuable input, more positions should be filled by senior foreign service officers and civil service professionals with deep institutional, field, and interagency expertise. This would assure GPA's synchronization with the Department's broader foreign policy mandate.



TO THE GLOBAL ENGAGEMENT CENTER (GEC):

1. Foster an innovative and agile culture through information sharing across U.S. government agencies; objective research and evaluation of programs; and modifying, redirecting, or ending programs not achieving desired/optimal results. As the GEC increases the size and scale of its counter-terror and disinformation programming, it needs to assess continually the effectiveness of its programs and why specific programs are successful or not. Most importantly, these insights need to be tested and shared in order to ensure that lessons learned and best practices gleaned from its forward-leaning programming can benefit practitioners across the public diplomacy community.

2. Prioritize coordination and synchronization of programs and insights across the interagency. The GEC is authorized to “direct, lead, synchronize, and coordinate” efforts from across the U.S. government to understand and counter foreign propaganda and disinformation efforts. This function is crucial and one that only the GEC is authorized and able to perform. The ACPD urges the GEC to embrace this mandate fully, strengthen its interagency leadership role in this area, and develop new and/or enhanced methods for harmonizing overall U.S. government programs aimed at identifying, understanding, and countering foreign propaganda and disinformation.

3. Take the lead in establishing a government wide lexicon for malign influence operations. There are multiple and often competing definitions of malign influence operations in use across the USG. The lack of consensus on the basic terms creates vulnerabilities for bureau, agency, and institutional efforts, as well as significant challenges to interagency or joint operations. A shared vocabulary would support coordination of strategic objectives and facilitate impact assessment. As the designated “coordinator” of Department and interagency efforts to combat malign influence, the GEC is in a position to take the lead in the establishment of a lexicon of disinformation, perhaps at the level of an NSC Information Statecraft Policy Coordination Committee (PCC). (See White House Recommendation #3.)

TO THE FOREIGN SERVICE INSTITUTE (FSI) PUBLIC DIPLOMACY TRAINING DIVISION:

1. Assess recent changes to PD tradecraft course structure and content. In 2021, the FSI PD Training Division launched a new Public Diplomacy Officer (PDO) tradecraft course that merges previously separate cultural and information training sequences into a single three-week class. The new course is designed to facilitate a more audience-centered, policy-focused approach to PD programming and reduce stovepipes within PD sections. PD Training also combined elements of its public affairs officer tradecraft course with political and economic section courses. The ACPD recommends that, working with the Under Secretary’s Office of Policy, Planning and Resources (R/PPR), FSI’s PD Training Division assess these recent changes to the curriculum, focusing in particular on the degree to which the new curriculum meets existing training and programmatic need and fosters collaboration with political and economic officers.



TO THE U.S. AGENCY FOR GLOBAL MEDIA (USAGM):

1. Build and fully integrate data-driven decision-making tools to support modernization of the agency to compete in diverse and increasingly sophisticated media markets all around the world. The most effective media enterprises in the world rely on data to empower strategic decision-making at every level, from the C-suite to the newsroom. USAGM needs to build a cohesive and accessible data management system to fully integrate all its research, fiscal, and performance data and support the use of tools to analyze this data at each level of the agency and its networks. Such a system should also support a systematic business review process, whereby USAGM assesses programming, audience/impact, budget, IT, performance, staffing, and plans for modernization. Business reviews should leverage both performance and financial data to present a holistic picture of network performance and to identify areas for improvement, broader reform, cost control, or additional investment.

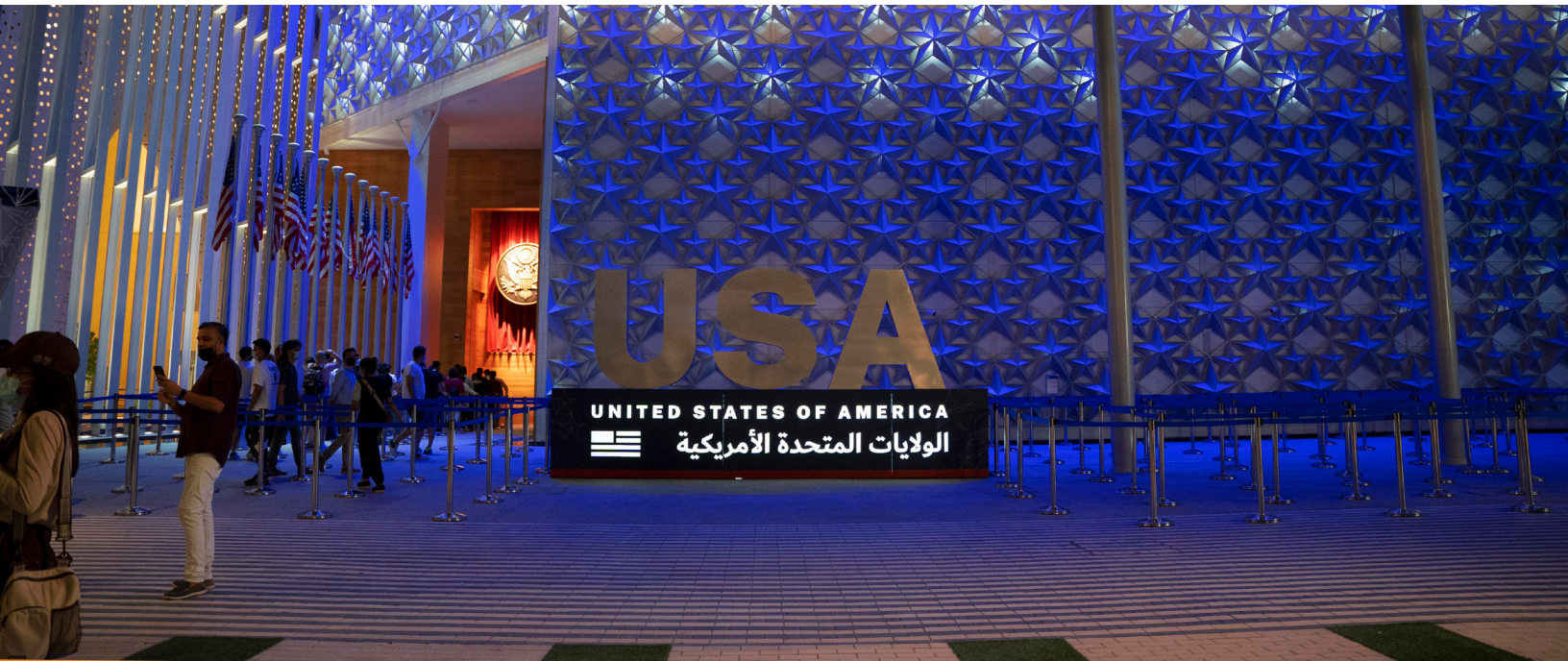
2. Increase prioritization of and funding for program research and impact evaluations. USAGM's research funding continues to decline at a time when almost every other federal agency is increasing investments in research and performance assessment. In order to fulfill the agency's congressional mandate to support a "reliable research capacity" to ensure the agency's operations consistently contribute to its mission, USAGM needs to increase funding for its research apparatus, as well as properly staffing the research office in order to ensure all data acquisition and analysis is conducted with the highest standards of rigor. To start, USAGM should at least allocate 1 percent of its annual budget to research and evaluation, with the goal of increasing this allocation to 3 percent, which would be in line with industry and government best practices.

3. Launch an internal evaluation of the USAGM's 2018-2022 Strategic Plan. The USAGM's 2018-2022 Strategic Plan calls for improved "accountability and impact measurement." The ACPD recommends that the USAGM's Office of Policy and Research (OPR) engage in an internal evaluation of program effectiveness and impact. In particular, this inquiry should assess the degree to which OPR has incorporated innovative research designs and methods for measuring impact beyond, but not instead of, the use of systematic survey tools. In addition, given the importance of research in the strategic planning process and the quickly changing media environments in which the USAGM operates, additional resources should be dedicated to OPR to ensure its continued effectiveness.

4. Launch a wholesale digital modernization of the Office of Cuba Broadcasting (OCB). Despite Congressional calls for major reform, the USAGM has not yet engaged in a much needed modernization of the OCB to streamline operations and re-launch the network as an agile, digital-first news service. A 2019 report commissioned by USAGM found that OCB's Radio and TV Marti is lacking the necessary editorial processes to ensure the highest journalistic standards. The report also found that Marti's content was by and-large ineffective, targeting an older Cuban audience without a clear path for engaging Cuba's emerging youth population. Built for linear radio and TV production, OCB's current operating structure and professional expertise are fundamentally misaligned with the informational needs and technological sophistication of Cuba's emerging and influential youth citizenry. Moving forward, content should be created with the intent of digital distribution, consumption, and sharing, foundational logics that require a different approach to content creation. Resources should be focused on creating and acquiring compelling and engaging content that is easily accessed and shared on the devices and platforms that are most accessible to target audiences.



Office of the Under Secretary for Public Diplomacy and Public Affairs



U.S. Pavilion at Expo 2020 in Dubai





OFFICE OF THE UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS (R)

R RESOURCES

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Enacted	FY 2022 Requested
\$1.21 million	\$1.10 million	\$1.00 million	\$1.80 million	\$1.10 million	\$3.10 million

OVERVIEW

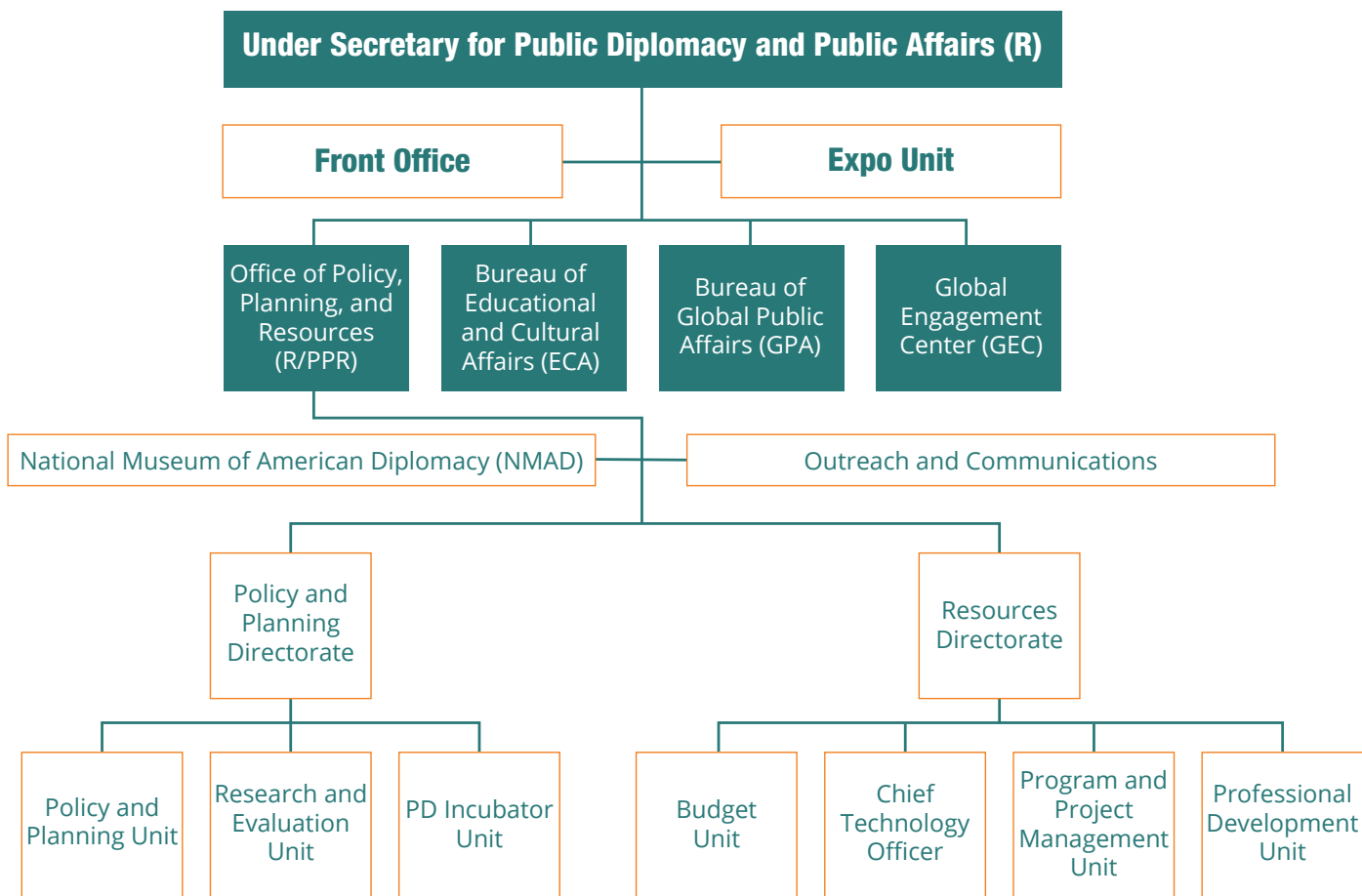
The Under Secretary for Public Diplomacy and Public Affairs reports to the Secretary of State and directs the Department’s efforts to strengthen U.S. national security and economic prosperity by understanding, informing, and influencing foreign publics and by expanding and strengthening people-to-people connections between the U.S. and the rest of the world. The Under Secretary also leads Department efforts to communicate official policy to domestic and international audiences and to engage and inform the American people about U.S. foreign policy. The Under Secretary oversees the bureaus of Educational and Cultural Affairs (ECA), Global Public Affairs (GPA), the Global Engagement Center (R/GEC), and the Office of Policy, Planning, and Resources (R/PPR). The Under Secretary also provides public diplomacy (PD) resources to, and coordinates PD priorities with, the Department’s regional and functional bureaus. The Office of the Under Secretary includes the International Expositions Unit (R/EXPO).

The Under Secretary:

- Serves as the principal advisor to the Secretary and Deputy Secretary on all public diplomacy matters, including the allocation and oversight of public diplomacy and public affairs resources;
- Directs the formulation and coordination of Department policies on issues related to public diplomacy and public affairs, and represents the Department on related matters with other agencies of the U.S. government and outside audiences;
- Oversees annual strategic planning and evaluation of public diplomacy and public affairs programming;
- Ensures coordination and strategic alignment with foreign policy objectives;
- Manages Department leadership responsible for conducting and implementing public diplomacy and public affairs policies, programs, and activities; and
- Serves on the Board of the U.S. Agency for Global Media.



OFFICE OF THE UNDER SECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS ORGANIZATIONAL CHART





OFFICE OF POLICY, PLANNING, AND RESOURCES (R/PPR)

The Office of Policy, Planning, and Resources (R/PPR) supports the Under Secretary in championing the practice of public diplomacy and public affairs by coordinating policies and resources to equip practitioners with the knowledge, skills, and tools they need to advance U.S. foreign policy goals. To accomplish its mission, R/PPR:

- **Incubates** innovative public diplomacy and public affairs practices by disseminating the knowledge, skills, and tools practitioners need to do their jobs.
- **Integrates** public diplomacy and public affairs with foreign policy formulation and execution, demonstrating through results that these are critical tools for achieving foreign policy goals.
- **Increases** understanding and support for public diplomacy and public affairs capabilities and successes.
- **Creates** a work environment that enables every team member to contribute fully and effectively to the office's success.

R/PPR supports regional and functional bureaus and posts overseas and advises the Under Secretary for Public Diplomacy and Public Affairs and other senior leadership on the efficient and effective allocation of public diplomacy resources.

	FY 2018 Actuals	FY 2019 Actuals	FY 2020 Actuals*	FY 2021 Enacted	FY 2022 Requested
R/PPR Evaluations	\$1.20 million	\$1.10 million	\$10.40 million	\$3.30 million	\$3.20 million
Digital Support	\$1.00 million	\$5.30 million	\$5.20 million	\$9.20 million	\$9.00 million
Audience Research & Analysis	\$1.00 million	\$0.60 million	\$2.00 million	\$2.00 million	\$1.90 million
Support for Bureau Initiatives	\$1.50 million	\$2.30 million	\$27.90 million	\$15.10 million	\$14.70 million
Total	\$4.70 million	\$9.30 million	\$45.50 million	\$29.60 million	\$28.80 million

*The increase in FY 2020 was due to a one-time accounting adjustment associated with the creation of the bureau of Global Public Affairs and additional investments in the Public Diplomacy Staffing Initiative.

OVERVIEW

R/PPR is led by a director and two managing directors, who lead the Resources Directorate and the Policy and Planning Directorate. The National Museum of American Diplomacy (NMAD) and the Outreach and Communications Unit (OCOM) report to the R/PPR Director. R/PPR also serves as the organizational home for, and provides administrative support to, the independent U.S. Advisory Commission on Public Diplomacy (ACPD).

Resources Directorate

The Resources Directorate manages the financial, human, and technology resources that support PD programs and activities worldwide. The Resources Directorate includes the Budget Unit, Professional Development Unit (PDU), Program and Project Management Unit (PPMU), and the R Chief Technology Officer (CTO).

Budget Unit

The Budget Unit allocates Public Diplomacy and Public Affairs resources in alignment with foreign policy priorities and provides advice on and operational support for all phases of financial management, including resource planning.

Professional Development Unit

The Professional Development Unit (PDU) supports the practice of public diplomacy by ensuring that the Department maintains and develops a diverse, talented workforce aligned with the needs of modern public diplomacy, organizes teams to be effective, and aligns personnel to meet changing mission needs around the globe. The PDU leads the PD Staffing Initiative, which is reorganizing the structure of all 184 public diplomacy sections and all 2,600 LE staff position descriptions to align with the modern policy-centered, audience-focused vision of the Public Diplomacy Strategic Framework.

Program and Project Management Unit

The Program and Project Management Unit (PPMU) provides specialized knowledge in the Federal Capital Planning and Investment Control process and facilitates the accurate and timely reporting of R Family IT expenditures to the Bureau of Information and Resource Management (IRM) for incorporation into the Department's IT reporting.



R Chief Technology Officer

The R Chief Technology Officer (R/CTO) Unit coordinates technology strategy, market research, acquisition, governance, and user adoption across the PD community. R/CTO solicits input from PD practitioners and stays abreast of emerging technology to make recommendations about piloting technologies with potential PD applications. R/CTO coordinates with R Family bureaus to support the global deployment of new public engagement platforms for PD practitioners worldwide.

Policy and Planning Directorate

The Policy and Planning Directorate oversees strategic planning for public diplomacy, collects data to inform PD resource allocation decisions, provides PD practitioners with analytics tools, and evaluates PD programs. The Policy and Planning Directorate includes the Policy and Planning Unit, the Research and Evaluation Unit, and the Public Diplomacy Incubator Unit.

Policy and Planning Unit

The Policy and Planning Unit (PPU) leads the development and coordination of public diplomacy plans and the integration of public diplomacy into the policy formulation process. The PPU coordinates the formulation of the Congressionally mandated PD Strategic Plan and supports posts in the development of PD Implementation Plans.

Research and Evaluation Unit

The Research and Evaluation Unit (REU) produces original, rigorous research and supports diplomats in using evidence to continuously improve the design and execution of public diplomacy activities. The REU conducts original research on PD initiatives, interprets and disseminates existing research, and produces analytical products tailored to the needs of PD practitioners including on-demand opinion polling and practical data analysis.

Public Diplomacy Incubator Unit

The Public Diplomacy Incubator Unit (PD Inc), formerly known as the Networks Unit, builds and maintains digital networks of strategically important audiences such as Young African Leaders Initiative (YALI) and Young Leaders of the Americas Initiative (YLA) networks. PD Inc also applies its lessons learned and best practices to advise and assist U.S. missions overseas and Department bureaus on digital network engagement to advance U.S. foreign policy priorities.

Additional R Functions

National Museum of American Diplomacy

The National Museum of American Diplomacy (NMAD) tells the story of the history, practice, and challenges of American diplomacy. It invites the public to discover diplomacy and how it impacts their lives every day through an educational program, a collection of



10,000 artifacts, and curated exhibits on diplomacy. NMAD is supported through a public-private partnership between the Department of State and the nonprofit Diplomacy Center Foundation.

Outreach and Communications Unit

The Outreach and Communications Unit (OCOM) builds external support for the PD mission and provides PD practitioners with the knowledge and resources they need to succeed. OCOM serves as the primary outreach arm for the Under Secretary for Public Diplomacy and Public Affairs, coordinating and enhancing relationships with Congress, think tanks, academia, and the private sector. OCOM's Judicial Liaison team connects the State Department and the U.S. Judiciary, including the U.S. Supreme Court.



International Expositions Unit (R/EXPO)

The International Expositions (Expo) Unit oversees U.S. pavilions at international expositions (or World’s Fairs) accredited by the multilateral Bureau International des Expositions (BIE) and supports U.S. cities competing to host such events. (In 2020, the United States spent its first year of a two-year term on the BIE Rules Committee.) Prior to the establishment of the Expo Unit in 2017, no single office was responsible for managing official U.S. participation in Expos or supporting U.S. candidacies since the United States Information Agency (USIA) Exhibitions Office closed in 1992.

In November 2020, the Expo Unit completed construction of a 20,000 square foot pavilion for Expo 2020 in Dubai, made possible by the generosity of the Government of the United Arab Emirates. Owing to the COVID-19 pandemic, Expo 2020 delayed its opening to October 2021 and will run for six months. An estimated six million visitors will be offered an exhibit on “Life, Liberty, and the Pursuit of the Future” that illustrates how freedom facilitates innovation. The Expo Unit launched a first-of-its-kind nationwide recruitment program for youth ambassadors to staff the pavilion and cultural acts. The accompanying U.S. cultural program of more than 300 events will engage an expected fifteen million individuals at the U.S. pavilion and the larger Expo site, and millions more digitally. Support from the National Endowment for the Humanities and interagency partnerships with the National Endowment for the Arts, the Smithsonian Institutions, the National Park Service, NASA, and the Library of Congress will also enrich the U.S. presence. In support of the U.S. exhibit, the Departments of Commerce and Agriculture designed a commercial program to promote exports, attract foreign direct investment and tourism, and encourage study abroad in the United States for implementation in CY 2021.

Pending the availability of funding, the Expo Unit is also planning for the 2025 World Expo in Osaka, Japan, which will offer an opportunity to strengthen cultural ties with 28 million people from across the Indo-Pacific region. The Expo Unit also supported the Department of Commerce in the effort to select a U.S. city interested in bidding for the rights to host an Expo in 2027.

R HIGHLIGHTS FOR 2020

Reviewing the Distribution of PD Resources

In 2020, R conducted a Strategic Resource Review (SRR) of public diplomacy resource allocations and an assessment of global resource requirements to ensure public diplomacy resources are optimally aligned to achieve current national security objectives. The SRR included a detailed assessment of current resourcing and allocations of public diplomacy funding worldwide; a “blue skies” exercise incorporating feedback from the field on the resources required to win the competition for influence in each country; and a resource model using interagency data to compare existing resource allocations to where those resources should be allocated based on U.S. geopolitical interests. Recommendations from the SRR resulted in the allocation of additional funds to the Bureaus of East Asian and Pacific Affairs and African Affairs, as well as the reassignment of 23 positions and subsequent requests for position realignments in FY 2022. The SRR also informed the formulation of the Department’s budget requests in FY 2022 and FY 2023.

Developing the First Public Diplomacy Strategic Plan

In 2020, R/PPR took the lead in developing the 2020 Public Diplomacy Strategic Plan (PDSP), the first such plan in over a decade. In doing so, it fulfilled a Congressional mandate to provide a vision and strategy for PD operations worldwide. The PDSP outlines goals and objectives that delineate key priorities for PD, steps needed to advance those priorities, and the roles played by the regional bureaus, functional bureaus, and posts in advancing those priorities. The PDSP complements other strategic documents such as Joint Regional Strategies and Integrated Country Strategies by focusing on the tools and capabilities needed to advance the policy priorities outlined in those documents.

Responding to the Challenges of COVID-19

R/CTO ramped up support of mobility and collaboration tools for global PD staff during the large-scale shift to virtual programming and engagement during the COVID-19 pandemic. When the pandemic hit, R/PPR provided Zoom for Government licenses for every PD mission so that staff could host 50,000+ internal and external events in 2020. Along with Zoom, the PD family’s regular use of real-time collaboration tools such as Slack, Google, and Salesforce prepared them to work in a remote environment. These platforms enable their workforce to be effective and mobile regardless of location.





Developing and Deploying PD Tools



In August 2020, R/PPR launched PD Tools, a global cloud-based application that integrates PD planning, budgeting, monitoring, and reporting into a single platform. PD Tools assists public diplomacy practitioners with maximizing initiatives that directly support and advance each mission's Integrated Country Strategy. The system integrates with missions' Customer Relationship Management (CRM) software to produce comprehensive reports on PD activities at each mission. It replaces a number of legacy systems including the Mission Activity Tracker (MAT) and PD Resources Allocation Module (PDRAM) which required separate logins and contained siloed data, thereby achieving cost savings for the Department and a more streamlined and secure experience for users. By the end of CY 2020, PD sections had entered 143 mission-level public diplomacy implementation plans (PDIPs). Globally, PD staff had begun drafting, implementing, or completing approximately 2,900 activities, including workshops, events, exchange programs, and campaigns. New features will continue to be developed and deployed to users in 2022 and 2023, drawing on extensive user research with practitioners in Washington and the field.

Transforming Public Diplomacy Staffing

In 2020, R/PPR completed implementation of the Public Diplomacy Staffing Initiative (PDSI) at 17 missions and began implementation at 19 additional missions encompassing 274 Locally Employed Staff positions. At the end of CY 2020, 43 missions were working in their PDSI structures, representing 52 PD sections. R/PPR expects to implement the initiative at 47 posts in CY 2021 and is currently on track to complete organizational reviews at all missions by December 2022. These changes are designed to enable PD practitioners to better contribute to mission-wide policy goals and adapt to changes in public opinion, technology, and communications environments. In support of PDSI implementation, R/PPR also revamped its project management procedures, enabling it to clear a backlog of more than 800 position description documents, and created a new Transition Support unit that provides dedicated 12-month support for missions working in their new structures. R/PPR will continue to provide transition support for missions working in their new structures throughout 2023 and 2024.

Creating a Robust Outreach and Communications Capacity

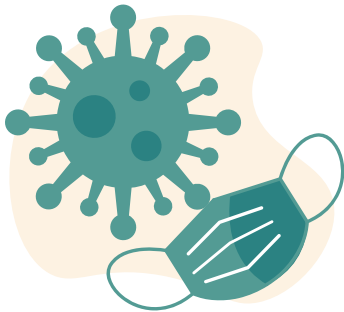
Following a comprehensive review of R/PPR's mission, functions, resources, and organizational structure, R/PPR leadership concluded that the office needed to increase its capacity for soliciting insights from parties across the government, private sector, and academia, as well as conveying that information to PD practitioners. Subsequently, in 2020, R/PPR consolidated staff working in various areas of external engagement and internal communications under the banner of a newly created Outreach and Communications Unit or "OCOM."

Advancing Diversity, Equity, and Inclusion

In summer 2020 R/PPR formed a Diversity and Inclusion Council (which was renamed the Diversity, Equity, and Inclusion Council in early 2021). The Council ensures that R/PPR values, recruits, trains, retains, and advances a workforce that represents the richness of American diversity including age, gender, race, ethnicity, sexual orientation, gender identity, faith, ability, background, and skills. Members of the Council developed an action plan which included gathering data to examine office needs. This data served as a basis for the Council's activities during the months following its creation. R/PPR added DE&I action items to its overall operating plan in November 2020.



Repatriation of American Passengers from the Diamond Princess Cruise Ship, February 2020



The National Museum of American Diplomacy's Virtual Programming

NMAD: Adapting Programs to the Virtual Environment

In 2020, NMAD adapted to new virtual formats and continued to provide people with the history, stories, and practice of diplomacy through its website diplomacy.state.gov. NMAD launched several online exhibits, including *#BringingAmericansHome*, which describes the State Department's efforts to repatriate thousands of Americans stranded abroad at the outset of the global COVID-19 pandemic, and *Her Diplomacy*, which commemorates the centennial of women's suffrage. NMAD also hosted many virtual events throughout 2020 to educate the public, mark important milestones, and tell stories of American diplomacy; the *Diplomacy After Hours* and *Diplomacy Classroom* series reached over 20,000 viewers worldwide in 2020.

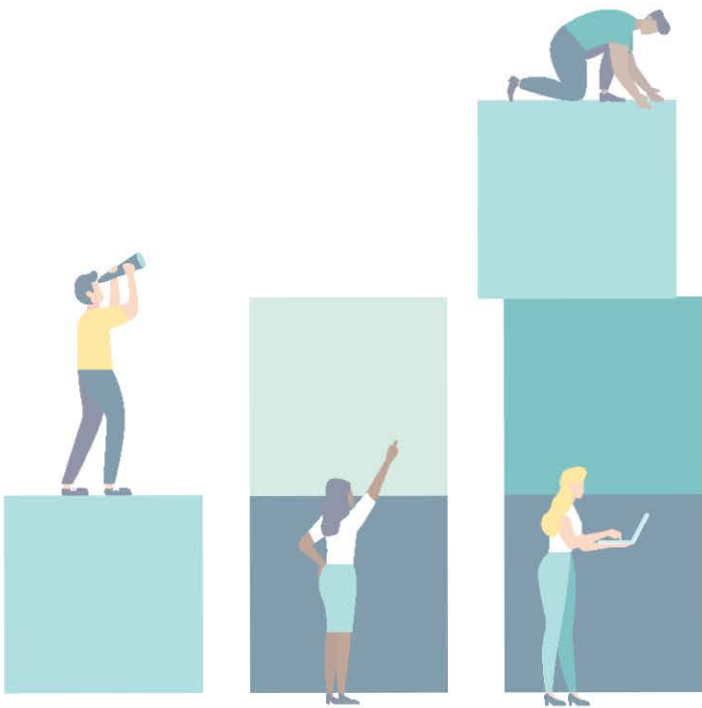


NMAD: Reaching Thousands Through Virtual Diplomacy Simulations

NMAD's diplomacy simulations have served as educational tools to teach diplomacy through hypothetical scenarios focused on complex global issues like border security, infectious diseases, and water insecurity. As the COVID-19 pandemic closed classrooms across the country, NMAD adapted its educational simulation program to the virtual environment via Zoom. Over 15,000 students participated in these simulations throughout 2020, and NMAD worked with National History Day and George Mason University to develop three new historical simulations that will broaden the opportunities for educators to integrate diplomacy into U.S. and world history courses.



Students from the Santa Fe Council on International Relations participated in a NMAD-led diplomacy simulation, "The Suez Canal Crisis: National Sovereignty versus International Access to Waterways," October 2020.





Bureau of Educational and Cultural Affairs



Restoration of the Lo Gekhar Monastery in Nepal, Supported by a Grant from the U.S. Ambassadors Fund for Cultural Preservation





BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS (ECA)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual*	FY 2021 Planned
\$599.00 million	\$634.00 million	\$646.00 million	\$701.00 million	\$736.00 million	\$740.00 million

*FY 2020 Actual includes \$5.00 million in FY 2020 Coronavirus Aid, Relief, and Economic Security (CARES) Act supplemental balances

OVERVIEW

The Bureau of Educational and Cultural Affairs (ECA) is the State Department's lead in designing and implementing educational, cultural, and professional exchanges that create and sustain people-to-people connections to advance U.S. foreign policy and national security goals. Sustained engagement with global exchange alumni creates a wide and deep reservoir of current and future leaders, promotes shared values, and enables partnerships that offer a powerful competitive advantage. ECA's programs are designed to foster positive perceptions of the United States, counter disinformation, support regional cooperation, and increase opportunities for mutually beneficial U.S.-host country partnerships on the grassroots level.

Millions of people have participated in international exchange programs funded or sponsored by the ECA since they began almost 80 years ago. This includes more than 450,000 Americans. In addition, 4.4 million people have traveled to the United States to participate in the privately funded and ECA-facilitated BridgeUSA Program.

About one in three current world leaders are alumni of U.S. government exchange programs, as are 15 percent of the foreign ambassadors currently posted to the United States. Forty-two current members of the U.S. Congress and 601 current or former heads of state and government are alumni of ECA-funded programs. Eighty-six Nobel Prize winners are ECA exchange alumni.

ECA's wide range of programs provides direct economic benefits to the American people. ECA spends over 90 percent of its appropriation in the United States, investing in U.S. citizens and organizations. Academic and professional partnerships with foreign exchange participants bring international networks to American campuses and workplaces and expand the skills and expertise of U.S. participants who go abroad.

Education is the nation's sixth largest U.S. service sector export, with international students contributing \$38.96 billion to the U.S. economy in the 2019-20 academic year and supporting more than 415,000 U.S. jobs. In the 2019-20 academic year, approximately 1,075,000 international students studied at U.S. higher education institutions, a decline of 1.8 percent from the previous year but still 5.5 percent of all students in U.S. higher education.

Providing foreign students interested in studying in the United States with accurate, comprehensive, and current information about how to apply to U.S. colleges and universities, ECA supports a network of more than 430 EducationUSA advising centers worldwide. Many of these students took their first steps toward a U.S. education through English language classes and conversation clubs hosted at American Spaces, and/or through the more than 130 EducationUSA advising centers that are co-located in American Spaces. Every year tens of millions of people visit more than 600 American Spaces, located in over 140 countries, for a first taste of American culture, including participating in over a million programs annually.

ECA's monitoring and evaluation efforts consistently demonstrate alumni of U.S. government-sponsored exchanges return to their home countries with increased knowledge of the United States and more favorable views of the American people. American alumni return with marketable skills and international experiences that help advance their careers and support their communities.

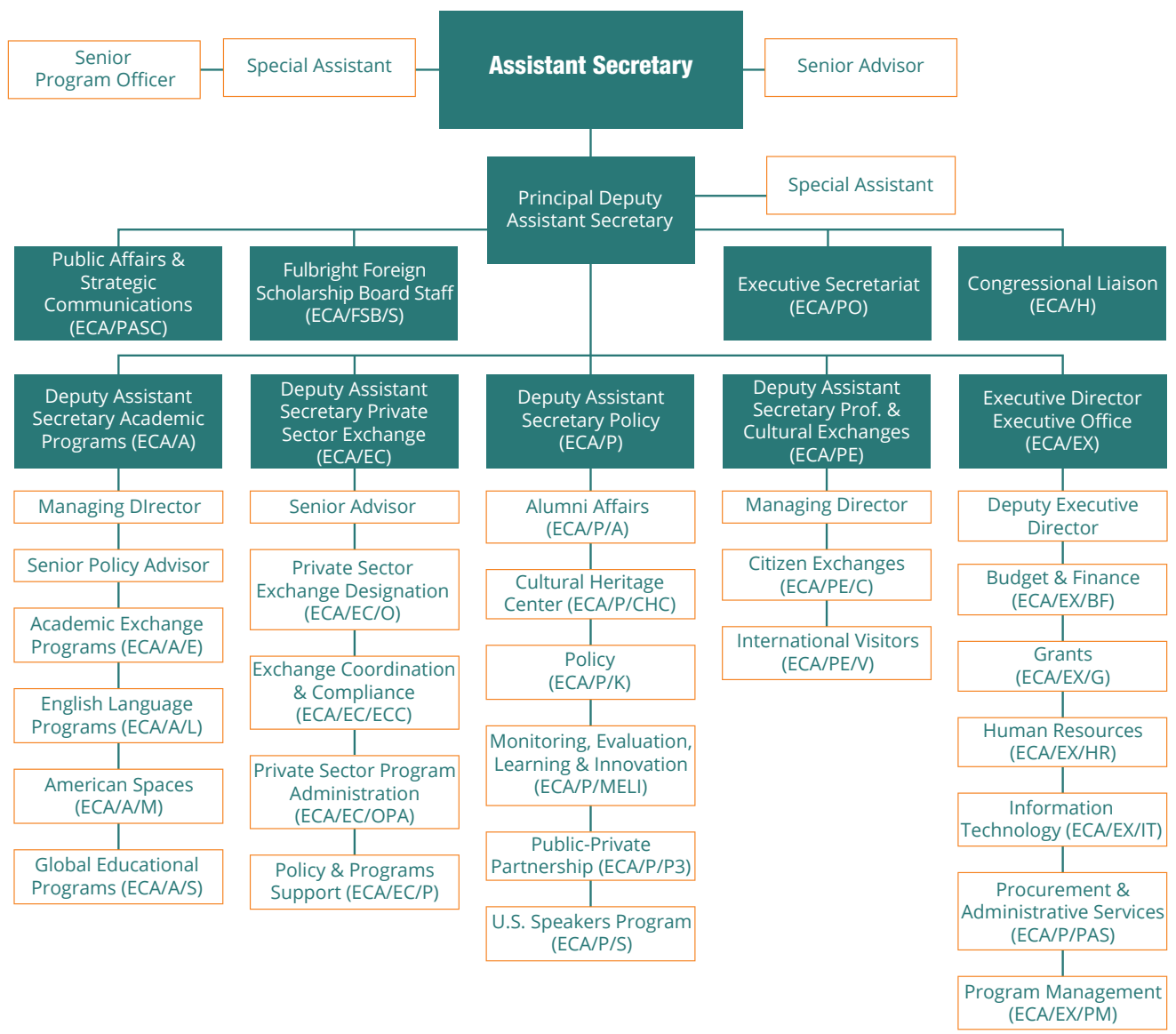
In 2020, ECA programs and exchanges focused on five priorities:

- **Promote American leadership** through people-to-people exchanges that advance U.S. foreign policy objectives and deepen the mutual understanding that underpins U.S. relationships with foreign countries.
- **Renew America's competitive advantage for sustained economic growth** by increasing the global skills of Americans and expanding the reach of U.S. businesses and institutions.
- **Promote American values through professional, educational, and cultural programs that bolster democratic principles** and encourage strong civil society institutions, human rights, and independent media.
- **Counter foreign government disinformation and foster alternatives to radicalization** through media literacy, journalism, economic empowerment, and community engagement programming.
- **Ensure effectiveness of ECA programs and accountability to the U.S. taxpayer** by evaluating programs, expanding use of virtual technologies, and leveraging relationships with program alumni.

ECA's staff includes 510 authorized full-time positions and 132 contractors. Approximately 55,000 people, including 15,000 Americans who travel abroad, participate in ECA-funded exchange programs every year when public health conditions allow. ECA's Private Sector Exchange Programs welcomed over 56,000 exchange visitors from 200 countries and territories to the United States in 2020. In FY 2020, American Spaces overseas engaged over 27 million people in programming about American culture and values.



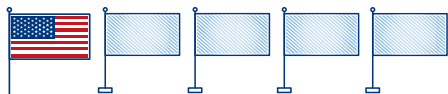
BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS ORGANIZATIONAL CHART





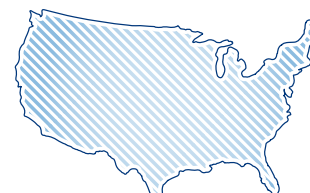
ECA: Impact at Home

ECA programs not only bring the world closer together, but benefit individual Americans, local American communities, and the United States economy. ECA's impact produces more informed Americans, richer cultural understanding, a more robust economy, and deeper ties between nations and peoples.



ONE IN FIVE

ECA-funded Exchange Participants are **American**.



ALL 50 STATES

host **international exchange** visitors, who support the local economy during their stay.



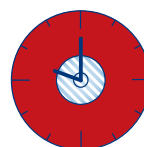
During the 2019–2020 academic year, the **U.S. hosted** more than

ONE MILLION STUDENTS

who contributed **\$38.96 billion** to the U.S. economy and supported **415,996** U.S. jobs.

In 2019, **International Visitor Leadership**

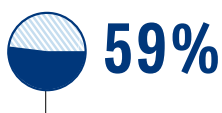
Program participants volunteered



283,789 HOURS OF SERVICE.

ECA IS FOCUSED ON:

promoting **AMERICAN VALUES** through the leaders of tomorrow and global thought leaders.



of all ECA programming is focused on **youth, young leaders, and youth-related issues**



of ECA programming is focused on **cultivating relationships with thought leaders**



Using Data to Enhance ECA Programs and Demonstrate Impact

TechGirls is a one-month summer exchange program for young women ages 15–17 to inspire and prepare them to pursue higher education and careers in science, technology, engineering, and math (STEM) fields. A recent evaluation of TechGirls assessed the strength and sustainability of professional and educational networks created by the program, the extent to which these networks have been leveraged for collaborations to enact change, and the impact of the program on educational trajectories and professions of alumnae.

IMPACT



89% of alumnae reported a significant or moderate change in their **awareness of opportunities** in STEM fields.

80%

of overseas alumnae and 77% of American alumnae reported that the program helped **improve their STEM skills**.

98% OF PARTICIPANTS

were **more interested or as interested** in STEM education and careers after the program.



PARTICIPANTS LEARNED AND APPLIED VALUABLE SOFT SKILLS:

- Leadership (85%)
- Intercultural Communication (83%)
- Networking (74%)
- Public Speaking (63%)

TRAJECTORIES



TechGirls increased participants' confidence to pursue a career in STEM, and 79% of **working alumnae work in STEM fields**.

HANDS-ON EXPOSURE

to a range of STEM fields influenced alumnae trajectories.

73%

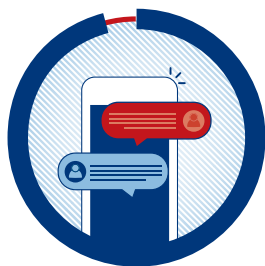
of alumnae are also **volunteering their time in STEM-related activities**.

The program helped alumnae decide on a university major, with 78% **pursuing further studies in STEM fields**.

"I think seeing women in STEM has **boosted my confidence**, and it made me personally consider an engineering degree, which I ended up getting."

↓
TechGirl alumna

CONNECTIONS



96% of **overseas alumnae** and 75% of U.S. alumnae **stay in touch** through social media.

55% OF ALUMNAE

are in contact with their **host families** and 22% of alumnae are in contact with their **job shadow hosts**.

57%

of TechGirls alumnae have had some **contact with TechWomen alumnae**.

48%

of TechGirls alumnae have **participated in TechWomen-TechGirls club activities**.

The TechGirls alumnae network offers **information-sharing** (such as opportunities for scholarships, other exchange programs, travel, competitions, and project funding), English language practice, collaboration on small projects, and, occasionally, mentoring.



ECA BUDGET BY PROGRAM ACTIVITY

Activities	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual*	FY 2021 Planned
Program and Performance	\$7,383	\$7,383	\$8,400	\$9,050	\$12,850
Academic Programs	\$320,126	\$320,126	\$357,836	\$372,835	\$369,835
Professional and Cultural Exchanges	\$214,700	\$214,700	\$221,460	\$223,588	\$225,610
Young Leaders Initiatives	\$28,500	\$28,500	\$31,250	\$34,400	\$34,400
Countering State Disinformation and Pressure	\$0	\$12,000	\$12,000	\$12,000	\$12,000
Community Engagement Exchange Program	\$0	\$0	\$0	\$5,000	\$5,000
Total	\$570,709	\$582,709	\$630,946	\$656,873	\$659,695

(in thousands of dollars)

*FY 2020 Actual includes \$5 million in FY 2020 Coronavirus Aid, Relief, and Economic Security (CARES) Act supplemental balances.

PROGRAM AND PERFORMANCE

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$7,383	\$7,383	\$8,400	\$9,050	\$12,850

(in thousands of dollars)

ECA's Policy Directorate takes a cross-bureau approach to ensuring programs align with the State Department's foreign policy priorities and global engagement objectives. Its offices engage professional foreign audiences through American experts, implement public-private partnerships to empower women, monitor and evaluate program impact and effectiveness, pilot new modes and platforms to interact with foreign audiences, leverage the resources of the private sector, protect and preserve cultural heritage, and sustain long-term engagement with program alumni.

Policy Unit

The Policy Unit supports ECA's efforts to link programs closely to foreign policy goals and to provide flexible and rapid response capabilities to international events and developments. It serves as the bureau's in-house think-tank, exploring strategies for using exchanges and overseas engagement programs as a policy tool and providing analysis and responses to requests and inquiries from interagency partners and Congress. The unit is the primary liaison with the regional bureaus and regularly convenes policy dialogues that give ECA program offices opportunities to explore how exchanges and overseas engagement programs can be made even more relevant and effective as foreign policy tools. The Policy Unit coordinates responses to State Department, National Security Council, and congressional questions requiring input from all ECA program offices.

Monitoring Evaluation Learning Innovation (MELI) Unit

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1,772	\$1,600	\$3,000	\$3,400	\$3,200

(in thousands of dollars)

In FY21 the Evaluation Division was merged with the Office of the Collaboratory to form ECA's new Monitoring Evaluation Learning and Innovation (MELI) Unit. The MELI unit has retained its focus on supporting ECA's commitment to meeting and exceeding its programmatic goals by providing the data necessary to drive evidence-based decision-making and inform resource requests. The evidence gathered enables program managers to identify and remediate real-time challenges, measure programming efforts against U.S. foreign policy goals, and provide greater program accountability and transparency. The expansion of MELI's efforts into the realm of innovation signals



ECA's focus on the design, piloting, and promotion of innovative approaches that are data-driven, with outcomes centered around improved efficiency and effectiveness, better program results, lessons learned, best practices, and/or increased satisfaction.

FOCUS: The Monitoring Data for ECA (MODE) Framework

Monitoring provides an indication of progress against program goals, reveals whether desired results are occurring, and if implementation is on track. Since early 2019, the ECA Bureau has taken steps to modernize its monitoring process, particularly through its Monitoring Data for ECA (MODE) Framework. The MODE Framework consists of performance measures that are responsive to the Bureau's data needs, with each performance indicator having corresponding, defined data collection questions intended to facilitate uniform data collection. These measures are designed to effectively track program performance and the direction, pace, and magnitude of change of ECA programs, which will strengthen feedback mechanisms.

The MODE Framework was created to provide ECA with a better understanding of the long-term effects of programs on all affected stakeholders: participants, alumni, and host communities. In addition to program participants receiving post-program surveys, program alumni are surveyed one, three, five, and ten years after their program participation, while host communities are surveyed one year after their hosting experience.

The MODE Framework is designed to:

- Utilize data and performance metrics to assess and enhance program performance;
- Facilitate uniform data collection, which ensures data provide a comprehensive view of programmatic activities; and
- Inform strategic planning activities at the bureau, division, and exchange program levels by providing **aggregate** performance data.

ECA anticipates that full implementation of the MODE Framework will provide a wealth of new data for use in program assessment and development. ECA has recently begun piloting software that will serve as a repository for all data – creating, for the first time, a centralized database of performance measures accessible to both implementing partners and ECA program officers. ECA also has an official survey platform where both the Division and grantees will either utilize the platform or upload raw survey data. By leveraging both tools, data can be searched, sorted, and disaggregated easily, while the raw data allows additional analysis to be undertaken, which will provide ECA with the ability to capture, learn from, apply, and share lessons learned.

Following an initial pilot phase in late 2020, ECA began rolling out MODE to the rest of ECA beginning last March (2021) with aims to have the MODE Framework fully implemented by January 2023. This timeline guarantees all data being captured for ECA programs will be able to be analyzed, aggregated, and synthesized by mid-2023.

Office of Alumni Affairs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5,242	\$5,242	\$5,030	\$5,230	\$5,230

(in thousands of dollars)

The Office of Alumni Affairs (OAA) seeks to maximize the return on investment in people-to-people connections by turning exchange program experiences into enduring relationships. The OAA leads strategic alumni engagement with U.S. and foreign exchange alumni by providing regional bureaus and U.S. embassies with tools and resources that include policy guidance, project funding, regional seminars, professional development workshops, virtual mentorship, and knowledge management. The office engages directly with alumni and global alumni associations to strengthen networks and support projects – both in person and on virtual platforms. In FY 2020, the OAA pivoted to virtual engagements during the COVID-19 pandemic, adjusting its alumni programming to help meet the needs of alumni at a uniquely challenging moment. The OAA launched the Alumni Rapid Response Fund to support alumni projects to address current and post-recovery COVID-19 needs.

FOCUS: Engaging Exchange Alumni to Reach More Communities

Over the past 16 years, the Office of Alumni Affairs has supported more than 2,000 alumni-led initiatives promoting shared goals with the United States, such as business development and economic opportunity, girls' education, conflict resolution, and outreach to underserved communities. The Alumni Thematic International Exchange Seminars (Alumni TIES) model enables ECA to convene alumni in as little as three months around key foreign policy issues. Recent Alumni TIES events focused on building stronger American cities, strengthening business and trade for women entrepreneurs, helping women in media strengthen networks for change, using art and culture to transform conflict, and expanding media literacy education.

These efforts are mirrored by the OAA's outreach to U.S. citizen alumni of U.S. government funded or sponsored exchanges. Since 2016, the office has scaled up engagement with American alumni, a group of over 450,000 with links to most U.S. states. This interaction has included Career Connections seminars that provide U.S. alumni professional development training and resources, connect them with mentors, and provide tangible skills for translating international exchange experiences to the professional job market in a wide range of career fields. Through the Citizen Diplomacy Action Fund (CDAF), OAA has supported over 100 public service projects by U.S. citizen alumni teams on topics ranging from supporting media literacy, promoting democratic development, and advancing public health.



OAA's digital platform continues to engage alumni with programs such as MentorTalks, a live, virtual program where accomplished leaders (many of whom are also alumni) discuss their experiences and share professional tradecraft on a monthly basis as well as through a new Voices of Exchange podcast highlighting alumni stories. OAA's #ExchangeAlumni page on LinkedIn is an increasingly popular place for exchange alumni to network, and OAA's International Exchange Alumni (IEA) website is in the process of a complete redesign. This new portal is intended to improve user experience, develop the alumni network as a global cohort, and create opportunities for more targeted USG engagement with alumni audiences.

Finally, in an effort to improve tracking and engaging the 1.6-million-member global alumni cohort, OAA is upgrading technology systems and working to adopt the use of Department wide platforms such as PD tools. This includes migrating the entire 1.6 million-record Alumni Archive to a new, cloud-based platform that will improve alumni tracking and reporting and provide embassies and the Department with direct reach to alumni groups.

Prominent Alumni Accomplishments

Government and Politics

- 29 current foreign ambassadors to the United States are alumni of a U.S. government exchange program.
- 32 alumni currently sit on their respective countries' Supreme Court.
- More than 2,000 alumni have served as a cabinet minister for their national government.

Sciences and Humanities

- 86 alumni are Nobel laureates. The most recent alumni laureates include Maria Ressa (peace), Kip Thorne (physics) and Michael Rosbash (physiology/medicine).
- More than 120 alumni have won Pulitzer Prizes. In 2020, winners included Emily Green (Audio Reporting) and Gregory Grandin (General Nonfiction).

Sports

- 94 alumni from the United States and abroad have competed in the Olympic and Paralympic Games. In the most recent Olympics, PyeongChang 2018, ECA alumnae Hilary Knight and Chloe Kim won gold medals for Team USA, while Josh George and Oksana Masters won gold medals in the Paralympics.

Civil Society

- 48 alumni have been awarded the U.S. Presidential Medal of Freedom.
- 13 alumni have won the Nobel Peace Prize, including former President of Colombia Juan Manuel Santos (2016) and former Secretary of State Henry Kissinger (1973).

Young Leaders

- 48 alumni have been recognized as Forbes "30 Under 30" awardees, in fields as diverse as education and enterprise technology.



U.S. Exchange Alumni pose for social media photos at the inaugural Career Connections seminar in Raleigh, NC.



Congrats to the 2021 AEIF Competition Winners!

Exchange alumni from 61 winning teams and 57 countries are receiving funding for their project.

[Learn more](#) →

Welcome to International Exchange Alumni

Welcome to the International Exchange Alumni website — a place where past and present U.S. government-sponsored exchange program participants find tools to advance their communities and our world.

VOICES OF EXCHANGE

People, Places, & International Exchange

Voices of Exchange

[LEARN MORE](#) →

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Cultural Heritage Center

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$308,274	\$294,760	\$294,612	\$461,035	\$409,309

(in thousands of dollars)

ECA supports the protection and preservation of cultural heritage worldwide through comprehensive international coordination, engagement, and programming. The Cultural Heritage Center formulates and provides expertise on cultural heritage policy and serves as the secretariat for the interagency Cultural Heritage Coordinating Committee (CHCC), promoting synergies across programs and initiatives incubated in individual agencies and CHCC working groups. The Center also oversees and supports the Cultural Property Advisory Committee (CPAC) and the State Department's decision-making functions concerning cultural property agreements. A presidentially appointed federal advisory committee, the CPAC reviews and provides input on bilateral cultural property agreements and emergency import restrictions.

Ongoing programs to protect and preserve cultural heritage worldwide include the U.S. Ambassadors Fund for Cultural Preservation (AFCP) and the CHC-led interagency Cultural Antiquities Task Force (CATF). The protection and preservation of cultural heritage enable the State Department to promote stability, economic development, and good governance in partner countries while preventing the illicit trade of cultural artifacts, some of which finances terrorist organizations and other criminal networks.

To complement its core programming, in 2021 the CHC used \$5.0M in ECE prior-year balances to develop a multi-faceted global outreach campaign to commemorate the 20th anniversary of the AFCP with a series of exchanges designed to: (1) foster technical interchange between U.S. and foreign preservation organizations via a new AFCP Partnership Program; (2) help communities highlight and showcase their stories of the heritage AFCP has preserved through a new Community Heritage Exchange Initiative; and (3) link together a global network of influential professionals that have been involved in AFCP projects. For example, the CHC used \$85K in FY21 ECE funds to help communities in North Macedonia to counter Russian disinformation about Orthodox history and culture, as well as to protect church property from looting and trafficking through the development of cultural heritage inventories.



Cultural Property Agreements (1983)

Bilateral cultural property agreements with other countries help to prevent illicit excavation and trade in cultural objects. For a partner country, it is unlawful to excavate, remove, or to export cultural objects without a permit. For the United States, once an agreement is in place, importing those objects of designated material is prohibited except under special circumstances. Such agreements seek to protect cultural heritage by reducing the incentive for further pillage of archaeological and ethnological material. The Cultural Property Advisory Committee (CPAC), with members appointed by the President from the scientific, museum and trade communities, advises on U.S. action in response to requests from foreign governments for such agreements.

In addition to administering the CPAC, the Cultural Heritage Center coordinates other U.S. government activities related to the Convention on Cultural Property Implementation Act (1983) and the 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export, and Transfer of Ownership of Cultural Property.

U.S. Ambassadors Fund for Cultural Preservation (2001)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$6,250	\$6,250	\$6,250	\$6,250	\$6,250

(in thousands of dollars)

The U.S. Ambassadors Fund for Cultural Preservation (AFCP) awards grants through U.S. embassies for the preservation of the cultural heritage of other countries. Such support contributes to post-disaster and post-conflict recovery and stabilization, satisfies U.S. treaty and other obligations, and creates opportunities for economic development. In strife-ridden states, heritage preservation efforts counter extremist interpretations of U.S. interests and demonstrate American values in action. Funding for the AFCP comes from the Diplomatic Programs Public Diplomacy account (.7 funds).

Cultural Antiquities Task Force (2004)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.00 million	\$1.00 million	\$1.00 million	\$1.00 million	\$1.00 million

The Cultural Heritage Center leads the interagency Cultural Antiquities Task Force (CATF). Established by the State Department at the direction of the U.S. Congress in 2004 and incorporated into the CHCC in 2016, the CATF is composed of federal agencies that share a common mission to disrupt the theft, looting, trafficking, and destruction of cultural property in the United States and abroad. The CATF coordinates law enforcement efforts, provides training, and supports local governments, museums, and preservationists around the world in the protection of cultural property. Since its creation, the CATF has supported more than 100 international and domestic cultural-property training programs. Funding for the CATF comes from the Diplomatic Programs Public Diplomacy account (.7 funds).

Academy for Women Entrepreneurs

FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.00 million	\$1.90 million	\$3.50 million

ECA created the Academy for Women Entrepreneurs (AWE) in early 2019 to support the White House-led Women’s Global Development and Prosperity (W-GDP) initiative, which was designed to empower women to fulfill their economic potential and, in doing so, create conditions for increased stability, security, and prosperity for all. In its inaugural year, AWE engaged more than 2,000 women in 26 countries in a facilitated learning experience that supported their efforts to turn ideas into successful businesses. In 2021, the program included more than 80 countries. The program provides women with fundamental business skills, including how to create business plans and raise capital, supplemented with localized content, mentoring, and networking opportunities that further expands the arc of engagement in support of high-potential women entrepreneurs. AWE was moved to the Office of Alumni Affairs in 2021, and the project was adjusted to require significant engagement of exchange alumni as mentors, trainers, facilitators, and guest speakers.



Taiwan's Academy for Women Entrepreneurs (AWE) cohort.



Public-Private Partnership Unit (P3)

ECA's Public-Private Partnership Unit (P3) develops and engages in strategic public-private collaboration that leverages the expertise, networks, and resources of the Department of State with those of the private sector, non-profits, and academic institutions worldwide.

Office of the U.S. Speaker Program

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$4.46 million	\$4.46 million	\$4.46 million	\$4.40 million	\$4.00 million

The U.S. Speaker Program recruits American experts to engage international audiences on topics of strategic importance to the United States. Programs are conducted in-person and through virtual engagement platforms. The office conducts approximately 600 programs annually worldwide, collaborating with U.S. embassies, consulates, and American Spaces around the world to develop and implement customized programs. Washington-based program officers identify and recruit prominent U.S. citizen experts; tailor programs to meet specific needs of international audiences through workshops, lectures, seminars, and consultations; utilize innovative technologies to amplify messaging; and foster long-term relationships between U.S. speakers and overseas audiences in order to sustain dialogue on key themes and issues.

In FY 2020 and FY 2021, most U.S. Speaker programs were virtual engagements as a result of the COVID-19 pandemic. These programs primarily focused on economic prosperity, entrepreneurship and innovation, and global security, addressing such topics as global health, cybersecurity, countering disinformation, strengthening civil society, press freedom, and STEAM (science, technology, engineering, arts, and mathematics). U.S. Speakers are now dispatched as part of a broader ECA strategy to engage key foreign interlocutors to advance the national interests of the United States on issues such as countering malign influence, climate change, diversity, equity and inclusion, and Iran.

The addition of the U.S. Speaker Program to the ECA Alumni database has also allowed speakers to build and strengthen their professional networks. The office staff continues to collaborate with other ECA equities such as the Office of the International Visitor Program, American Spaces, and the Professional Fellows Program, resulting in more coordinated, policy-focused public diplomacy programming in areas such as countering extremism, media literacy, and STEAM education. For example, a four-part virtual series on countering extremism with Trinidad and Tobago, the highest per capita recruitment center for foreign terrorists in the Western Hemisphere, allowed speakers to create a support network to implement training designed to thwart extremist recruitment.

ACADEMIC PROGRAMS

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$320,126	\$320,126	\$357,836	\$367,835	\$369,835

(in thousands of dollars)

Fulbright Program

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$240.00 million	\$250.00 million	\$275.00 million	\$273.00 million	\$298.00 million

Academic exchange programs foster networks of future U.S. and foreign leaders in priority fields who will engage cooperatively with the United States throughout their lives. These programs convey universal values and shape the way people think and act. They also promote and leverage relationships with U.S. and foreign higher education communities and prepare emerging leaders in the United States and around the world with the knowledge and skills they need to help solve global challenges. Governments around the world view education as a major political, economic, and social priority, and cooperation on this issue is a consistently positive element that fosters broader bilateral relationships. As the U.S. government's flagship academic exchange program, the Fulbright Program leverages U.S. leadership in higher education to build relationships and grow networks that strengthen the economy at home and bolster security abroad.

Established in 1946, the Fulbright Program's components provide opportunities for Americans and citizens of more than 160 countries – chosen through an open, merit-based process for their academic achievement and leadership potential – to study, teach, or conduct research abroad and develop ties that build understanding between the peoples of the United States and the participating countries. The Fulbright Program core elements include the Fulbright U.S. and Foreign Student Programs (including Fulbright English Teaching Assistants and Fulbright Foreign Language Teaching Assistants), the Fulbright U.S. and Visiting Scholar Programs (including short-term U.S. Specialists), the Humphrey Fellowship Program for mid-career professionals, and Fulbright Teacher Exchanges.



Participating governments and host institutions, corporations, and foundations in foreign countries and in the United States provide direct and indirect support for the Fulbright Program. Over 100 partner countries collectively contribute nearly \$100 million in funding each year. Fulbright alumni have gone on to achieve distinction in government, science, the arts, business, philanthropy, journalism, education, and many other fields. Fulbright alumni include 61 Nobel Prize recipients, 76 MacArthur Foundation Fellows, 89 Pulitzer Prize winners, and 40 current or former heads of state or government.

Fulbright Visiting Scholar and Foreign Student Programs

Fulbright Foreign Student Program (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$71.40 million	\$79.80 million	\$79.70 million	\$79.20 million	\$86.40 million

The Fulbright Foreign Student Program provides scholarships to foreign graduate students, young professionals, and artists to study or conduct research in all academic fields in the United States for one year or more. Participants are chosen through a competitive merit-based selection process. Program Length: one year or longer (average of 10 months).

Fulbright Foreign Language Teaching Assistant Program (1969)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$6.09 million	\$5.38 million	\$4.01 million	\$4.03 million	\$5.42 million

The Fulbright Foreign Language Teaching Assistant (FLTA) Program, a component of the Fulbright Foreign Student Program, provides fellowships to early-career teachers of English from abroad to take courses in American Studies and English teaching in the United States while also teaching their native language to American post-secondary students. Program Length: 10 months.

Fulbright Visiting Scholar Program (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$22.00 million	\$22.50 million	\$24.70 million	\$24.60 million	\$26.80 million

The Fulbright Visiting Scholar Program supports foreign scholars to conduct post-doctoral research and university lecturing at U.S. institutions for an academic year or term. Program Length: 10 months.

Fulbright Junior Faculty Development Program – Near East Asia (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$990,250	\$0	\$805,170	\$0	\$377,577

(in thousands of dollars)

The Fulbright Junior Faculty Development Program (JFDP) in the Middle East and North Africa and brings young scholars in priority fields to U.S. institutions for an intensive program focused on faculty development, individualized mentorship, research, and cultural engagement activities. Part of the Fulbright Visiting Scholar Program, the JFDP builds capacity in universities in the Middle East and North Africa region while developing linkages with U.S. institutions, expanding the scholars' knowledge of U.S. higher education and culture, and advancing their professional skills. Program funds were not expended in FY 2018 in order to realign the budget with the program year. Program funds were not expended in FY 2020 owing to the COVID-19 pandemic and subsequent postponement of the program to summer 2021. Program Length: 10 weeks.



Fulbright Visiting Scholar Program for Iraq (2010)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.10 million	\$1.10 million	\$1.10 million	\$0	\$0

The Fulbright Visiting Scholar Program for Iraq, implemented in conjunction with the Fulbright JFDP, brings scholars in selected fields to U.S. institutions for faculty development, individualized mentorship, research, and cultural engagement activities. These activities build capacity in universities in Iraq while developing linkages with U.S. institutions, expanding the scholars' knowledge of U.S. higher education and culture, and advancing their professional skills. This program for Iraqi scholars is funded by U.S. Embassy Baghdad and administered through a grant to the America-Mideast Educational and Training Services, Inc. (Amideast). Program funds were not expended in FY 2020 and FY 2021 owing to the COVID-19 pandemic, which resulted in the postponement of the FY 2020 program to summer 2022. Program Length: 10 weeks.

Hubert H. Humphrey Fellowship Program (1978)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$11.20 million	\$12.59 million	\$11.95 million	\$11.25 million	\$11.25 million

The Humphrey Program, a Fulbright exchange, enhances leadership among international professionals who collaborate to address local and global challenges and foster change for the collective good. Through academic study and professional development with U.S. counterparts, this growing global network shares best practices and builds expertise in fields of critical importance to advance societal and institutional capacity, promote human rights and freedoms, ensure sustainable environments, and develop thriving communities. To complement the traditional academic-year program, the Distinguished Humphrey Leadership Program component was added in FY 2016 to support annual cohorts of 10-15 senior professionals from select countries for two to three weeks that include executive leadership and practical mentoring in the participants' professional field of study. Program Length: 2 weeks to 11 months.

Fulbright Teacher Exchanges (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$10.60 million	\$11.83 million	\$11.55 million	\$11.55 million	\$11.55 million

Fulbright Teacher Exchanges provide professional development for primary and secondary (K-12) educators to enhance their teaching ability, improve education systems, and advance the educational outcomes of their students. The program prioritizes the participation of teachers, both in the United States and abroad, who reach underserved students in urban and rural communities, minority students, students in career and technical education programs, and students with disabilities. A smaller branch program also brings teachers of Mandarin and Arabic to teach in U.S. schools. Program Length: 2 weeks to 1 academic year.

Fulbright U.S. Scholar and Student Programs

Fulbright U.S. Scholar Program (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$31.00 million	\$30.00 million	\$33.00 million	\$32.80 million	\$35.80 million

The Fulbright U.S. Scholar Program awards scholarships to U.S. scholars at the faculty and senior researcher level and to professionals with relevant expertise to lecture and conduct research in a wide variety of academic disciplines at institutions throughout the world. This program receives some foreign funding. Program Length: Up to 12 months (average 5-6 months).



Fulbright Arctic Initiative (2014)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$870,000	N/A	\$900,000	N/A	\$450,000

(in thousands of dollars)

The Fulbright Arctic Initiative awards grants to scholars from the United States and other Arctic Council member countries for collaborative research focused on public policy challenges facing the Arctic region. Through a series of three in-person meetings and individual research exchange visits, Fulbright Arctic Scholars stimulate scientific collaboration on Arctic issues and produce policy-relevant recommendations. The first participant group began in 2015, with a second group in 2018, and a third cohort beginning in 2021. Program Length: 18 months.

Fulbright Public Policy Fellowship (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$705,000	\$0	\$460,820	\$430,310	\$75,380

(in thousands of dollars)

The Fulbright Public Policy Fellowship, formerly a part of the Fulbright U.S. Student Program, became a component of the U.S. Scholar Program in fall 2019. The fellowship sends American early- to mid-career professionals with relevant public policy experience and advanced degrees to serve as special assistants to leaders in host-government ministries and institutions while carrying out an academic research project. U.S. embassies negotiate placements in support of host-country public policy initiatives aligned with U.S. foreign policy goals. Program Length: 10 months (FY 2013-2017); 4-9 months (FY 2019-2022).

Fulbright Specialist Program (2001)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$3.27 million	\$4.74 million	\$4.55 million	\$4.56 million	\$4.46 million

The Fulbright Specialist Program, a component of the Fulbright U.S. Scholar Program, awards grants to American scholars and professionals to carry out collaborative projects based on requests from host institutions. Projects focus on education, with the goal of sharing research, building capacity, and promoting linkages between the specialist's U.S. and host institutions. The program receives some foreign funding in the form of host institution cost sharing equal to approximately 25 percent of overall program expenses. Program Length: 2-6 weeks.

Fulbright U.S. Student Program (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$49.50 million	\$50.00 million	\$55.00 million	\$54.60 million	\$59.60 million

The Fulbright U.S. Student Program provides fellowships to U.S. graduating college seniors, graduate students, artists, and early-career professionals selected through open, merit-based competition for study and research abroad. Program Length: 10 months.



Fulbright English Teaching Assistant Program (1949)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$23.50 million	\$22.50 million	\$24.80 million	\$24.60 million	\$26.80 million

The Fulbright English Teaching Assistant (ETA) Program, a component of the U.S. Student Program, places recent U.S. college graduates as English language teaching assistants in K-12 schools or universities abroad. In addition to improving foreign students' English language abilities and knowledge of the United States, the English language teaching assistants increase their own language skills and knowledge of the host country. Program Length: 9 months.

Fulbright-National Geographic Storytelling Fellowship (2014)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$160,392	\$200,000	\$127,860	\$143,645	\$155,280

(in thousands of dollars)

The Fulbright-National Geographic Storytelling Fellowship, a component of the U.S. Student Program, provides opportunities for selected Fulbright U.S. Student grantees to participate in an academic year of storytelling on a globally significant theme. Using a variety of storytelling tools, fellows publish their work on National Geographic platforms with the support of National Geographic's editorial team. National Geographic provides funding for the pre-departure orientation and in-kind contributions of staff time and mentorship. Program Length: 10 months.

Fulbright Foreign Scholarship Board

Appointed by the President of the United States, the 12-member Fulbright Foreign Scholarship Board was established by Congress to supervise the global Fulbright Program as authorized by the Fulbright-Hays Act of 1961. Board members approve students, scholars, teachers, and others from the United States and abroad to participate in Fulbright exchanges. The Board meets quarterly to establish policies for Fulbright participant selection and operating procedures.

Global and Special Academic Exchanges

ECA engages in the oversight, management, and support of a wide range of international academic exchange programs, research centers, and university grants aimed at fostering mutual understanding and building strong relationships and networks that sustain global security and prosperity. Promoting U.S. and international student mobility supports America's economic competitiveness and national security interests, while contributing to solving shared global challenges.

Council of American Overseas Research Centers (1981)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$4.00 million	\$4.25 million	\$4.38 million	\$4.38 million	\$4.38 million

Through the Council of American Overseas Research Centers, ECA provides funding to support 22 centers focused on studies related to Afghanistan, Bangladesh, Burma, Cambodia, Cyprus, Egypt, India, Indonesia, Iran (based in the United States), Iraq (based in Jordan), Israel, Jordan, Mexico, Maghreb countries (Algeria, Morocco, Tunisia), Mongolia, Pakistan, Palestinian Territories, Senegal, South Caucasus countries (Armenia, Azerbaijan, Georgia), Sri Lanka, Turkey, and Yemen. The program allows U.S. scholars to gain experience and expertise in the study and cultures of the relevant countries. While ECA does not administer the program, it does disburse the program's annual congressional appropriation, which supports the centers as well as scholars.



Center for Cultural and Technical Interchange (East-West Center) (1960)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$16.70 million	\$16.70 million	\$16.70 million	\$16.70 million	\$19.70 million

The East-West Center is an internationally recognized education and research organization established by the U.S. Congress to strengthen understanding and relations between the United States and the countries of the Asia-Pacific region. Located in Honolulu, Hawaii, the center carries out its mission through programs of cooperative study, training, and research. While ECA does not have oversight of the center, it does disburse the center's annual congressional appropriation.

Fulbright University Vietnam (2016)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$8.40 million	\$8.11 million	\$10.37 million	\$1.90 million	\$3.90 million

Fulbright University Vietnam (FUV) is the first independent, not-for-profit academic institution in Vietnam. The nonprofit Fulbright University Vietnam USA (formerly Trust for University Innovation in Vietnam), which coordinates the university's development, receives grants funded by ECA (and through FY 2019 from the Treasury Department's Vietnam Debt Repayment Fund via ECA as well). The U.S. Agency for International Development (USAID) also provides funding directly to FUV. The university models American higher education values, including academic freedom, autonomy, meritocracy, and transparency.

Global Undergraduate Exchange Program (1992)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5.60 million	\$5.60 million	\$5.67 million	\$6.05 million	\$8.58 million

The Global Undergraduate Exchange (Global UGRAD) Program offers scholarships for a semester of non-degree study in the United States to undergraduate student leaders from underrepresented and underserved communities within selected countries in all geographic regions. The program also includes community service and professional development activities. Program Length: 4-9 months.

Global Undergraduate Exchange Program Pakistan (2010)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$6.76 million	\$5.61 million	\$4.04 million	\$5.36 million	\$3.86 million

The Global Undergraduate Exchange Program with Pakistan (Global UGRAD-Pakistan) offers one-semester, non-degree scholarships for study in the United States to outstanding undergraduate student leaders from underrepresented socioeconomic and geographic sectors in Pakistan. The program provides participants with leadership and professional development training and opportunities that include community service and other enrichment activities designed to help them understand the United States and U.S. citizens inside and outside the classroom. Program Length: 5 months.



International Center for Middle Eastern-Western Dialogue (Hollings Center) (2005)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$774,683	\$775,000	\$775,000	\$775,000	\$775,000

(in thousands of dollars)

A non-profit, nongovernmental organization (NGO) established by the Congress, the Hollings Center supports dialogue between the United States and countries with predominantly Muslim populations, and collaborative projects involving citizens of the United States and Muslim-majority countries. The Center is located in Istanbul, Turkey, and has an office in Washington, D.C. which hosts activities in both cities as well as in other locations. It also manages a small grants competition for program alumni. While ECA does not have oversight of the Center, it is the fiduciary agent for a Congressionally established trust fund which supports the Center's operations.

National Clearinghouse on Disability and Exchange (1995)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$450,000	\$475,000	\$500,000	\$475,000	\$475,000

(in thousands of dollars)

The National Clearinghouse on Disability and Exchange (NCDE) works to increase the number of people with disabilities participating in international exchange programs. This multifunctional clearinghouse provides information to the disabilities community about the range of exchange opportunities available to them and the benefits of these programs and assists exchange organizations in developing skills and understanding about how to successfully include people with disabilities in their programs. NCDE activities serve a range of U.S. exchange programs and promote increased awareness and interaction between the United States and countries/regions of the world concerning disability and exchange.

Study of the U.S. Institutes for Student Leaders and Scholars (1985 Scholar; 2003 Student)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$8.51 million	\$9.29 million	\$10.35 million	\$10.18 million	\$8.47 million

The Study of the U.S. Institutes (SUSIs) for Student Leaders, Scholars, and Secondary Educators bring together undergraduate students, foreign university faculty, and educators from multiple world regions to participate in academic programs at U.S. university and college campuses focusing on topics in U.S. studies. The SUSIs for Student Leaders include community service and leadership development activities, while the SUSIs for Scholars and Secondary Educators aim to strengthen curricula and improve the quality of teaching about the United States in academic institutions overseas. Program Length: 5-6 weeks.

Tibetan Scholarship Program (1988)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$650,000	\$650,000	\$675,000	\$675,000	\$675,000

(in thousands of dollars)

The Tibetan Scholarship Program (TSP) provides scholarships for students from the Tibetan refugee communities in India and Nepal to pursue graduate degrees at U.S. institutions in fields that will contribute to those communities. Program Length: 2 years.

**Tunisia Undergraduate Exchange Program (2013)**

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$3.47 million	\$0	\$0	\$0	\$0

The Thomas Jefferson Scholarship Program's Tunisia Undergraduate Scholarship Program funds one academic year of non-degree, undergraduate study at an accredited four-year institution in the United States for outstanding students from underrepresented sectors and regions of Tunisia. The program provides participants with a deeper understanding of American culture, as well as globally applicable skills and expertise to help them contribute to the economic growth and development of their country. Owing to the COVID-19 pandemic, the FY 2020 program was adjusted to provide six weeks of in-person, non-degree undergraduate study, in addition to virtual programming throughout the academic year.

Tunisia Community College Scholarship Program (2013)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$3.07 million	\$0	\$0	\$0	\$0

Under the umbrella of the Thomas Jefferson Scholarship Program, the Tunisia Community College Scholarship Program offers one-year scholarships for technical school students from Tunisia to pursue non-degree study at U.S. community colleges in fields directly related to future growth sectors of Tunisia's economy. These include fields such as applied engineering, business management and administration, information technology, and tourism and hospitality. Owing to the COVID-19 pandemic, the FY 2020 program was adjusted to provide six weeks of in-person, non-degree undergraduate study, in addition to virtual programming throughout the academic year.

U.S.-South Pacific Scholarship Program (1994)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$350,000	\$375,000	\$375,000	\$375,000	\$375,000

(in thousands of dollars)

The U.S.-South Pacific Scholarship Program supports merit-based scholarships to students from sovereign island nations of the South Pacific for U.S. undergraduate or graduate degree study in fields related to development of the region. Program Length: 4-5 years.

U.S.-Timor-Leste Scholarship Program (1999)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$350,000	\$375,000	\$375,000	\$375,000	\$375,000

(in thousands of dollars)

The U.S.-Timor-Leste Scholarship Program supports merit-based scholarships for students from Timor-Leste to pursue undergraduate degree study in the United States. Students participate in intensive English-language training and degree study in fields relevant to Timor-Leste's development. Program Length: 3-5 years.



Global Educational Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$64.80 million	\$64.80 million	\$68.13 million	\$68.13 million	\$66.13 million

Promoting U.S. and international student mobility supports America's economic competitiveness and national security interests, while contributing to solving global challenges. USA Study Abroad aims to increase and diversify U.S. participation in study abroad and build Americans' international capacities through programs for U.S. individuals and institutions. The Benjamin A. Gilman International Scholarship Program supports economically disadvantaged American undergraduates for summer, semester, or yearlong study abroad. The Critical Language Scholarship Program helps develop a pipeline of American talent in foreign languages critical to America's economic competitiveness and national security. USA Study Abroad also provides limited funding support and training opportunities to U.S. colleges and universities and higher education professionals to bolster the increase and diversification of American student mobility.

A global network of more than 430 advising centers in more than 175 countries around the world, EducationUSA provides accurate information about U.S. higher education, promotes the value of a U.S. higher education, and advocates on behalf of all accredited U.S. colleges and universities. In the face of strong and growing international competition to attract millions of globally mobile students, EducationUSA helps position the United States to remain the top provider of higher education and provides a reliable and affordable means for U.S. colleges and universities to enhance their international student recruitment.

Benjamin A. Gilman International Scholarship Program (2001)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$14.09 million	\$12.85 million	\$16.00 million	\$16.00 million	\$16.00 million

The Benjamin A. Gilman International Scholarship Program supports economically disadvantaged American undergraduates for summer, semester, or yearlong study abroad or for virtual programs when health and safety conditions do not allow in-person travel. Through the program, participants from more than 1,300 colleges and universities and represent all 50 states, the District of Columbia, all U.S. territories have studied in over 150 countries around the world. Program Length: varies (up to 1 academic year).

Community College Administrator Program (2013)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.29 million	\$460,000	\$410,000	\$410,000	\$410,000

The Community College Administrator Program provides professional development opportunities in higher education planning, administration, and workforce development to foreign government officials and senior administrators at technical, vocational, and community colleges through a short-term exchange program to the United States. The program began as a pilot initiative to share the innovative practices of U.S. community colleges with Indonesian officials, teachers, and administrators. Program Length: 6 weeks.

Community College Initiative Program (2007)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$4.96 million	\$5.38 million	\$5.28 million	\$5.30 million	\$6.00 million

The Community College Initiative Program provides foreign participants from underserved regions and underrepresented groups with an academic year, non-degree academic program at a U.S. community college. The program is intended to build participants' technical skills in applied fields, enhance leadership capabilities, and strengthen English-language proficiency. The program also provides opportunities for professional internships, service learning, and community engagement activities. Program Length: 1 academic year.



Critical Language Scholarship Program (2006)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$9.00 million	\$9.00 million	\$9.00 million	\$9.00 million	\$3.50 million

The Critical Language Scholarship Program enables U.S. undergraduate and graduate students to increase their language fluency and cultural competency in one of 15 languages identified as critical to U.S. national security and economic prosperity. Target languages include Arabic, Azerbaijani, Bangla, Chinese, Hindi, Indonesian, Japanese, Korean, Persian, Portuguese, Punjabi, Russian, Swahili, Turkish, and Urdu in countries where these languages are widely spoken and virtually when not possible to travel overseas due to health and/or safety considerations. These intensive summer institutes are part of a broad U.S. government interagency effort to expand the number of Americans who speak these critical languages. Program Length: 8-10 weeks.

EducationUSA (1998)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$13.51 million	\$13.51 million	\$13.93 million	\$13.37 million	\$13.37 million

EducationUSA advisers promote U.S. higher education and provide international students and scholars with accurate, comprehensive, and current information about academic study options in the United States, application procedures, testing requirements, student visas, and financial aid, while also advocating for the full range of accredited higher education institutions in the United States. Additionally, EducationUSA staff members work with U.S. higher education professionals to promote international student recruitment and study in the United States. ECA Program Officers and Regional Educational Advising Coordinators support EducationUSA adviser training.

ECA's EducationUSA program branch also administers the cooperative agreement for the Open Doors Report published by the Institute of International Education. Open Doors is an annual census of international students and scholars in the United States and of U.S. students studying abroad and provides comprehensive longitudinal data on international mobility to aid U.S. higher education, U.S. and international governments, and industry stakeholders. In select countries, ECA manages the Opportunity Funds program through the EducationUSA advising network to assist highly qualified, economically disadvantaged students with the up-front costs of applying to and enrolling in U.S. colleges and universities.

Study Abroad Capacity Building (2008)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$650,000	\$2.00 million	\$2.00 million	\$2.00 million	\$3.50 million

The Study Abroad Capacity Building Initiative provides support to U.S. colleges and universities to create, expand, and diversify their study abroad programs through small grants of up to \$35,000 for U.S. colleges and universities and virtual and in-person training opportunities. It also enables U.S. embassies/consulates and Fulbright Commissions overseas to improve their capacity to host American students, particularly in less common destinations, and engage Americans who are on study abroad programs. Projects under this initiative have included:

- The IDEAS (Increase and Diversify Education Abroad for U.S. Students) Program, formerly known as the Capacity Building Program for U.S. Study Abroad, seeks to increase the capacity of U.S. higher education institutions to create, expand, and diversify study abroad programs through small grants and in-person and virtual study abroad capacity building activities;
- Study Abroad Engagement Grants provide funding to U.S. embassies and Fulbright Commissions to expand the capacity of overseas higher education institutions and partners to provide academic programs for U.S. students, as well as to engage Americans on study abroad programs; and
- A virtual online seminar series focused on building study abroad capacity at American colleges and universities, including forging international partnerships.



English Language Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$43.73 million	\$43.48 million	\$43.76 million	\$45.20 million	\$45.20 million

English language programs enhance the ability of foreign publics to better understand the United States, its people, its values, and its foreign policy without filters, especially in restrictive environments. As the language of science, technology, business, and the internet, English advances educational and economic opportunity and opens avenues for deeper engagement with the United States. English is essential for study in the United States and creates a larger and more diverse pool of candidates for U.S. government-funded exchange programs.

Programs for teachers and learners improve English proficiency among foreign audiences and strengthen English teaching capacity around the world. ECA designs and manages English language programs and resources based on strategic priorities, tailored to global, regional, and local needs. The largest of these programs include the English Access Microscholarship Program, which provides scholarships for approximately 15,000 underserved students as well as training for hundreds of teachers each fiscal year, and the English Language Fellow and Specialist Program, which sends hundreds of American English teaching professionals overseas each year. These programs are implemented by Regional English Language Officers (Foreign Service Specialists) based at 25 U.S. embassies overseas who provide academic and professional expertise to host country Ministries of Education and academic institutions.

ECA develops English language teaching and learning resources for use worldwide, including the American English website and Facebook pages and a peer-reviewed academic journal. The Online Professional English Network, an online suite of openly licensed professional development tools on a variety of digital platforms, provides virtual learning opportunities to unlimited numbers of teachers and learners.

The Online Professional English Network (OPEN) Program (2004)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.50 million	\$4.25 million	\$4.25 million	\$5.00 million	\$8.00 million

The Online Professional English Network (OPEN) program offers virtual learning opportunities to foreign English language educators, professionals, and learners worldwide. OPEN promotes mutual exchange of culture and provides free access to teaching and learning materials which can be reused, adapted, and shared with others. OPEN professional development opportunities are developed by U.S. academic institutions and experts in the field of Teaching English to Speakers of Other Languages (TESOL).

The OPEN Program offers the following types of virtual programming:

- Global Online Courses (GOCs) - 8-week, instructor-led teacher training courses for educators
- Region- and country-specific English for Specific Purposes (ESP) courses
- Facilitated and self-paced Massive Open Online Courses (MOOCs) for educators and learners
- Webinars
- Openly licensed course materials
- Alumni Community of Practice

English Access Microscholarship Program (2004)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$23.01 million	\$27.71 million	\$21.85 million	\$20.88 million	\$22 million

The English Access Microscholarship Program builds the English-language skills of students, primarily ages 13-20 from underserved sectors of society, through afterschool classes and intensive learning activities as well as through the training of their teachers. Every year, the Office of English Language Programs determines country participation based on strategic priorities, in coordination with the regional bureaus, U.S. embassies, and Regional English Language Officers.



English Language Fellows (1969) and English Language Specialists (1991)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$13.00 million	\$15.66 million	\$15.50 million	\$15.90 million	\$20.50 million

Through the English Language Fellow program, U.S. educators in the field of Teaching English to Speakers of Other Languages or Teaching English as a Foreign Language (TEFL) participate in fellowships at academic institutions throughout the world. The program promotes English language learning and enhances English teaching capacity abroad. In projects sponsored by U.S. embassies, fellows share their professional expertise, hone their skills, gain international experience, and learn about other cultures. Fellows also model and demonstrate up-to-date TEFL classroom practices that help foster critical thinking and an understanding of U.S. society and democratic values in students and teachers of English. In 2020, a virtual option was made available to applicants and U.S. Embassies, and over 450 part-time, shorter-term virtual projects were implemented in a 12-month period.

Through the English Language Specialist program, U.S. academics support U.S. embassy priorities through targeted two-week to three-month projects abroad. Specialist projects may be in-person, virtual, or hybrid. Topics may include curriculum design and evaluation, teacher training, textbook development, or programs to support English for Specific Purposes. Program Length: 10 months (Fellows); 2 weeks to 3 months (Specialists).

English Language Teaching Materials (1962)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$20,000	\$10,000	\$161,328	\$10,000	\$70,000

(in thousands of dollars)

English Language Teaching Materials for teachers and learners are available in multiple formats: print, video, audio, and online, to include the American English website (americanenglish.state.gov) and social media. Many past print and online resources, as well as all recently developed and future resources, have been designated as open educational resources, marked “Creative Commons-BY 4.0.” This designation permits users to share the materials by copying and redistributing them in any medium or format and adapt them for any purpose by remixing, transforming, or building upon them. These materials have a global reach, with more than 4 million followers of the American English website and more than 400,00 followers of American English for Educators Facebook pages.

American Spaces

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
N/A	N/A	\$12.00 million	\$15.00 million	\$15.00 million

*Prior to FY 2020, the American Spaces budget was part of the Bureau of International Information Programs.

American Spaces are the United States’ premier in-person public diplomacy hubs overseas, bringing foreign policy objectives to life and strengthening bilateral relationships with emerging voices and established opinion leaders. They serve as harbors of freedom of expression and open access to accurate information, including within societies characterized by political oppression and censorship. As welcoming platforms for dialogue, learning, and innovation, they offer visitors genuine connections to Americans and their values, culture, and democratic ideals. Through a range of in-person and virtual programs, American Spaces leverage key ECA capabilities, such as film programs, U.S. speakers, English language programs, and EducationUSA advising, to bolster implementation of core programming, and have expanded their digital presence and tools significantly in past years. In FY 2020, the Office of American Spaces directed \$15 million to American Spaces worldwide. These funds supplement posts’ budgets to support new technology, resources, programming, staff, and design upgrades that fortify the Spaces as dynamic, engaging destinations.

Although approximately 60 percent of American Spaces were temporarily closed in FY 2020 owing to the COVID-19 pandemic, they rapidly pivoted to virtual and hybrid programming, offering more than 428,000 virtual and hybrid programs. These virtual events drew more than 14.6 million attendees in addition to the 12.8 million participants in over 827,000 in-person programs. American Spaces have demonstrated the value of virtual training through cost-savings and increased reach and accessibility. And, while the bulk of programming will focus on in-person engagement, going forward the institutionalization of hybrid in-person and virtual activities for staff and target audiences seems likely.

Around the world, a Foreign Service Specialist Corps of REPS implements Office of American Spaces policies. With a thorough understanding of the local and regional programming environments, REPS provide guidance on the most effective use of American Spaces and how to access additional support from Washington. The Office of American Spaces also continues its program to train American Spaces staff in concepts and skills aligned with implementing U.S. policy-related programming that engages targeted local audiences on topics such as media literacy, entrepreneurship, and science & technology, among others.



In Washington, the Office of American Spaces supports network development, strategic planning, policy development, modern design, technology, funding, training, and program evaluation for the American Spaces network. The American Spaces 2019-2021 Strategic Plan focused on re-aligning reporting requirements to provide stronger indication of the influence of American Spaces on promoting U.S. foreign policy goals and a more reliable basis for evidence-based, effectiveness-based promotion of innovation in American Spaces. A recently completed American Spaces Program Evaluation recommended measures to support this shift, and in response, the Office of American Spaces is launching a new transactional database (OASIS, the Office of American Spaces Information System) to improve data reporting and a Monitoring and Evaluation (M&E) Toolkit to improve data collection.

PROFESSIONAL AND CULTURAL EXCHANGES

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$214,700	\$214,700	\$221,460	\$223,588	\$217.40 million

(in thousands of dollars)

International Visitor Leadership Program

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$97.77 million	\$97.77 million	\$104.00 million	\$104.00 million	\$104.00 million

The International Visitor Leadership Program (IVLP) facilitates short-term visits to the United States as well as virtual engagements with U.S. based experts for current and emerging leaders from around the world. IVLP projects allow participants to explore issues in the U.S. context, meet with their American professional counterparts, experience U.S. society, and understand American values. Interagency staff members at U.S. embassies worldwide nominate participants who have the potential to help advance U.S. national interests. In addition to the value of the IVLP Division's long-range planning to help missions plot out a full year of programming to advance strategic goals, the agility of IVLP On Demand and Rapid Response models allows missions to address rapidly changing policy priorities.

In 2020 the IVLP celebrated its 80th anniversary. The program continues to be cited as one of the most effective tools for U.S. diplomats to identify, influence, and educate key decision makers abroad on issues related to U.S. foreign policy priorities. Since the pandemic began in 2020, the Office of International Visitors has conducted primarily virtual IVLP projects. In the past year, the program has advanced U.S. interests through projects on a broad range of policy priorities, including energy security, intellectual property rights, malign influences, and countering trafficking in persons.

IVLP Division (1940)

The IVLP Division conducts more than 500 exchange projects annually, hosting visitors from around the world on individual, single-country, regional, sub-regional, inter-regional and multi-regional projects. Participants travel to the United States for a firsthand look at American approaches to challenges that the U.S. government has identified as important to its bilateral, regional, or global foreign policies. Generally three weeks in length, projects include travel to Washington, D.C., and two to four additional cities and small towns around the United States. During their visits, participants meet with government officials, legislators, civil society leaders, businesspersons, educators, and everyday citizens. The IVLP Division offers U.S. missions a combination of long-range annual planning involving a mission selection committee and a short-range, fully funded rapid response option. Program Length: 3 weeks.

IVLP On-Demand Division (1949)

The IVLP On Demand Division specializes in the development of projects to address emergent situations, targeted opportunities, and foreign policy needs, often with a short turn-around. U.S. embassies select participants to meet with professional counterparts in U.S. cities to examine U.S. approaches to pressing foreign policy issues and experience U.S. cultural, social, and political life. Because IVLP On-Demand projects are not tied to the annual IVLP selection process, they may be organized at any time of the year. Each project is generally limited to up to 10 participants. IVLP On-Demand projects do not fund participants' international travel, which must be covered by the participants themselves, their employers, their home governments, or other sources. Program Length: 1-10 days.



Citizen Exchanges

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$111.36 million	\$111.36 million	\$111.86 million	\$111.10 million	\$113.40 million

The Office of Citizen Exchanges sponsors professional, youth, cultural, techcamp, and sports exchange programs to facilitate cooperation and collaboration between the people of the United States and the people of other countries throughout the world. Through grants to American nonprofit institutions, including community organizations, professional associations, and colleges and universities, the Office supports projects that promote sustained and substantive contact among American and foreign professionals, artists and performers, coaches and athletes, and youth communities.

Global Leaders Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$26.68 million	\$35.80 million	\$36.60 million	\$34.20 million	\$51.10 million

Exchanges for professionals focus on a variety of themes of global concern – such as sustainable development, economic empowerment of marginalized groups, countering disinformation, and civic engagement – and are generally conducted through two-way exchanges designed to enhance leadership and professional skills and build lasting, sustainable partnerships between mid-level leaders from foreign countries and the United States. Foreign exchange participants visit the United States to collaborate with Americans on issues of mutual interest. American hosts travel abroad to work with their counterparts on projects in their home organizations and communities. Activities include individually tailored professional fellowships in U.S. organizations, workshops, and leadership training, as well as site visits to organizations and institutions throughout the United States and in countries overseas.

American Center for International Labor Solidarity (1997)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$306,000	\$306,000	\$306,000	\$306,000	\$306,000

(in thousands of dollars)

The American Center for International Labor Solidarity implements exchanges to support democratic institutions and social processes to improve social justice and to strengthen human and trade union rights worldwide. Focus areas include improving living conditions; promoting equitable, sustainable development; empowering women workers to confront and challenge global labor systems; implementing projects to prevent human trafficking; and providing services to victims of trafficking and promoting safe migration. Program Length: 10-14 days.

American Council of Young Political Leaders (1966)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$893,133	\$893,133	\$893,133	\$893,133	\$893,133

(in thousands of dollars)

The American Council of Young Political Leaders organizes reciprocal study tours for delegations of seven to twelve American and foreign young political leaders. Participants, mid-level professionals with leadership potential in government, the private sector, or civil society with experience and current employment related to the legislative process and governance, learn about each other's political systems and institutions. Program Length: 9-14 days.



Community Engagement Exchange (2020)

FY 2020 Actual	FY 2021 Actual
\$5.00 million	\$6.00 million

The new Community Engagement Exchange Program (CEE) equips a diverse global network of emerging civil society leaders (CEE Fellows) in over 100 countries without full freedom of expression to build capacity to develop multisector and innovative approaches for healthy and engaged communities. Placements provide substantial leadership coaching, professional mentoring, as well as engagement with seasoned civil society leaders, U.S. hosts, and alumni of other Department leadership and professional programs. Program activities foster a sustainable eco-system of civil society leaders who engage in cross-border, cross-sector collaboration that benefits communities both in the United States and around the world. Program Length: 3 months.

Community Solutions (2010)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.30 million	\$2.30 million	\$2.30 million	\$3.99 million	\$2.30 million

Community Solutions brings community leaders from around the world to the United States for carefully tailored fellowships with American public-and private-sector organizations. The program enhances participants' professional and leadership abilities and helps them to address issues of concern at home while building ties with U.S. institutions and communities. Program Length: 4 months.

Fortune-U.S. Department of State Global Women's Mentoring Partnership (2006)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$250,000	\$300,000	\$300,000	\$300,000	\$334,284

(in thousands of dollars)

The Fortune-U.S. Department of State Global Women's Mentoring Partnership supports women's economic, social, and political empowerment through leadership workshops and mentoring assignments for up to 20 emerging women leaders from around the world. U.S. executive women from *Fortune* magazine's "Most Powerful Women" network serve as mentors to the participants in this public-private partnership, which also offers follow-on regional alumnae workshops. Program Length: 3 weeks.

Institute for Representative Government (1988)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$340,511	\$340,511	\$340,511	\$340,511	\$340,511

(in thousands of dollars)

Established in 1988 by a group of former members of Congress as an independent, bipartisan, non-profit organization, the Institute for Representative Government (IRG) provides high-level, professional exchange programs for parliamentarians from developing or newly established democracies. IRG partners with the International Republican Institute and the National Democratic Institute to bring legislators from around the world to the United States for study tours that examine U.S. legislative practices at the federal and state levels. Program Length: 7-10 days.



J. Christopher Stevens Virtual Exchange (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5.00 million	\$5.00 million	\$5.00 million	\$5.00 million	\$5.00 million

As a lasting tribute to the program’s namesake, the J. Christopher Stevens Virtual Exchange Initiative (Stevens Initiative) strengthens engagement between young people in the United States and those in the Middle East and North Africa. This multilateral, public-private partnership uses intensive, structured online engagement at various education levels to equip youth with the skills and abilities needed for success in the 21st century. In addition to U.S. government funding, the Bezos Family Foundation has contributed significant funding to the Stevens Initiative, and the Governments of Morocco and the United Arab Emirates have provided funds for programs in their respective countries. Private-sector partners, including Microsoft, Twitter, and Vidy, have made in-kind contributions as well. Program Length: 4 months.

Japan-U.S. Friendship Commission (1968)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$278,220	\$278,220	\$278,000	\$278,000	\$278,000

(in thousands of dollars)

The Japan-U.S. Friendship Commission is a binational advisory panel that elevates and strengthens the vital cultural and educational foundations of the U.S.-Japan relationship and enhances connections between American and Japanese leadership in these fields. The program receives some funding from the Government of Japan.

Mike Mansfield Fellowship Program (1994)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.52 million	\$1.33 million	\$1.50 million	\$1.50 million	\$1.50 million

Established by Congress and administered by the Maureen and Mike Mansfield Foundation, the Mike Mansfield Fellowship Program enables up to ten U.S. federal government employees to gain substantial professional knowledge of the Government of Japan by working in a Japanese agency. Program Length: 2 years.

Partners of the Americas (1964)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$367,110	\$367,110	\$367,110	\$367,110	\$367,110

(in thousands of dollars)

Partners of the Americas implements exchanges with Western Hemisphere countries to enhance mutual understanding through personal involvement and linkages of volunteer specialists in fields such as citizen participation, judicial reform, public administration, promotion of minority and indigenous rights, journalism, environmental and historic conservation, education, economic development and trade, and visual and performing arts. Program Length: Up to 30 days.

Professional Fellows “On-Demand” Program (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.50 million	\$2.00 million	\$3.73 million	\$1.47 million	\$1.00 million

The Professional Fellows “On-Demand” Program provides a rapid response for urgent foreign policy priorities worldwide. Participants include mid-level emerging leaders between the ages of 25 and 40 who apply through an open, merit-based competition, or who are chosen by posts. Selection takes place in collaboration with posts, regional bureaus, ECA, and World Learning. Once approved, an on-demand exchange program can be immediately announced, and the exchange can take place within three to six months. Program Length: Up to 1 month.



Professional Fellows Program (2009)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$7.31 million	\$7.50 million	\$7.50 million	\$0	\$7.50 million

The Professional Fellows Program brings emerging foreign leaders to the United States for individually tailored fellowships designed to broaden their professional expertise in the areas of governance and society, civic engagement, economic empowerment, and environmental sustainability. The two-way fellowship also provides American and non-U.S. participants the opportunity to examine the relationship between civil society and government both in the United States and overseas, and to observe how relevant agencies and organizations work to create engaged citizens, strengthen civil society, foster transparency and accountability, and create opportunities for economic growth and development. Program Length: 5-6 weeks.

Sister Cities International (1956)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$400,285	\$400,285	\$400,285	\$400,285	\$400,285

(in thousands of dollars)

ECA provides an administrative grant to support Sister Cities International's efforts to promote closer connections between citizens of the United States and other countries through the activities of the approximately 1,300 U.S. cities affiliated with more than 2,400 sister cities in 137 countries around the world.

TechWomen (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.80 million	\$3.08 million	\$3.08 million	\$3.08 million	\$4.63 million

The TechWomen Program brings emerging women leaders in science, technology, engineering, and mathematics (STEM) together with their professional counterparts in the United States for a mentorship and exchange program. TechWomen provides participants access to networks, resources, and knowledge to empower them to reach their full potential. During the program, participants engage in project-based mentorships at leading companies in the San Francisco Bay Area, take part in workshops and networking events, and travel to Washington, D.C. for targeted meetings and special events to conclude the program. Program Length: 5 weeks.



Participants in a TechWomen program for women from marginalized communities in Kenya.



The Ngawang Choephel Fellows Program (2003)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$575,000	\$585,000	\$600,000	\$700,000	\$749,626

(in thousands of dollars)

The Ngawang Choephel Fellows Program provides general support to nongovernmental organizations outside of China to promote activities that preserve Tibetan cultural traditions and enhance sustainable development and environmental conservation in Tibetan communities in China. The Office of the Special Coordinator for Tibetan Issues, U.S. Embassy Beijing, and U.S. Consulate General Chengdu collaborate on the selection of program themes. Program Length: 1 month.

U.S. Congress-Republic of Korea (ROK) National Assembly Exchange Program (1981)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$156,000	\$156,000	\$156,000	\$156,000	\$156,000

(in thousands of dollars)

The U.S. Congress-Republic of Korea (ROK) National Assembly Exchange introduces 20 university students and recent graduates from the United States and the ROK to the political process, society, and culture of the other country. The ROK National Assembly annually provides approximately \$25,000 in funding for the program. Program Length: 3 weeks.

Youth Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$70.74 million	\$78.07 million	\$76.00 million	\$76.20 million	\$78.30 million

Recognizing the power of young people, youth exchange programs, which annually include more than 4,000 international and U.S. high school and other young participants, foster leadership development, increase foreign language skills, and promote cross-cultural relationship. Opportunities for students to travel to the United States and abroad include academic year exchanges and intensive, short-term programs. The Youth Programs Division also supports intensive language training and cultural immersion programs for U.S. students at the precollege level. All programs promote mutual understanding, cross-cultural learning, leadership development, and civic education.

Congress-Bundestag Youth Exchange (1983)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$4.28 million	\$9.21 million	\$5.10 million	\$5.00 million	\$5.10 million

Jointly funded by the U.S. Congress and the German Bundestag, the Congress-Bundestag Youth Exchange (CBYX), is administered by the State Department and the Bundestag. German and American secondary school students live with host families, attend school, and participate in community life. Two other program components provide young professionals and recent high school graduates interested in vocational fields with practical training. The Young Professionals component provides scholarships to young Americans and Germans ages 18-24 for professional study and training in Germany and the United States in business, professional, technical, vocational, and agricultural fields. The vocational component provides scholarships to graduating American secondary school seniors for one year of professional study and training in Germany. Program Length: Academic year (10-11 months for all three program components).



Congress-Bundestag/Bundesrat Staff Exchange (1983)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$19,553	\$70,000*	N/A*	N/A*	N/A*

(in thousands of dollars)

*The FY 2018 budget amount and participant numbers cover two program years. The funding, totaling \$70,000, is included in an award to a CBYX program organization, which now administers travel arrangements for U.S. participants. The FY 2019, FY 2020, and FY 2021 amounts are included in awards to a CBYX program organization to manage travel arrangements.

The two-phase Congress-Bundestag/Bundesrat Staff Exchange program allows U.S. and German participants to learn about political institutions in their non-home country and discuss issues of mutual concern. The outbound phase, funded by ECA's Office of Citizen Exchanges, sends approximately ten U.S. Congress staff members to Germany for a short-term program hosted and organized by the German Bundestag. The Office of Interparliamentary Affairs of the U.S. House of Representatives recruits the U.S. delegates. The inbound phase, organized by ECA's Office of International Visitors, brings a delegation of ten German Bundestag and Bundesrat staff members to visit the United States for eight days. Program Length: 8-14 days.

Future Leaders Exchange (1993)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$21.15 million	\$22.36 million	\$23.69 million	\$23.69 million	\$25.27 million

*FY 2019, FY 2020, and FY 2021 budget amounts include Countering Disinformation Funds – \$1.92 million per year.

The Future Leaders Exchange (FLEX) program provides scholarships to secondary school students from countries in Europe and Eurasia to the United States. The FLEX program supports U.S. foreign policy goals by promoting civil society, leadership development, and mutual understanding. Students live with host families, attend high school, engage in activities to learn about U.S. society values, leadership, and civic education, and share their countries and cultures with Americans. Beginning in FY 2022-23 as a pilot project, the FLEX Abroad program will provide merit-based scholarships to fifteen U.S. high school students to study in Poland, Kazakhstan, or Ukraine - select countries of the FLEX program. Program Length: Academic year (10 months).

German-American Partnership Program (1972)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$100,000	\$100,000	\$100,000	\$100,000	\$100,000

(in thousands of dollars)

The German-American Partnership Program (GAPP) is a reciprocal exchange program organized directly by high schools in Germany and the United States with coordination and financial subsidies from the German and U.S. governments. The program, which includes significant cost sharing by participating students and high schools, promotes intercultural understanding through the study of German and English. All American students and teachers traveling to Germany receive grants from funds provided by the German Foreign Office. Program Length: 3 weeks.

Kennedy-Lugar Youth Exchange and Study (2003)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
Base Budget	\$23.25 million	\$24.47 million	\$24.91 million	\$22.34 million	\$23.37 million
ESF Budget	\$1.81 million	\$2.19 million	\$2.19 million	\$2.35 million	\$2.23 million

The Kennedy-Lugar Youth Exchange and Study (YES) program provides merit-based scholarships for students from countries with significant Muslim populations to study in the U.S. The YES program, funded in part through the Economic Support Fund (ESF), supports U.S. foreign policy goals by promoting civil society, leadership development, and mutual understanding. Program Length: Academic year (10 months).



Kennedy-Lugar Youth Exchange and Study Abroad (2009)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.37 million	\$2.50 million	\$700,000*	\$2.71 million**	\$2.56 million

*Cost reduction resulting from shift to 100% virtual program. Funding reprogrammed within award.

**Significant cost increase for hybrid live and virtual programs.

The Kennedy-Lugar Youth Exchange and Study (YES) Abroad program provides merit-based scholarships to U.S. high school students to study in select countries with significant Muslim populations that participate in the YES program. Program Length: 10 months.

National Security Language Initiative for Youth (2006)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$10.00 million	\$10.44 million	\$10.00 million	\$10.45 million	\$10.00 million

The National Security Language Initiative for Youth (NSLI-Y) program awards scholarships to American high school students to study strategically important languages – Arabic, Chinese (Mandarin), Hindi, Indonesian, Korean, Persian (Tajiki), Russian, and Turkish – in intensive summer and academic-year programs overseas. Programs provide formal and informal language learning environments and immerse participants in the cultural life of their host country. NSLI-Y has also initiated a virtual version of the program targeted at diverse communities across the United States. Program Length: 6 weeks (86 percent of participants) or 9 months (14 percent of participants).

TechGirls (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$330,000	\$660,000	\$660,000	\$660,000	\$1.66 million

(in thousands of dollars)

TechGirls is an intensive summer exchange program that directly supports development in the field of technology by empowering young women (ages 15-17) with the knowledge and skills to reach their full potential in higher education and careers in STEM, contribute to their home economies, and become active and responsible members of their home communities and the global arena. Initially focused on countries of the Middle East and North Africa, the TechGirls program will expand further in summer 2022, engaging a talented cadre of approximately 136 technology-minded young women from the United States and approximately 36 countries in all six regions of the world through this global initiative. Exchange activities include a technology camp, site visits with technology companies, job shadowing, community service activities, and homestays with American families. Program Length: 4 weeks.

National Youth Science Camp (1983)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$130,000	\$130,000	\$130,000	\$130,000	\$130,000

(in thousands of dollars)

The National Youth Science Foundation organizes the annual National Youth Science Camp in West Virginia for high school graduates. ECA funds the participation of 16 youths, ages 16–18, from eight Western Hemisphere countries. The camp enhances participants’ knowledge of, and supports their interest in, higher education studies and careers in science, technology, engineering, and mathematics fields. Participants take part in lectures, directed studies, seminars, special events, creative and performing arts, and outdoor activities. Program Length: 25 days.



Youth Ambassadors (2002)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$3.70 million	\$3.30 million	\$3.40 million	\$3.40 million	\$3.40 million

The Youth Ambassadors (YA) program brings together youth and adult mentors from 26 countries in the Western Hemisphere on one-way and reciprocal exchanges. The YA program focuses on civic education, community service, and youth leadership development, along with sub-themes such as entrepreneurship and environmental protection. Upon returning to their home community, students are expected to engage in community service projects. Program Length: 3 weeks.

Youth Leadership On-Demand (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$400,000	\$1.00 million	\$400,000	\$400,000	\$400,000

(in thousands of dollars)

Youth Leadership On-Demand projects provide high school students and adult educators from countries identified by the State Department as strategic priorities the opportunity to explore civic education, youth leadership development, and community service in the United States. Countries are selected according to areas deemed to be in the most urgent, critical national security interests. Program Length: 3 weeks.

Youth Leadership Programs (1999)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5.14 million	\$4.05 million	\$4.05 million	\$4.05 million	\$4.05 million

The collection of programs under the Youth Leadership Program umbrella offers one-way and reciprocal exchanges, through single-country and regional projects, for groups of high school students and educators from more than 120 countries around the globe. The projects use workshops, site visits, school visits, home stays, and cultural activities with peers to help participants gain knowledge and skills related to leadership, civic responsibility, community service, and global issues. Program Length: 3-4 weeks.

Cultural Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$11.20 million	\$11.96 million	\$12.10 million	\$12.15 million	\$12.16 million

Cultural programs leverage the power of U.S. arts and culture to engage audiences and create space for conversations about topics of shared interest. American arts professionals travel overseas for targeted programs to address issues such as tolerance, conflict resolution, disability rights, women's empowerment, religious freedom, and civil society, as well as arts management, entrepreneurship, and intellectual property rights. In addition, the Cultural Programs Division hosts a limited number of professional development exchanges that bring foreign artists to the United States.



American Film Showcase (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.00 million	\$2.25 million	\$2.00 million	\$2.30 million	\$2.00 million

The American Film Showcase brings award-winning American documentaries, independent narrative films, and animated shorts to audiences around the world, reflecting the diversity of and presenting insights into American society and culture. Program Length: 7-10 days (average 8 days).

American Music Abroad (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.46 million	\$1.83 million	\$1.40 million	\$1.63 million	\$1.40 million

The collection of programs under the Youth Leadership Program umbrella offers one-way and reciprocal exchanges, through single-country and regional projects, for groups of high school students and educators from more than 120 countries around the globe. American Music Abroad sends American music groups overseas for multi-week, multi-country tours. Program activities focus on younger and underserved audiences in countries where people have few opportunities to meet American performers and experience their music firsthand. Participating countries are determined on the basis of U.S. foreign policy priorities and interests in consultation with the regional bureaus and posts. Virtual and hybrid elements have been added to the program. Program Length: 2-3 weeks.

Arts Envoy Program (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.85 million	\$1.70 million	\$2.55 million	\$1.94 million	\$1.95 million

The Arts Envoy Program gives U.S. missions worldwide the opportunity to develop customized cultural programming to support U.S. foreign policy objectives and connect the U.S. arts community with international audiences. This “on-demand” program facilitates strategic projects by arts professionals who can spend five days to six weeks in a country or region working with priority groups, arts professionals, and general audiences. Program Length: 5 days-6 weeks (average 7 days).

Biennales (1988)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned*
\$385,799	\$500,000	\$375,000	\$375,000	NA

(in thousands of dollars)

*Grant cancelled owing to COVID.

The Biennales initiative selects and provides support for U.S. representation at two alternating biennial international exhibitions: the Venice Art Biennale and the Venice Architecture Biennale. The exhibitions promote innovation, ingenuity, and entrepreneurship values to an influential international audience, and outreach events target key local communities. ECA partners with the National Endowment for the Arts to select a featured artist/architect, and the exhibit is then managed through a public-private partnership. The majority of funding for both exhibitions come from private sources. Program Length: 7-8 months.



Center Stage (2010)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$0	\$0	\$1.40 million	\$1.40 million	\$1.85 million

Center Stage brings top quality performing artists from high-priority countries to the United States to perform and conduct engagement activities such as performances, workshops, artist-to-artist exchanges, and community gatherings. Performers also learn about the creative industries in the United States and share their experiences with their fan bases in their home countries.

Global Media Makers (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.00 million	\$1.30 million	\$1.70 million	\$1.65 million	\$1.90 million

Global Media Makers connects visual storytellers from around the world with leading U.S. entertainment professionals. Program fellows receive comprehensive filmmaking education, business training, and professional networking opportunities to support the development of independent, authentic, and compelling content for distribution in their home countries and to foster creative connections between the film industries in participating countries and the United States. Program Length: 2 years (100 active program days).

International Writing Program (2006)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$800,000	\$840,000	\$740,000	\$740,000	\$860,000

(in thousands of dollars)

Through the International Writing Program, U.S. and foreign writers participate in a residency program at the University of Iowa, which includes public lectures, roundtable discussions, and readings on selected strategic countries and topics. The program also includes a separate two-week creative writing seminar for young writers from the United States and Silk Road countries in the SCA, EAP, EUR, and NEA regions. Additionally, the program sends groups of five U.S. writers to teach workshops in underserved communities overseas. The program also offers online courses and other distance learning to approximately 16,000 high school-aged writers and women writers each year. Program Length: 5-90 days (average 50 days).

Next Level Hip Hop and Conflict Transformation Program (2013)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.10 million	\$1.10 million	1.20 million	\$1.20 million	\$1.50 million

Next Level encourages civil society development and provides economic and professional development opportunities to youth and underserved audiences through overseas workshops led by American hip-hop artists on beat/music making, break dancing, rapping, music production, artists' entrepreneurship, and conflict transformation strategies. Program Length: 2-3 weeks.



OneBeat (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.44 million	\$1.44 million	\$1.74 million	\$1.82 million	\$1.74 million

OneBeat is redefining music diplomacy through a suite of programs designed to use collaborative music creation to promote civic discourse. Young musicians explore how artists, institutions, and communities can work together to rejuvenate local economies through music, technology, and the creative arts. The OneBeat initiative includes several exchange programs. OneBeat U.S., an annual month-long program, invites 25 young musicians from every geographic region and the United States to collaborate on original material, record new musical ideas, and incubate future projects. Fellows go on tour, perform for a wide array of audiences, collaborate with local musicians, lead youth workshops and panel discussions and explore diverse models for arts-based social engagement. Modeled after the U.S. based exchange, OneBeat Abroad, is a single-country or regional 2-4 week program designed to reach strategic audiences and opinion leaders developed in partnership between OneBeat alumni and U.S. embassies. The OneBeat Accelerator is a micro-grant opportunity open to alumni to seed creative solutions to community challenges. The *OneBeat Podcast* is a monthly series dedicated to stories from the OneBeat network.

Sports Diplomacy

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$6.10 million	\$6.61 million	\$6.24 million	\$6.19 million	\$6.13 million

Sports programs engage youth and adults from the grassroots to the professional leagues, exposing foreign participants to American culture while providing them with an opportunity to establish links with U.S. sports professionals and peers. In turn, Americans learn about foreign cultures and strengthen their overseas networks and capacity. Participation in sports teaches leadership, teamwork, and communication skills that help young people succeed in all areas of their lives. Sports are a platform to champion foreign policy priorities such as inclusion, youth empowerment, gender equality, health and wellness, conflict resolution, and entrepreneurship. The Sports Diplomacy Division collaborates with U.S. embassies and consulates to support program design, implementation, follow-on, and evaluation. Sports Diplomacy programs have engaged diverse audiences in over 100 countries through various sports exchange programs.

Global Sports Mentoring Program (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$1.13 million	\$1.14 million	\$1.44 million	\$1.24 million	\$1.13 million

The Global Sports Mentoring Program (GSMP) has two components. The espnW GSMP, a public-private partnership that empowers women through sports, pairs international female leaders with American female senior executives in the sports sector for a mentorship program. The annual Sport for Community GSMP focuses on promoting disability rights at home and abroad. In both programs, participants collaborate with U.S. mentors to develop business strategies that provide sports and professional opportunities for women, people with disabilities, and marginalized populations. The programs emphasize long-term and sustainable change through alumni funding and activities, monitoring, and media outreach, as well as outbound follow-on programs with American participants. Program Length: 5 weeks.

International Sports Programming Initiative (2002)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.10 million	\$2.40 million	\$2.10 million	\$2.20 million	\$2.25 million

The International Sports Programming Initiative (ISPI) is an annual open competition for U.S.-based nonprofit organizations to administer two-way sports exchange programs. In addition to engaging underserved youth, coaches, and sports administrators at home and abroad, ISPI expands the organizations' and their partners' capacities and expertise to conduct sports-based exchange programs. Under the theme "Sport for Social Change," programs advance foreign policy goals by promoting tolerance and enabling youth around the world to develop important leadership skills and achieve academic success. Key audiences include at-risk youth, women, minorities, and people with disabilities. Program Length: 2-3 weeks.



Sports Envoy Program (2005)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$952,380	\$819,427	\$600,000	\$650,000	\$650,000

(in thousands of dollars)

Current and former U.S. professional athletes and coaches travel abroad as Sports Envoys to share lessons learned on and off the playing field with youth and underserved populations. ECA partners with professional leagues, the U.S. Olympic Committee, national governing bodies, and others in the sports sector to identify these envoys for programming in schools, youth clinics, and teambuilding activities. The program addresses priority themes such as gender equity, disability rights and access, the importance of education, peaceful conflict resolution, community engagement, and respect for diversity. In addition to allowing U.S. embassies and consulates to design customized sports programming that supports U.S. foreign policy objectives, the Sports Envoy program develops sustainable local partners and establishes linkages between the American sports sector and international audiences. Program Length: 3-10 days.

Sports Visitor Program (2003)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.65 million	\$2.25 million	\$2.10 million	\$2.10 million	\$2.10 million

The Sports Visitor Program brings youth and coaches to the United States for short-term exchanges to engage with American peers and sports practitioners and to participate in clinics and sessions on leadership, team building, conflict resolution, and inclusion and equity in sports. Sports Visitor programs provide Americans with an opportunity to exchange expertise and expand their cultural competence through firsthand interaction with people from every region of the world. Program Length: 14 days.

TechCamps

The TechCamp Program

FY 2020 Actual	FY 2021 Planned
\$2.23 million	\$2.10 million

Prior to 2020 TechCamp funding was allocated from the Bureau of International Information Programs.

The TechCamp Program offers hands-on, participant-driven workshops that connect private sector technology experts with local influencers—journalists, nongovernmental organizations (NGOs), civil society advocates, and others—to explore and apply innovative tech solutions to shared challenges. TechCamp workshops engage and empower these target audiences, training them in the use of low-cost, easy-to-implement technological tools and concepts to make them more effective. After assuming responsibility for the TechCamp program in May 2019, ECA’s Office of Citizen Exchanges commenced a comprehensive strategic review of the program’s mission and impact, in accordance with the ECA Functional Bureau Strategy. Each TechCamp seeks to achieve specific, measurable objectives that directly address U.S. foreign policy priorities, including those tied to public diplomacy capabilities, such as mitigating violent extremism, countering disinformation, and promoting good governance. The TechCamp Program’s strategy builds on participating posts’ existing PD programming and ICS goals and creates opportunities for posts to further build partnerships with the U.S. private sector through recruitment of expert trainers. Priorities include countering Chinese and Russian disinformation, strengthening the United States’ information presence in the Indo-Pacific, and boosting pro-democracy movements in Venezuela. Proposals for TechCamp workshops submitted by posts frequently address issues and sub-topics related to good governance, social entrepreneurship, the environment, transnational crime, and strengthening investigative reporting. The TechCamp Program’s impact and outcomes are supported by follow-on programming and continued engagement with alumni to include small grants, additional training, and capstone events that intensify participants’ connection with one another, the program, and post.



YOUNG LEADERS INITIATIVES

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$28.50 million	\$28.50 million	\$31.25 million	\$34.40 million	\$34.40 million

The figures in the spending table above are total amounts for the administration of the Young Leaders initiatives. Figures in the tables below are program specific.

Mandela Washington Fellowship for Young African Leaders

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$19.00 million	\$17.00 million	\$18.50 million	\$20.00 million	\$20.00 million

The Mandela Washington Fellowship for Young African Leaders is the flagship program of the Young African Leaders Initiative (YALI). The Fellowship brings young leaders to the United States for Leadership Institutes that create unique opportunities for Fellows and Americans to collaborate as they spur economic growth and prosperity, strengthen democratic governance, and enhance peace and security across Africa and the United States. The six-week Institutes, held on college and university campuses, support the development of Fellows' leadership skills through academic study, workshops, mentoring, networking with U.S. leaders, and collaboration with members of the local community. At the conclusion of the Institutes, Fellows convene in Washington, D.C. for a Summit.



Participants in the Mandela Washington Fellowship Summit.

Up to 100 fellows also participate in a four-week professional development experiences (PDE) in the United States. After participants return home, the fellowship provides them with follow-on opportunities and resources to continue their professional development. The Fellowship is designed to build and sustain a network of young sub-Saharan African leaders across critical sectors, with the goal of strengthening democratic institutions and spurring economic growth and development on the continent. The Fellowship also forges strong ties within the region as well as with the United States. Program Length: 6 weeks for fellows, 10 weeks for fellows with a follow-on PDE.

Young Southeast Asian Leaders Initiative (YSEALI) Fellowship

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$4.50 million	\$4.50 million	\$6.75 million	\$7.80 million	\$ 7.80 million

The Young Southeast Asian Leaders Initiative (YSEALI) includes academic and professional exchanges for Southeast Asian youth, ages 18-35 (for academic fellows) and ages 25-35 (for professional fellows). Co-managed by ECA's Office of Academic Exchange Programs and the Professional Fellows Division, YSEALI seeks to build the leadership capabilities of youth in the region, strengthen ties between the United States and Southeast Asia, and nurture an ASEAN community. Hosted by U.S. universities or colleges, the academic exchanges focus on three themes: social entrepreneurship and economic development, environmental issues, and civic engagement. The professional exchanges address civic engagement, NGO management, economic empowerment, governance, legislative processes, and environmental sustainability. The program receives some foreign funding. Program Length: 5 weeks.



Young Southeast Asian Leaders Initiative "Seeds for the Future" participants at a kickoff session in Hanoi.



Young Leaders of the Americas Initiative (YLAI)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5.00 million	\$5.00 million	\$6.00 million	\$6.60 million	\$6.60 million

The Young Leaders of the Americas Initiative (YLAI) Fellowship Program, now the United States’ premier exchange program in the Western Hemisphere, provides fellowships each year to participants from Canada, Latin America, the Caribbean, and the United States to develop their business and civil society initiatives and to promote foreign partnerships and joint ventures with American counterparts. Following their fellowships, participants receive ongoing support through a continuum of networking, mentorship, and investment opportunities. Program Length: hybrid six-month program, with in-person fellowship for six weeks.

COUNTERING STATE DISINFORMATION AND PRESSURE

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$0	\$12.00 million	\$12.00 million	\$12.00 million	\$12.00 million

People-to-people exchanges and programs play a significant role in the whole-of-government approach to countering disinformation, media manipulation, and malign influence. Exchanges provide the sustained societal engagement that not only fosters resilience in individuals and communities, but also positively influence the context in which false information is spread and received. In response to a growing need to counter disinformation worldwide, ECA has enhanced and expanded existing program models and seeks to target a wide range of audiences, including journalists, social media influencers, youth, community leaders, and educators.

ECA programs counter disinformation and media aggression directly while also fostering the skills needed to build audience resilience to disinformation. ECA programs can serve as tools to strengthen independent media and improve media literacy among vulnerable audiences by sharpening their judgement and analytical skills. ECA also promotes English language learning as a means for people to access a wide variety of information resources, including international media reporting and academic research.

In addition to the direct participants in ECA programs, there is significant focus on encouraging a multiplier effect. For example, educators participating in train-the-trainer sessions extend the reach of critical thinking programs to their students. Programs are also designed to enlist members of ECA’s established networks of program alumni and influencers in more than two dozen countries. Youth leadership exchanges and English language programs in new countries aim to expand the Department’s networks of contacts and partners among next generation leaders. Funding is allocated to programs and countries in close consultation with the Bureau of European and Eurasian Affairs (EUR) and the Bureau of South and Central Asian Affairs (SCA).

PRIVATE SECTOR EXCHANGES

The Office of Private Sector Exchange oversees the U.S. government-facilitated, but privately funded, Exchange Visitor Program (EVP), which includes 13 educational and cultural exchange programs: Au Pair, Camp Counselor, College and University Student, Intern, Physician, Professor, Research Scholar, Secondary School Student, Short-Term Scholar, Specialist, Summer Work Travel, Teacher, and Trainee. Each year, the EVP provides opportunities for visitors from around 200 countries and territories to experience U.S. culture and engage with Americans with the goal of increasing mutual understanding between the peoples of the United States and other countries. In 2020, the Exchange Visitor Program was renamed BridgeUSA, although EVP will still be used in rulemaking and other formal documents.

ECA has designated more than 1,400 private sector, academic, and federal, state, and local government entities to be sponsors of EVP/BridgeUSA programs, which are conducted under ECA oversight in accordance with State Department-promulgated regulations (22 CFR 62) and relevant federal, state, and local laws. Program oversight is funded primarily from fees collected from sponsors and program participants. ECA imposes remedial sanctions upon sponsors that fail to comply with program regulations and separates from the program those sponsors it deems cannot be sufficiently rehabilitated.

EVP participants are young leaders, entrepreneurs, students, and more seasoned professionals eager to hone their skills, strengthen their English language abilities, connect with Americans, and learn about the United States. Exchange visitors return home eager to stay connected, expand their networks, and explore future exchange opportunities as “citizen ambassadors.”



Private Sector Exchanges: Exchange Visitor Program

Exchange Visitor Program	2017	2018	2019	2020
Au Pair	20,353	20,678	21,551	7,107
Camp Counselor	24,868	24,919	25,681	219
College and University Students	2017	2018	2019	2020
Student – Associate	5	13	10	0
Student – Bachelor	2,198	2,582	1,947	400
Student – Master	1,758	1,352	2,597	706
Student – Doctorate	771	676	968	395
Student – Intern	4,714	4,887	5,501	947
Student – Non-degree	32,421	32,584	36,576	9,471
Intern	26,197	26,040	26,669	6,441
Physician	2,832	2,738	2,912	2,858
Professor	1,054	1,003	915	232
Research Scholar	33,521	32,853	33,439	10,807
Secondary School Student	21,005	21,456	23,550	4,752
Short-Term Scholar	18,326	17,555	19,129	3,928
Specialist	917	904	1,458	364
Summer Work Travel	104,923	104,512	108,303	4,952
Teacher	2,195	2,523	3,454	398
Trainee	10,866	10,798	10,598	2,531
Total Private Sector Exchange Visitor Program Participants	308,924	308,073	325,258	56,508



Top Ten Sending Countries for the Exchange Visitor Program (2020)*

	2017		2018		2019		2020	
	COUNTRY	#EVS	COUNTRY	#EVS	COUNTRY	#EVS	COUNTRY	#EVS
1	China	36,403	China	35,544	China	35,972	S. Korea	4,203
2	U.K.	19,155	U.K.	18,240	U.K.	17,640	China	3,837
3	Germany	17,259	Germany	16,434	Germany	16,467	Germany	3,613
4	France	11,855	Brazil	11,614	Brazil	12,770	France	3,603
5	Brazil	9,977	France	11,381	France	11,341	Brazil	3,159
6	Philippines	9,605	Spain	9,222	Spain	10,722	India	2,707
7	Thailand	8,713	Philippines	9,126	Mexico	10,136	Italy	2,395
8	S. Korea	8,662	Thailand	9,086	Turkey	10,028	Canada	2,203
9	Spain	8,608	S. Korea	8,703	S. Korea	9,360	Spain	2,042
10	Ireland	8,083	Mexico	8,600	Thailand	9,192	Ecuador	2,024

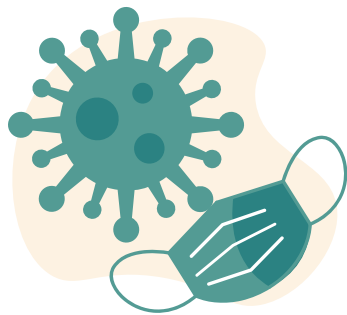
*Data not yet available for 2021.



Agricultural Marketing Information Systems IVLP in St. Louis



Virtual International Visitor Leadership Program, August-September 2021



ECA's Pandemic Response

In the face of pandemic related restrictions on international travel in March 2020, which temporarily halted new in-person exchanges, as well as in-person programming, ECA moved swiftly to mitigate the impacts and, in fact, significantly increased its presence in the global media space. Working with regional bureaus, foreign missions, and U.S. embassies, ECA immediately repatriated approximately 4,000 U.S. and 2,500 foreign participants on USG-sponsored programs and more than 2,100 foreign high school students on USG-facilitated programs. Approximately 2,000 foreign Fulbright students remained in the United States to continue their studies at U.S. universities.

ECA's rapid transition to virtual programs allowed it to overcome challenges imposed by COVID-19, while enabling it to continue engaging with its target audiences to advance U.S. foreign policy goals. The U.S. Speaker Program conducted more than 450 virtual events – almost four times the number before the pandemic – in global health, entrepreneurship and innovation, and combatting coercive practices and malign influence activities. The Fulbright Program assisted thousands of foreign students to transition to online learning as their U.S. host institutions moved coursework online and converted orientations and enrichment seminars to a virtual format. ECA's International Visitor Leadership Program (IVLP) and Digital Communications Network engaged journalists around the world to combat COVID-19 disinformation, promoted unbiased reporting, and strengthened media literacy.

ECA's virtual English language programs engaged massive new audiences – for example, a webinar series in the Philippines reached 1.2 million people. EducationUSA shifted its global network of more than 430 student advising centers online, increasing social media engagement by more than 20 percent and reaching more than three million contacts per month through expanded outreach via 250 EducationUSA Facebook and Instagram accounts, with a following of five million and growing. The National Security Language Initiative Program for Youth successfully trained more than 450 American high school students in critical languages such as Arabic, Mandarin, Russian, and Persian via interactive online classes, while the Critical Language Scholarship Program did the same for hundreds of American undergraduate and graduate students.

ECA's Alumni Office also increased virtual engagement and reached tens of thousands of exchange program alumni and others through its digital platforms, via online professional development seminars for U.S. citizen Exchange Alumni, and a live, interactive talk show and audio podcast. A virtual panel series reached 2,000 alumni on topics such as the impact of the pandemic on healthcare and virtual learning. ECA also provided 101 quick turnaround small grants of up to \$10,000 for alumni to address the pandemic and future recovery efforts in local communities.



While the pandemic affected American Spaces' outreach and impact, many locations responded creatively, even in areas where bandwidth is low. ECA's global network of 620 locations pivoted to an emphasis on virtual and blended programming. During FY 2020, American Spaces conducted more than 427,000 virtual and blended programs with more than 14.5 million attendees. Not only did American Spaces manage to continue reaching foreign audiences through these virtual and blended programs, but there are also indications that even more people were able to participate in programs virtually who would not otherwise have attended in person. This includes women who may not have the same freedom of movement in some countries; people living in areas far from an American Space who had not participated in programs previously due to the distance they would have to travel; and others who have found virtual engagement more convenient and accessible. American Spaces, through virtual and blended programming, were also able to amplify virtual content from other ECA programs, including the U.S. Speaker Program, English Language Programs, and EducationUSA by channeling this content to their online American Spaces audiences. American Spaces will encourage staff worldwide to offer virtual and blended programming in the future.

In August 2020, after the most urgent crisis response work had subsided, ECA leadership tasked the bureau's Monitoring Evaluation Learning and Innovation (MELI) Unit to conduct an in-depth review of its crisis management performance to draw lessons learned for use in future crises. MELI surveyed ECA staff as well as dozens of U.S. embassies, other Department bureaus, and program implementing partners. In December 2020, the bureau published its findings, including a six-page analysis of what worked well, key challenges and obstacles, and recommendations for the future. Among the many recommendations that could have relevance for future task force efforts were ensuring sufficient overlap and detailed notes during turnover of task force staff; clearly defining task force roles, including organizational charts with job descriptions; and standardizing daily briefings. The findings from this evaluation will enable ECA to further improve its crisis management response for future emergencies.

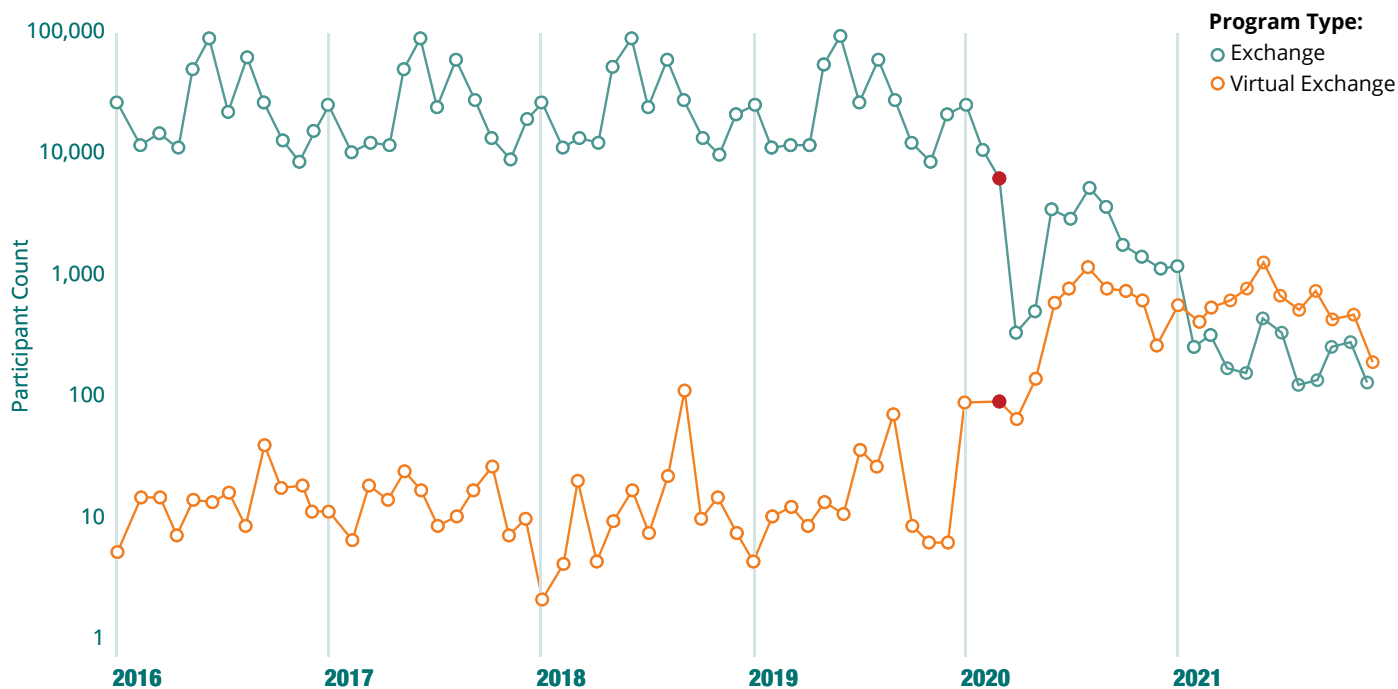


Bureau of Educational and Cultural Affairs Participant Count Trends

The red dot on the graph is March 2020, when the COVID-19 pandemic globally increased in severity.

Note: Not every office utilizes every program type.

Participant Count by Start Year, Month and Program Type



Vision 21+ Solutions COVID Impact Dashboard illustrates the pandemic-related decline in in-person exchanges and corresponding increase in virtual and hybrid programming. From May 2019-2020, while in-person program participants decreased by 99.08%, the number of virtual program participants increased by 892.31%.

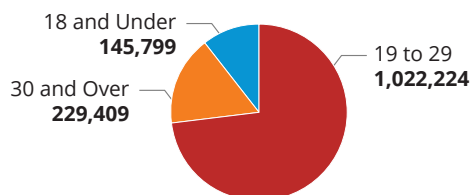


Bureau of Educational and Cultural Affairs Participant Demographics

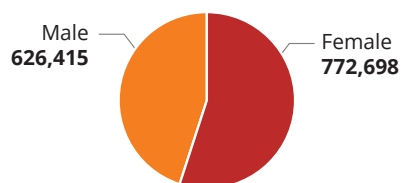
Totals per Office/Division:

Projects	Participants
4,453	1,401,973

Participants by Age Range



Participants by Gender



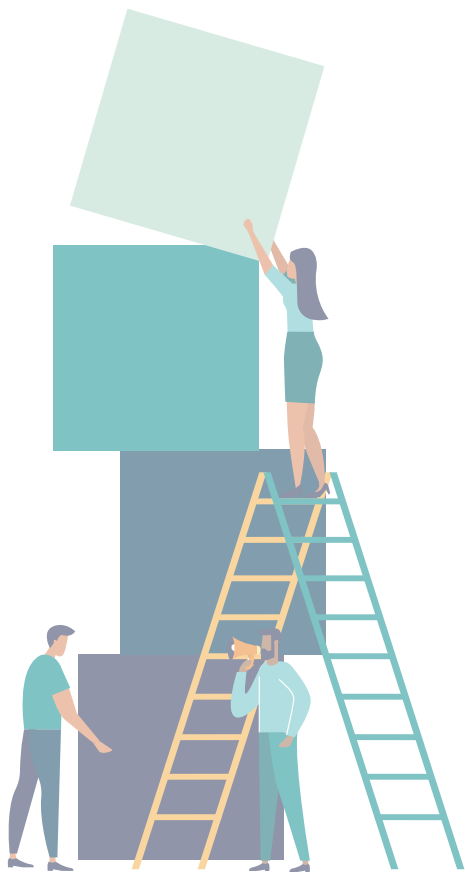
Top 10 Programs	Participant Count
Au Pair	88,922
Camp Counselor	98,679
College and University Student	179,033
Fulbright Student	20,187
Intern	110,589
Research Scholar	142,771
Secondary School Student	90,407
Short-Term Scholar	76,155
Summer Work/Travel	423,744
Trainee	45,454
Total	1,275,941

Top 10 Activity Countries	Participant Count
Brazil	1,259
China	2,411
Germany	2,456
India	1,945
Japan	1,366
Korea, South	2,069
Morocco	1,359
Spain	2,066
Taiwan	1,220
United Kingdom	1,208
Total	17,207

Top 10 Citizenship Countries	Participant Count
Brazil	46,548
China	147,759
France	50,679
Germany	74,336
Korea, South	39,521
Mexico	37,397
Philippines	36,295
Spain	38,572
Turkey	36,002
United Kingdom	75,718
Total	582,827

Vision 21 presents exchange program participant data on a user-friendly dashboard, so that ECA can easily track country, region-specific, and demographic trends.

Source: Vision 21, ECA's knowledge management system, provides dashboards and reporting capabilities to determine the true impact of ECA programs on participants, countries, and the pursuit of foreign policy objectives. Vision 21 is designed to support ECA-wide data informed decision making by enabling the visualization of ECA's impact in countries and regions and program characteristics, such as participant demographics and project counts.





Bureau of Global Public Affairs



إدانات واسعة لمحاولات الحوثيين استهداف المدنيين في السعودية

باريس سان جيرمان يؤكد غياب نيمار عن مواجهة برشلونة

الرياض

العربية
alarabiya

21:07 KSA

Regional Hub Spokesperson on Alarabiya News





BUREAU OF GLOBAL PUBLIC AFFAIRS (GPA)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
Bureau of Public Affairs	\$10.71 million	\$9.66 million	\$6.53 million	N/A	N/A
Bureau of International Information Programs	\$62.95 million	\$53.89 million	\$59.96 million	N/A	N/A
Bureau of Global Public Affairs	N/A	N/A	N/A	\$62.42 million	\$67 million

STRATEGIC OVERVIEW

Whether it's a deeper understanding of a specific policy, a change in behavior, or a more favorable view of the United States, the ability to reach relevant audiences in innovative and effective ways is fundamental to the success of U.S. foreign policy. Engagement with global audiences improves their understanding of U.S. policy priorities and the importance of American values, which in turn provides leadership the ability to conduct diplomacy more effectively. The 2019 merger of the Bureaus of International Information Programs (IIP) and Public Affairs (PA) was intended to combine IIP's strengths in analytics, content, and platforms with PA's deep expertise in strategic communications, stakeholder engagement, and global media to create a responsive data-centered communications operation in the Bureau of Global Public Affairs (GPA).

In its first full year as a bureau, GPA developed its inaugural Functional Bureau Strategy, supported a whole-of-Department communications effort around COVID-19 and the repatriation of overseas Americans during the pandemic, and led efforts to help refine and clarify the bureau's culture and functions (see subsequent integration update for more details). In FY 2020 GPA also focused on improving its communications operations in a fast-accelerating, rapidly shifting media, technology, and communications environment.

In alignment with the National Security Strategy, the State-USAID Joint Strategic Plan, and the Department's Public Diplomacy Strategy, GPA executes coordinated global communication strategies to amplify Department priorities and advance U.S. foreign policy. Specifically, GPA identifies key domestic and foreign audiences for outreach, drives priority messaging campaigns, engages global media, and provides posts with support and materials to engage and inform audiences abroad.

GPA also seeks to establish a foundational narrative that informs audiences' understanding of U.S. foreign policy and American values. The ability to drive this narrative is shaped by audience research; developed by creative content teams and digital platform capabilities; amplified by media engagement, translations, and foreign-language support services; and refined using comprehensive analytic efforts. GPA's research and analytic capability not only provides insights on how various messaging campaigns are performing, but also supplies timely analyses of media content and audience evaluations of digital platforms, empowered by modern technology to adapt the Department's communications approach.

To foster an environment of information sharing within the Department, as well as to enable public diplomacy practitioners globally to speak with one voice, GPA has developed and launched several best practices for internal communication. Tools such as the Talking Points mobile application provide Department employees up-to-date information on the policy positions and priorities of the Secretary. The Contact Relationship Management (CRM) system and the Mission Website Platform (MWP) equip practitioners with standardized, easily accessible mechanisms to inform people and to create, manage, and sustain long-term relationships with foreign audiences.

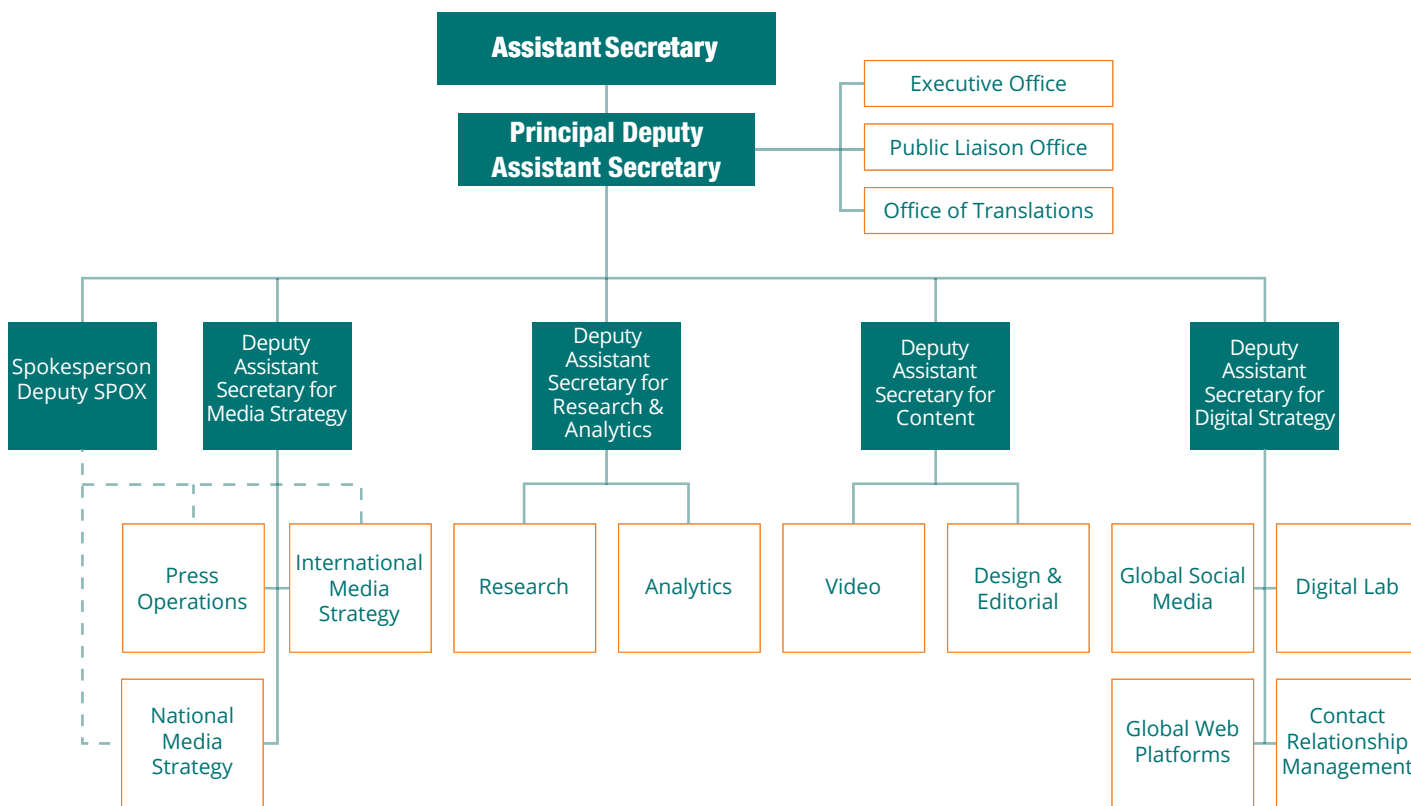
Current GPA staff composition includes approximately 350 civil servants, foreign service officers, locally employed staff, and contractors. The Office of the Spokesperson communicates U.S. foreign policy objectives to the American public. The Spokesperson also coordinates with the Deputy Assistant Secretary (DAS) for Media Strategy on media engagement. The Media Strategy team, which consists of the Offices of Press Operations and International Media Engagement, the Foreign Press Centers, and the National Media Strategy Unit, engages with the press using a variety of tools to further U.S. foreign policy and national security priorities.

Under the leadership of the DAS for Digital Strategy, the Digital Strategy team consists of the Offices of Global Social Media, Global Web Platforms, Contact Relationship Management, and the Digital Lab. Digital Strategy oversees communication with domestic and foreign audiences through the Department-owned online platforms and a curated presence on third-party online networks. Digital Strategy also leads the Department in the incubation, development, training, and support for the digital tools and processes that empower the Department's public diplomacy practitioners.

Led by the DAS for Content, GPA's Content team, which includes the Design and Editorial Office and the Video Office, supplies the Department with materials that convey U.S. policies, and the ideas and principles that underpin them, to diverse audiences around the globe. Under the leadership of the DAS for Research and Analytics, the Research and Analytics offices apply social and information science expertise to understand foreign audiences and information environments, manage marketing campaigns, and plan, monitor, course-correct, and evaluate GPA-led communications efforts.



THE BUREAU OF GLOBAL PUBLIC AFFAIRS ORGANIZATIONAL CHART



OFFICES REPORTING TO THE ASSISTANT SECRETARY

FY 2020	FY 2021
\$9.67 million	\$12.01 million

Department Spokesperson

The Spokesperson (SPOX) engages in regular in person briefings with the press as the official spokesperson of the Department and coordinates with the Media Strategy DAS on media engagement. Previously, in FY 2020, the Spokesperson pivoted away from regular press briefings to address domestic and overseas audiences through pre-recorded, direct-to-camera policy updates disseminated across the Department’s flagship social media properties, in cooperation with GPA’s digital strategy team. Today, the office has returned to regular, near-daily in-person and, post-COVID, telephonic press briefings featuring Department principals discussing breaking news and key foreign policy priorities. The Spokesperson also works with GPA/IM and regional bureaus to ensure that all the Secretary’s foreign travel included interviews with international journalists at each overseas stop.

Office of the Executive Director

The Office of the Executive Director is responsible for the operational management of GPA, to include the planning, coordination, and execution of policy for the bureau. This office formulates, presents, and oversees the execution of the bureau’s budget, and maintains compliance for all reporting requirements from the Bureau of Budget and Planning. GPA’s managerial support functions include:

- **Human Resources:** Provides support services to the bureau in the areas of staffing, recruitment, awards, and employee benefits.
- **Technology:** Provides infrastructure to allow bureau connectivity and collaboration among internal and external partners.
- **General Services:** Provides administrative assistance to GPA offices for travel, physical assets, record management, and contracting.
- **Business Operations:** Plans, manages, and evaluates operations within GPA to continuously improve and optimize functions within the bureau.



Office of Language Resources

The Office of Language Resources maximizes the accessibility and reach of GPA-produced content by translating and adapting the bureau’s English-language content into eight other languages: Arabic, Chinese, French, Persian, Portuguese, Russian, Spanish, and Urdu. The office’s certified translators work closely with GPA content creators and designers to make GPA products available in these languages, including translations of key remarks by the President, the Secretary, and other U.S. government officials when needed.

Office of Public Liaison

The Office of Public Liaison ensures GPA communications activities and resources are strategically aligned with U.S. foreign policy priorities and connects the Department to domestic audiences, directly engaging the American people to advance the Department’s work at home and abroad. This office consists of two divisions:

Planning and Events Unit: This unit convenes communicators Department wide for the Secretary’s major events and travel to identify goals, coordinate messaging, and align tools and tactics that influence foreign audiences and inform Americans with targeted and timely messaging. The unit also includes the employee communications team, which marshals communications products to reach Department employees, including the Secretary’s all-staff messages and content on the Knowledge Portal intranet.

Public Liaison Unit: This unit promotes domestic understanding of U.S. foreign policy and the value of diplomacy, while building awareness of the Department’s economic and consular support abroad. The unit hosts in-person and virtual engagements between Department officials and the American public, coordinates the Hometown Diplomats program, and maintains relationships with key domestic organizations, communities, and leaders nationwide. Additionally, Public Liaison is currently undergoing a strategic planning effort aimed at re-envisioning the unit as the sole coordinator of Domestic Outreach efforts across the Department. This effort will ultimately equip domestic outreach offices with content, strategies, and evaluation metrics to better align and amplify their message.

MEDIA STRATEGY TEAM

FY 2020	FY 2021
\$7.05 million	\$9.91 million

The Media Strategy team engages with the press to advance U.S. foreign policy and national security priorities. It responds to emerging issues and advises the Secretary on all aspects of the Department’s conduct of press relations. The team also supports the Secretary’s engagements on domestic and international trips, manages public affairs crises, and ensures national and international media outreach are tightly coordinated, proactive, and tied to the long-term objectives of the Department. The Media Strategy team consists of the Press Operations Office (including the Global Events and Travel Division, Crisis Response Unit, and USAID Press Office), the National Media Strategy Unit, and the International Media Engagement Office (including the Foreign Press Centers).

Press Operations Office

The Press Operations Office supports the Department Spokesperson in preparing for the Department Press Briefing and produces the Department’s daily guidance package; electronically disseminates information to the media, such as official transcripts, policy statements from the Secretary and Spokesperson, and other press releases; and responds to queries from domestic and international journalists on all matters involving Department policy and programs. Within the Press Operations Office, the Global Events and Travel Division provides logistical support and expertise to the Secretary for all events involving media coverage/participation, both within the Department of State and at other domestic venues and supports the Secretary on foreign travel. The Crisis Response Unit manages the bureau’s messaging and outreach efforts during a crisis by coordinating Department leadership with bureau and embassy messaging and advancing crisis communications preparedness.

National Media Strategy Unit

Focusing on the domestic U.S. media landscape, the National Media Strategy Unit develops strategies to proactively inform domestic audiences through the U.S. print, broadcast, and digital media. This group manages all engagement with the domestic press, including interviews for the Secretary of State and other senior Department officials, and supports the Secretary for media engagements on location across the country. The unit is also the primary contact for written media products, including op-eds drafted by Department leaders for placement in U.S. outlets.



International Media Engagement Office

As extensions of the Spokesperson’s podium, GPA’s Office of International Media Engagement and its Regional Media Hubs work closely with regional bureaus, posts, and the interagency. The Department’s six media hubs are positioned strategically in major media markets in Miami, Dubai, Manila, London, Johannesburg, and Brussels to reach the most influential broadcast, print, and internet global and regional outlets. The hubs communicate U.S. policy priorities through foreign language social media platforms that engage media and political influencers; interviews and briefings that connect U.S. senior officials to journalists worldwide; outreach to major regional outlets by foreign language spokespersons; and quick turnaround translations of press statements and remarks. The hubs also support posts and regional bureaus through media analysis and special reports, by traveling to support major events and visits, and by providing advanced foreign-language on-camera training to empower the diplomatic corps to engage with local journalists.

Foreign Press Centers (FPC)

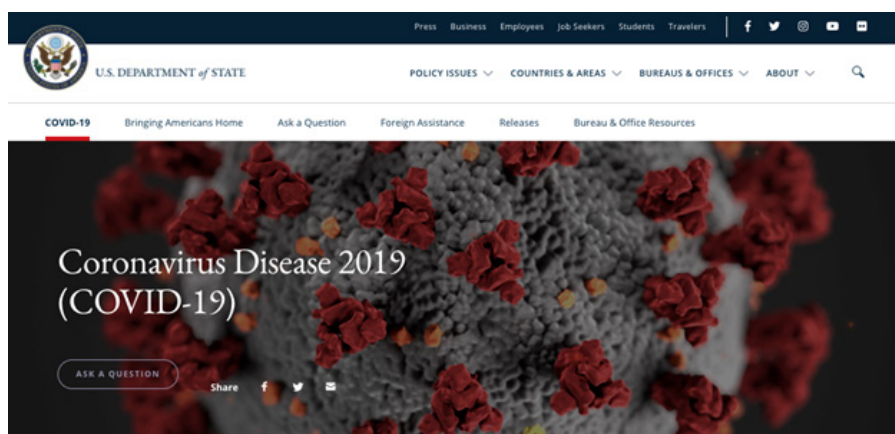
The Foreign Press Centers in Washington and New York support the Department’s engagement with more than 2,000 accredited U.S.-based foreign correspondents from the most important global media outlets through on-camera briefings, backgrounders, telephonic press conferences, select roundtables, and one-on-one interviews. The FPCs also convene reporting tours and media cooperatives for journalists nominated by posts. FPC programs provide reporters with the access, information, and context to cover U.S. policy, society, culture, and values accurately for audiences around the world. The Washington and New York FPCs welcome requests from bureaus and posts for engagements with international media for their principals.

DIGITAL STRATEGY TEAM

FY 2020	FY 2021
\$23.34 million	\$23.20 million

The Digital Strategy team serves as the Department’s digital communication leader by anticipating and enabling the use of web, social media, and Contact Relationship Management technology. The team manages the Department’s social media properties and web platforms in innovative ways to distribute key foreign policy messages and Department information to global audiences. Effectively communicating myriad time-critical and nuanced policy messages to a variety of audiences requires the close coordination and cooperation of many parts of the organization. With the help of the Digital Strategy team, GPA builds and deploys modern tools and approaches to ensure that Department personnel worldwide have the data and platforms necessary to communicate consistently and effectively.

Led by the DAS for Digital Strategy, the Digital Strategy team consists of the Offices of Global Social Media, Global Web Platforms, and Contact Relationship Management, and the Digital Lab. Digital Strategy oversees communication with domestic and foreign audiences through the Department’s online networks, including, but not limited to, State’s flagship social media accounts, State.gov, and the Mission Website Platform. Digital Strategy also leads the Department in the incubation, development, training, and support for the new digital tools and processes for Department communicators.



EMERGENCY ALERT

- **U.S. Citizen Travelers:** Please enroll in the [Smart Traveler Enrollment Program \(STEP\)](#) to receive alerts and be located in an emergency.
- **In Case of an Emergency Overseas:** Please call 1 (888) 407-4747 (U.S. and Canada) or 1 (202) 501-4444 (overseas) or [contact the nearest U.S. Embassy or Consulate.](#)



Global Social Media Office

The Office of Global Social Media works across the Department's bureaus, principals, and diplomatic missions to craft and distribute digital media content that ensures the Secretary, the Spokesperson, and the Department are actively engaged in and influencing online conversations. Additionally, the office provides virtual and in-person regional training in digital media trends and best practices and manages the Department's social media policies to support the full scope of global digital diplomacy efforts.

The Global Social Media Office has supported the online presence of the Department's principal accounts by developing comprehensive "voice" guidelines, new digital-first graphic and video templates, and regular data-driven performance assessments. These efforts have culminated in increased growth and engagement for each account. The Secretary's social media posts continue to drive headlines on priority policy issues and are frequently referenced by influential media outlets. These combined efforts have increased the Department presence in key digital ecosystems and improved messaging alignment across the Department's global network of hub, embassy, and ambassador social media accounts, which represent an online community of more than 80 million followers.

Global Web Platforms Office

The Office of Global Web Platforms oversees the Department's use of websites to inform the public. State.gov delivers information about the Department, such as press releases, key policy information, and details about U.S. relationships with countries and regions around the globe. Complementing State.gov, the office manages the Mission Website Platform, on which nearly 200 U.S. missions maintain their own websites to communicate with and serve local audiences. The office coordinates with all bureaus and offices in the Department and trains both domestic and mission staff to use web platforms to communicate effectively. Global Web Platforms also manages an internal platform that disseminates information and resources to personnel across the Department for official use. Additionally, the office has coordinated with other parts of GPA on cross-promotion of social media, integration of custom visual media, email outreach, and specialized pages delineating the Department's approach to priority policies.

In FY 2020, the office created several resources related to the COVID-19 crisis to help U.S. citizens abroad and foreign audiences get information:

- Coronavirus response information page on the main State website: <https://www.state.gov/coronavirus>. The page was viewed 400,000 times in FY 2020.
- Coronavirus question and answer portal, linked from state.gov and mission websites. The portal answered 410,000 questions in FY 2020.
- Health advisory banners on the home page and on pages about each country, and links directing U.S. citizen travelers to the Smart Traveler Enrollment Program.
- Page with statistics about repatriating U.S. citizens (no longer on the site, but available in the archive): <https://2017-2021.state.gov/coronavirus/repatriation/index.html>. The page was viewed 65,000 times in FY 2020.

The office also responded to 5,500 requests for help from missions worldwide as they provided country-specific COVID-19 information on their websites.

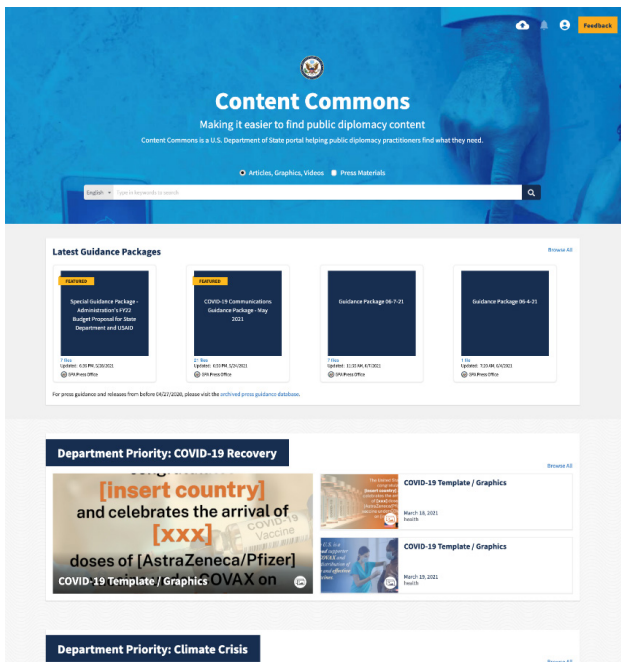
To support State efforts related to China and 5th generation mobile technology (5G), the office created "policy issue" pages explaining the Department's approach to these issues (no longer on the site, but available in the archive): <https://2017-2021.state.gov/5g-security/index.html>.

Digital Lab

The Digital Lab, a small, empowered, cross-functional team, improves GPA's ability to effectively engage in public diplomacy, using modern technology to advance the Department as a center of excellence for design thinking and innovation. Over the past decade, digital labs (often called innovation labs) have gone from being a Silicon Valley trend to a strategic imperative for organizations across a broad range of industries. Their sole purpose is to ideate, design, and test new concepts. Unlike traditional approaches to innovation, which are typically slow, expensive, and high-risk, innovation labs use "design thinking" and a "lean startup" mindset to quickly discover, design, and test new concepts developed using human-centered design.



Digital Lab: Press Guidance Packages and Graphics Available in Content Commons - The LAB officially launched the Press Guidance Packages and Graphics on the Content Commons platform. Content Commons now publishes the daily guidance packages containing all final press guidance, transcripts, and press releases. Content Commons continuously updates throughout the day, ensuring the most up-to-date access to Press Office products. Graphics are also now available in Commons for PD practitioners to find, download, and share in their Social Media or other platforms. Content Commons is a platform to easily find and share original digital public diplomacy content, including videos, articles, and press guidance packages. Content Commons allows PD Practitioners to search, download, embed, and share from a variety of different content sources, all in one place.



Digital Lab: Social Media Brand Strategy - As part of the overall Brand Strategy, the LAB, in collaboration with Global Social, launched 16 design options for posts to use as their social media profile photos. The Social Media brand strategy was developed to provide brand consistency, boost recognition, and clear credibility across the Department's social media properties in the field. These design options offer posts the flexibility to provide creative, tailored content to their respective audiences.

Contact Relationship Management (CRM) Office - GPA equips personnel with new and powerful tools to collect, manage, share, and use critical information. The Office of Contact Relationship Management (CRM) leads the Department's enterprise deployment of Salesforce CRM, a platform that is redefining how posts manage the Department's most important currency: relationships. CRM is the Department's cloud-based, mobile-ready platform for contact management, email marketing, analytics, and event planning. The platform's analytics transform Department principals' real-time visibility into field-driven email engagement, while the centralized platform ensures that missions apply branded email templates, establishing consistent and unified messaging.



Introduction

The U.S. Department of State leads America's foreign policy through diplomacy, advocacy, and assistance by advancing the interests of the American people, their safety and economic prosperity. This Brand System is an open-source resource for Department staff to produce high-quality, consistent, and effective communications materials. This system includes the U.S. Department of State brand identity, visual standards, and guidelines for design elements and visual languages. The Global Public Affairs Digital Lab (GPA/DIGLAB) and the Office of Global Publishing Solutions (AGIS/GPS) are working together to address new branding needs across the department for digital and in-person experiences.

What to expect in this style guide

This style guide is an overview of the U.S. Department of State brand system, its assets, and guidance and best practices for implementation. The department's brand system is a living system that will continue to grow and expand to fit user needs.

Throughout this style guide, there will be links for downloadable resources like the State Department seal, the U.S. flag, and other elements.

This style guide outlines the department's primary color and typography values, and gives guidance on compliant use of color and text on digital materials.

For questions about using this system or to request additional resources, please reach out to GPA's Digital Lab team at gsdigitalhelp@state.gov

The Seal

The design of the Seal of the U.S. Department of State is based on the Great Seal of the United States.



Colors

A flexible, yet distinctive palette designed to communicate warmth and trustworthiness while meeting SOB standards and guidelines.

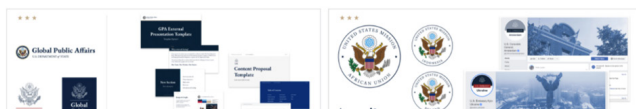
Typography

Selected typefaces for optimal digital and print legibility and use across varying workplace systems.



The Flag

The U.S. flag is arguably one of the strongest and most recognizable symbols in the world. It represents U.S. national values and cuts across cultures and languages.





Contact Relationship Management: COVID 19 Support

Amplification of Messaging

Twenty-two embassies and consulates that had already deployed CRM used the platform’s email feature to disseminate 173 COVID-related messages to 2.3 million recipients. The messages provided information on U.S. mitigation and assistance efforts, as well as updates on travel restrictions, passport and visa services, and repatriation of U.S. citizens.

Repatriation Flights

While the CRM platform is intended for organizing official events, Mission Nepal leveraged CRM’s event, contact, and email functionalities to develop a COVID-19 repatriation flight manifest. The mission created an “event” in CRM reflecting the date and time of the expected flight, imported information for all who had expressed interest, tracked those who accepted or declined the flight, including potential standbys, sent information and reminders to travelers leading up to the flight, and checked in travelers at the airport on departure day. This was extremely useful for tracking no-shows in real-time and adjusting the flight manifest to accommodate standby passengers.

Independence Day 2020 Goes Virtual

After the initial phase of global COVID lockdowns and restrictions, it became clear that most U.S. embassies would not be able to host their annual Independence Day, or Fourth of July, events. These are high-profile flagship events with guest lists in the thousands at some posts. Embassies that had already deployed CRM quickly pivoted to organizing virtual events and inviting smaller, more targeted guest lists, or creatively packaging Fourth of July email greetings complete with videos, music or other materials. For example, several embassies hosted virtual screenings of the Disney film of the Broadway musical *Hamilton*.

CONTENT TEAM

FY 2020	FY 2021
\$10.50 million	\$9.85 million

GPA’s Content vertical, which includes the Design and Editorial Office and the Video Office, supplies the Department with materials that convey U.S. policies, and the ideas and principles that underpin them, to diverse audiences at home and around the world. Content creators deliver dozens of graphic and video products weekly to Digital Strategy for use on DoS flagship social properties, DoS International Media Hubs and U.S. embassies, along with customized written materials. Content Offices also create and publish to the ShareAmerica platform traditional public diplomacy materials that explain U.S. society, culture, and everyday life to foreign audiences.

To ensure that GPA targets the right audiences with the right messages at the right place and time, GPA’s content creators and distributors integrate insights from the Research and Analytics team into their work. Content creators work in all relevant platforms and deliver live and recorded video, original video products, virtual webchats, editorial content, infographics, photo panels, and other content forms as required. Content teams work directly with all GPA Campaign teams and supply requested video, graphic, and written content, from foundational materials to advertising images and copy.

Design and Editorial Office

The Office of Design and Editorial Content produces platform-specific content to advance foreign policy priorities or messages on American values in collaboration with bureaus and posts that resonate with foreign audiences. The office publishes infographics, acquired images, downloadable posters, short articles, and other materials to the multi-language ShareAmerica platform, which facilitates dissemination to target audiences via Department social media and websites. Dedicated ShareAmerica landing pages provide frequently updated collections of videos, graphics, and texts on a wide range of topics. For example, <https://share.america.gov/topics/5g> hosts a rich library of materials on the 5G issue. Content about the U.S. electoral system is housed at <https://share.america.gov/>. The Design and Editorial Office maintains a rights-free image bank popular with social media managers in the field.



Office of Video Production

GPA's Video Office consists of the Broadcast Division and the Production Division. The Broadcast Division provides live, global video coverage of the Secretary and Department Spokesperson and the transmission infrastructure to reach broadcasters, cable news networks, the Department's flagship web, and social media platforms as well as the White house, House, Senate, and a range of government agencies. Live coverage of the Secretary is routinely seen by hundreds of millions of people worldwide. The Production Division, meanwhile, produces original video and live webchats designed to amplify strategic messaging. It has three core focus areas: 1) video production support to the Secretary and SPOX, both on the road and in D.C.; 2) daily video content for the flagship social media platforms; and 3) strategic messaging content supporting policy priorities and U.S. values distribution to State Department digital platforms globally.



Human Trafficking Outreach:
<https://twitter.com/StateDept/status/1275866557030244358?s=20>



COVID-19 Outreach:
<https://youtu.be/KufBI9HNw0Q>

RESEARCH AND ANALYTICS TEAM

FY 2020	FY 2021
\$11.97 million	\$11.97 million

The Research and Analytics offices apply social and information science expertise to understand foreign audiences and information environments, manage marketing campaigns, and plan, monitor, course-correct, and evaluate GPA-led communications efforts. GPA researchers study issue awareness and opinions of target audiences by leveraging existing research from the interagency, the private sector, and the academic community, as well as through commissioned polls, focus groups, and message tests. GPA analysts observe and report on foreign information environments and monitor Department-owned messaging platforms to enhance U.S. government communicators' situational awareness.

GPA's marketing team takes a data-informed approach to deploy digital and traditional modes of advertising, at home and abroad in partnership with posts, to support Department initiatives in which promoted content makes a meaningful difference in achieving opinion, awareness, or behavior changes among key audiences. GPA's data scientists develop and deploy new technologies to advance data-informed communications at scale. Together, these teams help the Department and posts navigate complex information environments overseas to reach target audiences with credible, persuasive messages, on platforms they use, and at times these audiences are most engaged.

Office of Research

The Office of Research provides audience research tools and materials to develop more effective messaging and information outreach campaigns grounded in an understanding of target audiences' attitudes and beliefs. In addition to traditional audience research, such as surveys and focus groups, this team engages in content testing to help provide critical insights about how to make content more engaging and persuasive to target audiences. The team also supports international marketing campaigns with digital and traditional advertising as resources allow.



Southwest Border Migration

Beginning in October of 2019, the Office of Research launched its first large-scale content test supporting a Southwest Border Migration campaign after conducting a listening tour with colleagues at the National Security Council (NSC), the Bureau of Western Hemisphere Affairs (WHA), and missions in Central America and Mexico to learn what different stakeholders felt was working or not working with U.S. government communications efforts. Sourcing content from these stakeholders and developing new materials based on research, the team tested 70 different examples of campaign communication and discovered that audiences found content focused on family and cultural themes both engaging and persuasive.

Using this data, the research team was able to support a course correction in the content direction of the campaign, encouraging teams to sunset the use of materials that proved to be ineffective or counterproductive. The team also delivered these insights to interagency colleagues at the Department of Homeland Security (DHS) and Customs and Border Protection (CBP) to inform their content strategies. The research team continues to run a multi-platform marketing campaign using tested content to support the migration effort in Mexico and Central America in close coordination with the NSC, White House, WHA, missions in Central America and Mexico, and colleagues in DHS.

5G Networks

The Office of Research conducted audience research with elites in key European capitals and media market analysis to understand how to best reach key decision-makers in support of GPA's efforts to encourage European allies to use trusted vendors in its 5G networks. This research informed the development of content and the placement of op-eds, including an opinion piece written by the Secretary, in what was ultimately a successful campaign aimed at influencing elite decision-makers to adopt regulations that strongly discouraged participation of untrusted vendors in allies' 5G networks.

Pandemic Travel Information

In March through May of 2020, the Office of Research and the public affairs section in the Bureau of Consular Affairs (CA) collaborated on a multiplatform effort to help bring Americans home at the beginning of the global COVID-19 pandemic. Armed with advertising credit gifts of \$500,000 from Facebook and \$10,000 from Reddit for use on those platforms, a nascent marketing team within GPA's research office coordinated with CA to set campaign objectives, audience targets, optimize websites, and create a rhythm for iterative content development. Over the next ten weeks, the CA team delivered three batches of content, each outperforming the last, based on insights derived from performance data with audiences worldwide. Together, GPA and CA teams ensured that over 284M people across the globe saw information about the latest travel warnings. Additionally, the teams facilitated enrollment in CA's safe traveler program (STEP) and helped Americans abroad to make informed decisions during an unprecedented global shutdown of overseas travel options.

Office of Analytics

The Office of Analytics houses the Department's capacity for monitoring and analyzing its more than 2,500 digital properties and websites. It provides fast-paced global media environment analysis and trend spotting across digital, social, and traditional mediums as well as quick-turnaround media monitoring support during and outside of regular business hours. Within Analytics, the Media Monitoring Unit (MMU) provides timely media monitoring, covering U.S. policy priorities, principal travel, major events, and breaking news. The MMU uses data science and analytical tools to evaluate the effectiveness of the Department's strategic communications in digital and social media. GPA can now track and continuously update its content to influence public perceptions and behaviors more effectively.

Office of Analytics Data Science Unit: ClipsLab

The Data Science Unit in the Office of Analytics serves both the Offices of Research and Analytics by building in-house and/or accessing third-party tools to help analysts and researchers analyze media and automate otherwise tedious data collection tasks. The Data Science Unit builds and maintains several custom tools to meet specific monitoring and analytical needs. One such tool, Clips Lab, breaks news into categories and subcategories for further analysis, using both commercial streams of data and custom machine learning algorithms while tracking press volume over time.



UPDATE ON GPA INTEGRATION

In FY 2020 GPA executed its first budget, cleared its first Functional Bureau Strategy, and conducted its first program assessment while addressing pandemic related challenges and diversity/inclusion issues. Regular informational sessions led by a variety of GPA teams, as well as consistent communication from GPA leadership, have helped keep staff informed of critical information regarding the COVID-19 crisis, changes in Department policy and best practices in achieving the mission in a high threat environment. Leveraging feedback from GPA's Staff Advisory Forum, bureau leadership was able to address the concerns of its workforce to help adapt to a remote posture quickly while maintaining productivity.

This feedback loop became even more critical in May 2020, when the murder of George Floyd renewed focus around the pursuit of racial justice. GPA's employee-led Diversity Forum quickly pivoted to provide safe virtual spaces for staff to listen, ask questions, and learn from one another through a series of bureau-wide "Open Conversations." To respond to the strong interest from staff resulting from these conversations, the Diversity group also created an educational resource and supported leadership communications for staff to continue exploring racial justice topics. Staff engagement in the Diversity group increased dramatically, enabling the group to facilitate a strategic planning session and craft a roadmap of specific diversity, equity, and inclusion goals and milestones for GPA to work toward achieving. Finally, the bureau recruited and hired a Diversity, Equity & Inclusion Coordinator, who reports directly to the Principal Deputy Assistant Secretary on the bureau's diversity and inclusion initiatives.

In FY 2020, a Quarterly Strategic Review (QSR) process was established. Every three months milestones are marked as completed, on track, delayed, or not on track. Responsible offices must describe the reasons milestones are delayed or not on track and provide remediation plans. On a twice annual basis, GPA leadership participates in a full strategic review. During these sessions, the GPA leadership team reviews accomplishments, but focuses primarily on the challenges faced, and works to coordinate ways to overcome these challenges and get strategic milestones back on track. After a full year of tracking, data showed 81% of GPA's strategic milestones were identified as completed or on track, 5% had been deprioritized, and 15% were marked as delayed. Analysis showed that the pivot to a fully remote posture due to COVID-19 was the main reason for delayed milestones.

The QSR process not only helped GPA identify and address short-term needs, but also long-term questions about impact measurement. These questions have informed program design efforts for GPA's seven major programs: Content Creation, Contact Relationship Management, Digital Communications, Research & Analytics, Domestic Media Relations, International Media Relations, and Domestic Public Engagement. As GPA continues to develop performance metrics, three questions will shape how GPA defines success:

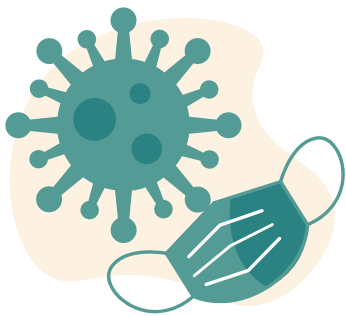
- Has GPA's work increased support for and deepened understanding of foreign policy priorities and American values among domestic and international audiences?
- How can GPA improve the coordination of messaging throughout the Department?
- How can GPA meet the needs of the Department's public diplomacy and public affairs community?

Exploration of these questions will not only inform overall strategic priorities, but ongoing and future evaluation activities, research, learning, and capacity-building. They will provide the foundation of the bureau's strategic results framework, and help GPA to continue challenging itself to communicate effectively amidst the constantly shifting communications and foreign policy landscape.



Bringing #AmericansHome Diplomats on the Front Line of COVID-19

Bringing #AmericansHome Online Exhibit



COVID-19 Communications

GPA's Technological Advantage

The early adoption of technology allowed GPA to pivot to remote work during an unprecedented time. The Bureau used its digital toolbox such as Slack, Google Docs, Microsoft Teams and several other platforms without a break in continuity. In June 2020, the State Department conducted a Telework Capabilities Survey. The results indicated that bureaus which reported the highest telework effectiveness already had a strong telework culture, access to easy-to-use platforms, and a higher-than-average rate of government-issued laptops. GPA was one of two bureaus that reported among the highest rates of telework effectiveness and satisfaction. GPA employees cited active telework support from their management. In open-ended comments, respondents from GPA reported that their

bureau already had a strong telework culture prior to the pandemic which made for an effective transition to 100% telework during the COVID-19 outbreak. Even broader than employee satisfaction with telework, the Bureau's tech adoption meant it could maintain continuity of operations to execute continued mission-essential performance without compromising its suite of platforms and properties.

Crisis Communications and Bringing #AmericansHome

GPA quickly took a crisis communications posture that brought over 130,000 stranded U.S. citizen travelers' home during the height of the pandemic. GPA worked with overseas missions, agencies such as CDC and CBP, as well as transit operators and state and local officials to bolster messaging. GPA loaned two employees to the Covid Global Crisis Response Unit, responsible for coordinating and crafting messaging. Further, the Bureau joined forces to help respond to social media inquiries when the volume grew too great for posts to handle on their own. Twenty-two embassies and consulates that had already deployed CRM used the platform's email feature to disseminate 173 COVID-related messages to 2.3 million recipients. The messages provided information on U.S. mitigation and assistance efforts, as well as updates on travel restrictions, passport and visa services, and repatriation of U.S. citizens.

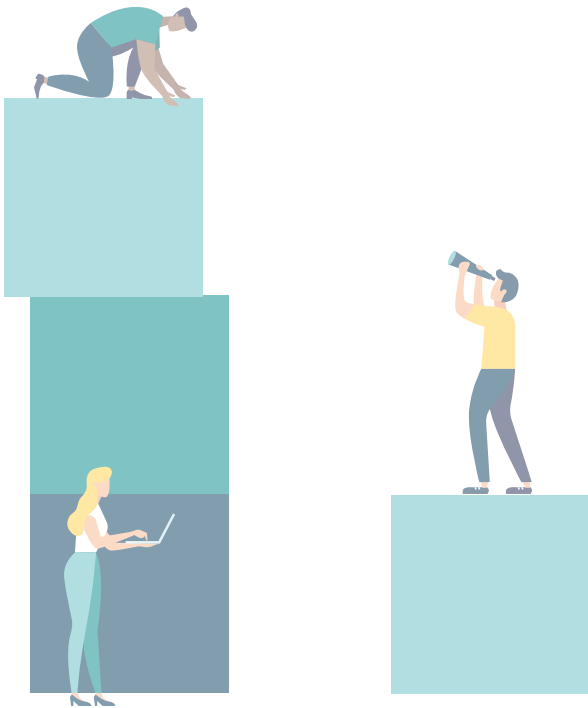
GPA led the hashtag campaign Bringing #AmericansHome, an online exhibit at the National Museum of American Diplomacy highlighting our Covid-19 response efforts for U.S. citizens abroad. Further, GPA advances messaging on U.S. leadership internationally, both through rapid foreign assistance and by amplifying existing global health security investments.



In March through May of 2020, the Office of Research and the public affairs section in the Bureau of Consular Affairs (CA) collaborated on a multiplatform effort to help bring Americans home at the beginning of the global COVID-19 pandemic. Armed with advertising credit gifts of \$500,000 from Facebook and \$10,000 from Reddit for use on those platforms, a nascent marketing team within GPA's research office coordinated with CA to set campaign objectives, audience targets, optimize websites, and create a rhythm for iterative content development. Over the next ten weeks, the CA team delivered three batches of content, each outperforming the last, based on insights derived from performance data with audiences across the globe. With GPA support, CA teams helped ensure over 284M people across the globe saw information about the latest travel warnings, how to enroll in CA's safe traveler program (STEP), and helped Americans abroad make the best decisions they could during an unprecedented global shutdown of overseas travel options.

GPA Supports Virtual PD Programming

Throughout the spring and summer of 2020, GPA supported U.S. regional bureaus and public diplomacy officials in their efforts to transition their PD activities into the virtual realm. While this proved particularly difficult for some activities such as educational and cultural exchange, it provided the Bureau critical experience in planning and executing virtual PD programming. GPA's Video Office was at the forefront of these efforts. Leveraging its expertise in virtual programming, it quickly saw a massive increase in support requests by bureaus including the Secretary's office. GPA's video studios quickly added new technologies that increased GPA's Washington based capabilities and provided consultation services to posts as needed. While nothing can replace the all-important "last three feet" of person-to-person engagement, the ordeal offered key lessons for the hybrid future of U.S. public diplomacy.

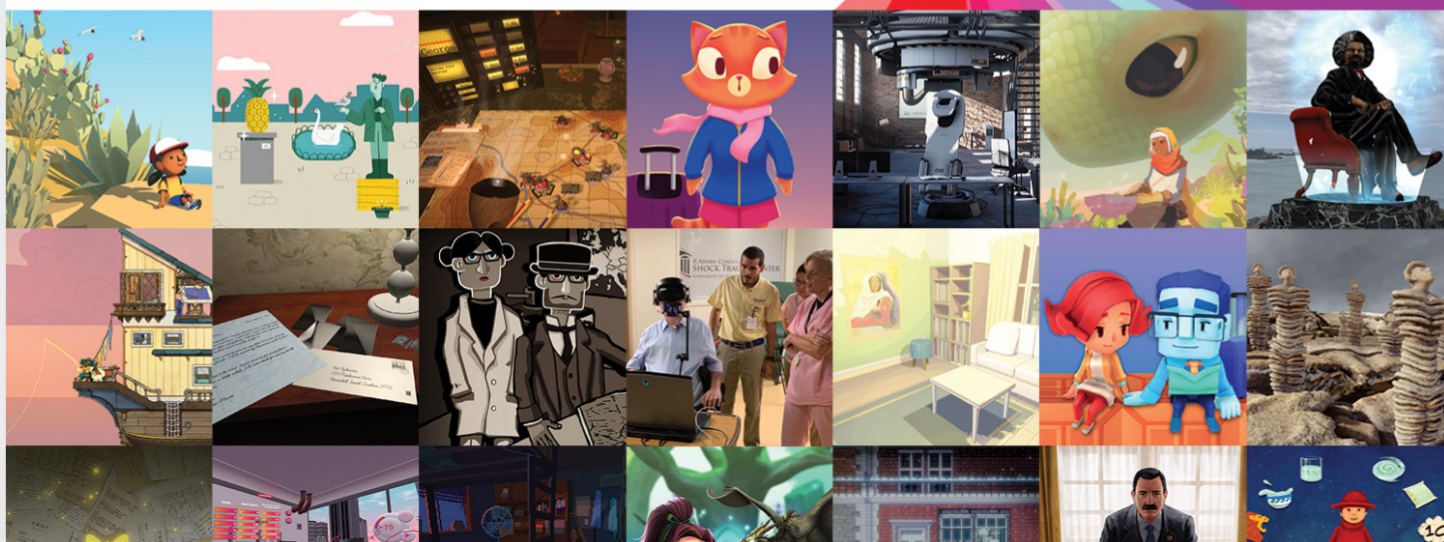




Global Engagement Center

Announcing the 2021 G4C Awards Finalists! 🎉

JUNE 3, 2021 / BY CASSIE BARALIS



GEC's Harmony Square On-Line Video Game





GLOBAL ENGAGEMENT CENTER (GEC)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned	FY 2022 Requested
\$35.78 million	\$54.37 million	\$56.20 million	\$58.20 million	\$60.14 million	\$65.23 million

STRATEGIC OVERVIEW

The Global Engagement Center’s (GEC) mission is to “direct, lead, synchronize, integrate, and coordinate efforts of the federal government to recognize, understand, expose, and counter foreign state and foreign non-state propaganda and disinformation efforts aimed at undermining or influencing the policies, security, or stability of the United States and United States allies and partner nations.”

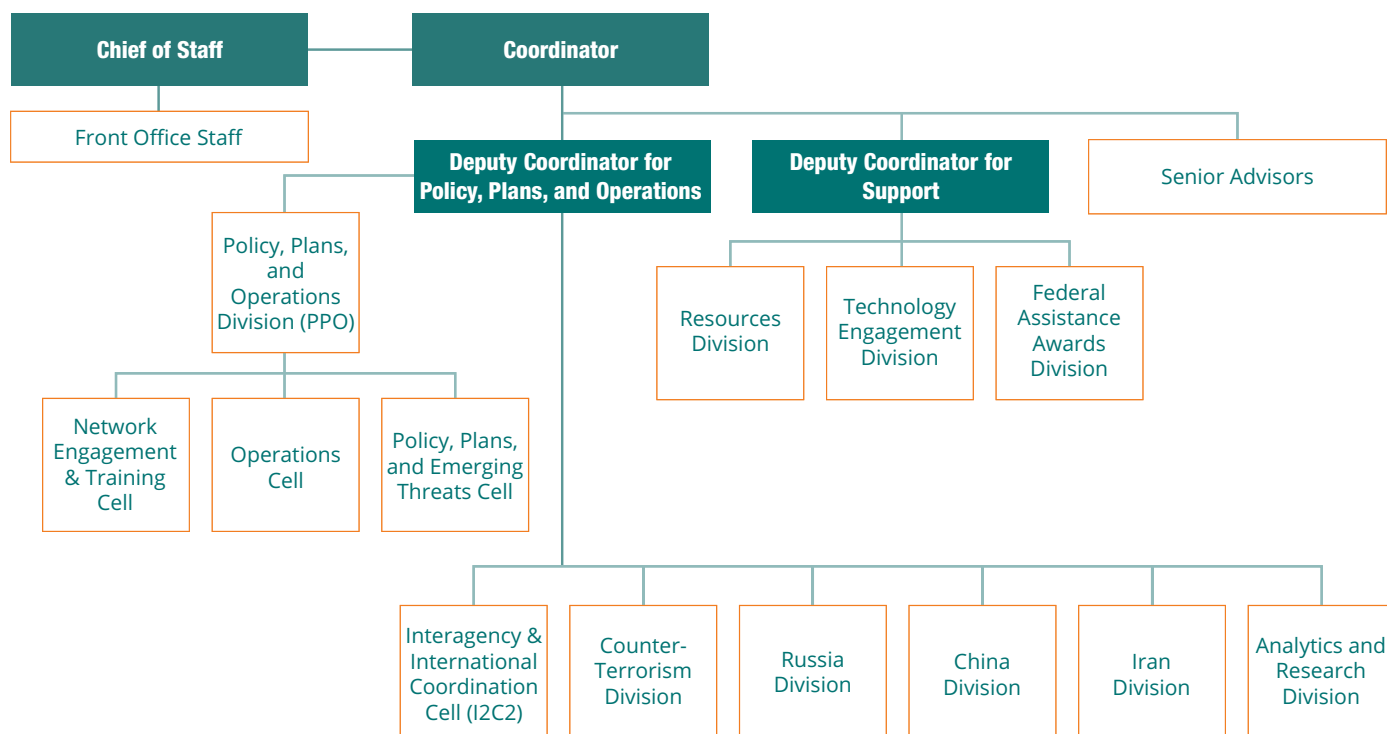
As a forward-looking, innovative organization, the GEC can shift focus quickly to remain responsive to agile adversaries. The GEC leverages data science, advertising technologies, and academic and private sector tools and expertise. With staff from across the Civil and Foreign Service, U.S. interagency, and private sector, the GEC coordinates U.S. federal government efforts to counter propaganda and disinformation to ensure they are streamlined and to minimize duplication. The GEC approaches the task of undermining foreign state and non-state actors’ disinformation and propaganda with the understanding that the people and groups most affected by disinformation are frequently the most effective in countering them.

The FY 2017 National Defense Authorization Act (as amended by the FY 2019 NDAA) provided numerous legal authorities, including a Privacy Act authorization, which permit the GEC to meet the rising demand from the interagency and international partners for effective data analytics. The NDAA also expanded the GEC’s grant making authority, increasing the range of support that the GEC can provide to civil society organizations.

Budget

The GEC’s total FY 2021 enacted budget of \$60.1 million funds the office’s operations, counterterrorism programming, counter state-sponsored disinformation programming, data analytics and research, and technology engagement efforts. Additionally, the FY 2019 NDAA authorized the Department of Defense (DoD) to transfer up to \$60 million to the State Department to support the GEC’s efforts annually through FY 2022. However, the GEC received only \$5 million in DoD funding in FY 2019. The DoD did not transfer any funds in FY 2020, and the GEC does not anticipate receiving DoD funds in either FY 2021 or FY 2022.

GLOBAL ENGAGEMENT CENTER ORGANIZATIONAL CHART





Personnel

Led by a Coordinator, the GEC Front Office also includes a Principal Deputy Coordinator and two Deputy Coordinators. Currently, the GEC has 12 Foreign Service Officers, 21 Civil Service employees, five temporary (“3161”) hires, nine interagency detailees/liaison officers, 38 third-party contractors, 57 service contractors, and eight Personal Services Contractors (PSCs). The GEC is working to onboard additional PSCs and Civil Service employees during FY 2021.

Principal Lines of Effort

The GEC has a mandate to direct, lead, coordinate, and synchronize U.S. interagency and international partners to decisively expose and counter foreign disinformation and propaganda. The GEC utilizes several lines of effort (LOEs) to achieve its mission. The first three LOEs focus on coordinating with the U.S. interagency, international partners, private sector, civil society, technology industry, and media networks to maximize the GEC’s ability to expose and counter state and non-state actor disinformation efforts.

GEC’s fourth LOE involves continuous assessment and improvement of its own activities as well as those of its interagency and international partners. The GEC’s Monitoring, Evaluation, and Learning Team is responsible for planning, monitoring, data collection, assessing, and reporting on the GEC’s performance and impact. To make these assessments, the GEC uses a multi-layered approach that evaluates the success of the GEC. Finally, the GEC’s fifth LOE is to strengthen its own workforce in terms of personnel, workspace, and budget. This LOE also reviews internal processes and makes organizational changes to optimize resource management.

The GEC’s unique authorities and congressional mandate provide the State Department with critical capabilities to promote strong integration and collaboration among U.S. government internal and external stakeholders.

Key Functions

The GEC’s threat-focused teams coordinate across U.S. government activities to conduct programs worldwide that carry out the organization’s congressional mandate to counter propaganda and disinformation by state and non-state actors. They also share insights and relevant information on disinformation efforts by violent extremists, Russia, China, and Iran with the U.S. interagency, international partners, private sector, civil society, technology industry, and media networks. GEC’s functional teams work across threat actors and disciplines to support GEC’s threat teams and U.S. and international partners through outreach and coordination with the tech sector and academia, and by providing data analytics, measurement and evaluation expertise, technology assessment, and grants management.

Threat Teams

The GEC’s threat-focused teams coordinate across U.S. government activities to conduct programs worldwide that carry out the organization’s congressional mandate to counter propaganda and disinformation by state and non-state actors. They also share insights and relevant information on disinformation efforts by violent extremists, Russia, China, and Iran with the U.S. interagency, international partners, private sector, civil society, technology industry, and media networks. GEC’s functional teams work across threat actors and disciplines to support GEC’s threat teams and U.S. and international partners through outreach and coordination with the tech sector and academia, and by providing data analytics, measurement and evaluation expertise, technology assessment, and grants management.

The **GEC Russia Team** works to understand, oppose, and degrade Russia’s global implementation of information confrontation through leadership of policy, programmatic, and analytic efforts across the USG interagency and with foreign partners. The team works in close collaboration with the Bureau of European and Eurasian Affairs (EUR), the U.S. European Command, multiple interagency partners, and a network of foreign government teams with similar missions to forge consensus on vulnerabilities and needs, and to synchronize and de-conflict programs and other efforts. Beginning in 2019, in addition to its continuing focus on Europe, the Russia Team expanded its programming in Latin America and Sub-Saharan Africa in response to dedicated Kremlin efforts to influence narratives in that region. The Russia Division has also helped expose Russia’s use of so-called proxy websites and their social media networks that amplify false narratives originating from other channels of Kremlin disinformation.

The **GEC China Team** works closely with the State Department’s regional and functional bureaus to ensure strategic alignment with policy priorities. The team engages and coordinates closely with the interagency, including the Department of Defense, and international partners to achieve maximum effect. To counter the People’s Republic of China’s (PRC) disinformation and propaganda efforts, the GEC China team has designed a global strategy with three primary objectives. First, it aims to puncture false PRC narratives and promote informed decision making abroad. Second, it attempts to build resilience to disinformation and propaganda with programs that support a more capable civil society and media ecosystem. Finally, the China team strategy focuses on content development and amplification of messaging that counters PRC propaganda and disinformation narratives with transparent, accurate, and values-based information.



The **GEC Iran Team** coordinates the U.S. government's interagency efforts to counter disinformation and propaganda inside and outside of Iran, assisting partners to expose the Iranian regime and ensure partners have the latest assessments and analytics. The GEC Iran team focuses on monitoring Iranian disinformation to better understand the scope, trajectory, and preponderance of narratives as well as identifying amplifiers in both social and traditional media. By compiling and disseminating information within the State Department and throughout the interagency, briefing the U.S. Congress, and sharing data with foreign partners, GEC ensures a unity of effort in counter disinformation and propaganda initiatives. The GEC Iran team also sponsors and manages a range of programs in partnership with regional bureaus, U.S. overseas missions, interagency, and third-party stakeholders to enable local voices in host countries to counter Iranian disinformation. This approach is rooted in GEC's statutory authorities and follows good practices that emphasize the critical need for the voices of messaging campaigns to speak authentically to their audiences.

The **GEC CT Team** leads the planning, coordination, and implementation of U.S. interagency and international partner campaigns that counter propaganda and disinformation, disrupt, and frustrate the design of Violent Extremist Organizations (VEOs), and degrade their ideologies. The GEC CT Team also convenes and strengthens networks of U.S. government and foreign partners, including allies, the Global Coalition to Defeat ISIS, partner nations, and the private sector to recognize, understand, expose, and counter VEO propaganda and disinformation. The GEC CT Team works to raise the awareness and resiliency of vulnerable audiences and promote counter-narratives that challenge violent extremist propaganda, disinformation, and ideologies through engagement and programming with a variety of public/private partners and networks across the globe.

Functional Teams

The GEC Functional Teams synchronize, coordinate, inform, enable, and enhance the work done by other parts of the organization and across the U.S. interagency and international governmental partners through data analytics, academic research, network engagement, technology engagement, and resourcing.

The **GEC Policy, Plans, and Operations Team (PPO)** provides policy development guidance and operational support by serving as a center of gravity for the development of GEC's strategy, collecting and sharing best practices in countering disinformation, offering measurement and evaluation expertise, and managing a broad range of operational support activities, including planning, graphic design, and communications services. The PPO Team includes GEC's Academic and Think-Tank Outreach Unit which leads the development of the "Top 10 U.S. Government Counter-Disinformation Research Topics" for universities and think-tanks, facilitates information exchanges with academics, and manages outreach to over 600 U.S. and international researchers. The academic unit also tracks close to 100 sources of academic research relevant to countering disinformation and shares it in an easily accessible format with nearly 700 U.S. and international governmental counter disinformation practitioners. The PPO Team also includes a Network Engagement and Training Cell that cultivates partnerships with foreign civil society, advocacy, communications, and other networks to build and leverage GEC capabilities.

The **International and Interagency Coordination Cell (I2C2)** provides connectivity with interagency and international partners to accelerate responses to adversary propaganda and disinformation. The I2C2's liaison officers implement the GEC Strategic Plan's LOE to establish a network of interagency, international, private, civil society, tech industry, media, and private sector partners.

The **GEC Analytics & Research Team (A&R)** uses quantitative analysis (with context-specific qualitative input) to provide actionable insights to address disinformation and propaganda and shape strategic communication efforts. A&R is a multi-disciplinary team, including data scientists, statisticians, intelligence analysts, strategic communications professionals, and geopolitical subject matter experts. This combination of professionals provides a range of skills to effectively address malign influence.

The **GEC Technology Engagement Team (TET)** defends against foreign disinformation and propaganda by transitioning counter-disinformation technologies from concept to application in support of smart policies and operations. The TET Team convenes technology experts and programmatic authorities from the public and private sectors and pushes innovation against this key problem. The TET Team has developed a unique, dedicated U.S. government effort to identify, assess, test, and implement technologies against the problems of foreign propaganda and disinformation, in cooperation with foreign partners, private industry, and academia. For example, the GEC provides opportunities for private sector companies to demonstrate technologies relevant to countering foreign propaganda and disinformation and makes its "Testbed" available to USG and foreign government partners to test promising technologies. In the past two years, the GEC has operationally tested more than 29 capabilities and has implemented 15 novel capabilities by government partners, resulting in over a 50 percent implementation rate.



The TET Team developed and now manages five programs, each of which contributes to a “virtuous cycle of technology initiatives,” as described by the National Security Commission on Artificial Intelligence (NSCAI). These programs are global and include the “Tech Demo Series,” overseas “Tech Challenges,” a technology “Testbed,” “an information repository at disinfoloud.com, as well as a Silicon Valley outreach. The TET also designed a sixth program -- a senior executive-level counter disinformation technology forum – that will facilitate efforts in identifying, prioritizing, and addressing counter propaganda needs and gaps; identifying technology solutions; submitting tech recommendations; and scaling technology use.

The **GEC Resources Team** executes all internal management functions, liaises with all management related external parties, and manages the execution of the GEC’s budget. It works to ensure that resources are aligned and integrated to enable the activities of other GEC offices and to advance the overall mission.

REPRESENTATIVE EXAMPLES OF OPERATIONAL EFFORTS

Campaign and Research Support

- GEC coordinated the planning, development, and implementation of the National Security Council-approved **Defeat-ISIS Resiliency Campaign**. The Resiliency Campaign supports the “Defeat ISIS Global Campaign Plan” overseen by the Special Envoy for Countering ISIS. The Global Coalition’s Communications Working Group has adopted this framework to build resiliency of populations vulnerable to ISIS intimidation and coercion while degrading the organization’s legitimacy and ideology.
- GEC leads the implementation of a multinational and fully integrated interagency operation to delegitimize the Islamic State and its Emir Al-Mawla. Through its close partnership with State Department bureaus, the Department of Defense, the intelligence community, and the Global Coalition to Defeat ISIS, GEC coordinated the amplification and exploitation of Al-Mawla’s betrayal of his co-terrorists to U.S. interrogators in 2008. GEC worked with its partner, the Combatting Terrorism Center at the U.S. Military Academy at West Point, to release a total of fifty-six tactical interrogation reports. The September 17, 2020, and April 6, 2021 releases have generated nearly a thousand written articles in thirty-five countries, hundreds of broadcast news segments in the Middle East, and millions of social media posts. Using Google’s search index, the release of documents has shifted the public narrative about al-Mawla in both Arabic and English. The leader once known as “the Destroyer” is now referred to as “the Betrayer” or “The Canary Caliph.”
- GEC China supported the development of the **Mekong Dam Monitor**, launched in December 2020, that tracks the effect of upstream Chinese dam operations on downstream Mekong River water levels. This open-source resource brings unprecedented transparency to the PRC’s manipulation of water flows and exposes Beijing’s continued failure to follow through on its pledge to improve water data sharing with regional and local governments. This tool exposed a sudden drop in water level days before Beijing acknowledged the change in January 2021, while the Thai government issued a rare, strong rebuke of the PRC for its dam operations in mid-February 2021.
- In April of 2021 the GEC hosted the first U.S. Department of State and U.S. Department of Homeland Security **Counter-Disinformation University Fair**. The event was part of GEC’s efforts to promote research-driven counter-disinformation efforts and to engage university-based researchers and students by showcasing U.S. Government counter-disinformation and targeted violence and terrorism prevention efforts and collaboration opportunities. The event featured findings from graduate student researchers who worked with the Global Engagement Center and the U.S. Department of Homeland Security on the “Top Ten U.S. Government Counter Disinformation Research Topics.” Close to 300 U.S. and international college and university students, professors, and researchers, as well as members of the U.S. government, state, local, tribal, and territorial government representatives, and international government partners, attended. Researchers presented recommendations on a whole of government effort to counter disinformation, best practices in media literacy training, proposals to establish a forum for small tech companies to help them address disinformation on their platforms, proposals to develop a DHS a playbook and citizen engagement mechanisms to help states respond to foreign state-sponsor disinformation targeting U.S. elections, and on the importance of cultural and interdisciplinary competencies to avoid pitfalls in countering disinformation efforts.
- In April and May 2021, the **U.S.-Africa Tech Challenge** brought together a diverse group of technologists, government stakeholders, private sector, academia, civil society, and media organizations to explore challenges and solutions in countering propaganda and disinformation in Africa. GEC sponsored this two-part event in collaboration with the U.S. Embassy in Nairobi, the U.S. Agency for International Development, the European Union, the Intergovernmental Authority on Development, Ushahidi, Twitter, Park Advisors and Disinfo Cloud, and Informa. The event culminated in the award of \$250,000 to three companies with innovative counter-disinformation solutions: Sea Monster, Alfluence, and Congo Check. The groups offer complementary capabilities that provide educational information about health and political issues such as COVID-19 and election polarization while building psychological resilience to their manipulation.
- The GEC’s **We Are All Digital Citizens** campaign highlighted the replacement of Iran’s Ministry of Education’s image on the cover of a third-grade math textbook. The contrast between the original and new image highlighted the gender discrimination at the root of the Iranian regime’s ideology, noting how such images falsely suggest that mathematics skills are limited to males. The ensuing dialogue among journalists, social media influencers, caricaturists, and others online extracted an apology from the ministry and its promise to “amend the mistake” by restoring the original cover in time for the next school year. The reversal is significant because governments use textbooks to subtly inculcate beliefs and values from an early age.



Targeted Campaign and Outreach Initiatives

Carryover from 2019

- Support for the North Macedonian government to hold a successful NATO referendum.
- Identification and exposure of Russian amplification of social unrest in Latin America.
- Production of content that captured the anti-Iranian nature of Iraqi protests and delivered it to 16 media markets, 11 networks, and 5 million households.
- Prevention of Russian propaganda domination of the social media conversation about the 75th anniversary of Victory in Europe.
- Leadership of counter-disinformation technology implementation in support of DoD's Information Warfare Task Force – Afghanistan.
- Sponsorship of a program to develop technological countermeasures against text-based “deepfakes” with DoD's Combating Terrorism Technology Support Office.
- Organization of the U.S.-Taiwan Tech Challenge in Taipei, leading to the use of new counter-disinformation technology against Chinese disinformation.
- Organization of the U.S.-UK Tech Challenge in Bristol, UK, providing a new technological tool for the UK government's use against Russian disinformation.

2020 Campaigns

- Production of research on security and economic threats posed by untrusted 5G networks to support USG dialogue with international partners.
- Engagement with social media companies about PRC disinformation on their platforms denying human rights atrocities in Xinjiang.

Representative Public Diplomacy Program Support

The GEC supported public diplomacy programs to achieve the following objectives:

Carryover from 2019

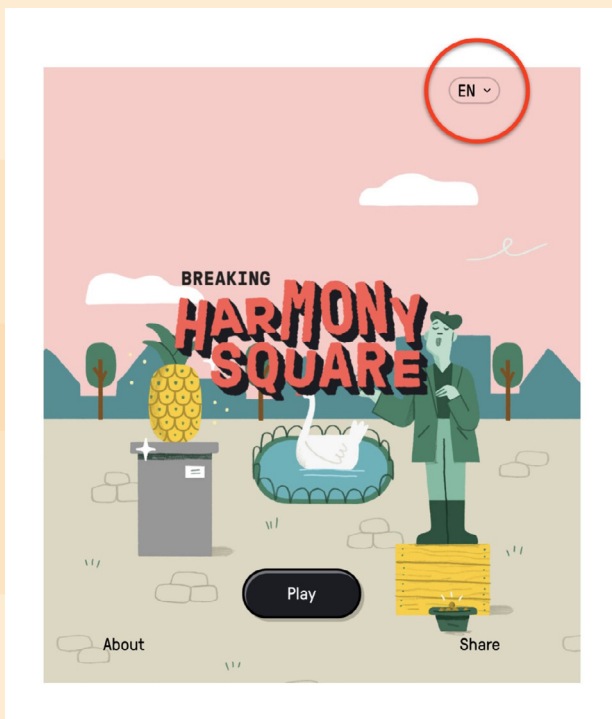
- Utilize data science tools and academic research to understand, map, and expose state and violent extremist sponsored disinformation and propaganda.
- Continue efforts to counter state-sponsored propaganda and disinformation in close coordination with relevant regional bureaus, the interagency community, foreign governments, and civil society.
- Enhance cooperation with grassroots messengers who provide unique expertise on counter-recruitment, counter ideology, and counter-disinformation efforts.
- Fund partners through the Information Access Fund and support U.S. Missions to counter foreign disinformation and propaganda, an authority granted by the FY 2017 NDAA.
- Fund foreign partners' implementation of specialized technologies against foreign propaganda and disinformation.
- Convene overseas conferences and training, such as the overseas Tech Challenges, in the use of technologies against foreign propaganda and disinformation.

2020 Campaigns

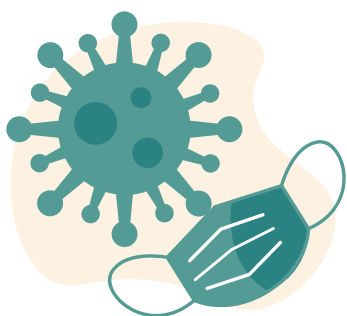
- Support high-quality quantitative and qualitative research with sustained rollout campaigns that reinforce positive narratives of U.S. economic contributions to third countries and limit the space where PRC state-sponsored propaganda can take root.
- Enable international China-related subject matter experts to brief their findings on PRC coercive and corrupting practices to foreign government officials, civil society advocates, academics, and media professionals in third countries.

LOOKING AHEAD

The GEC continuously evolves to meet its mandate, and, in response to ever-increasing demand from the interagency and the counter-disinformation community, has undertaken new and expanded roles. Over the next twelve months, the GEC is slated to grow its staff and capabilities and broaden its interagency coordination role. Each threat team – China, Russia, Iran, and CT – will institutionalize processes for interagency coordination in support of a whole-of-government effort to counter state and non-state sponsored propaganda and disinformation. Additionally, the GEC seeks to lead the interagency in technology testing and implementation through its technology engagement programs. With additional resources and support from key stakeholders, the GEC plans to build on its progress in developing the capacity to mitigate the destabilizing effects of state-sponsored disinformation and disrupt terrorist organizations' ability to recruit and inspire new followers.



Harmony Square Online Video Game



Harmony Square

In January 2021, the GEC officially launched *Harmony Square*, a fun, free online game that studies have shown helps “inoculate” target audiences against disinformation. *Harmony Square* originated in a Tech Demo that the GEC hosted for a small Dutch media company, DROG, to demonstrate an innovative game system for combating disinformation. The GEC decided to partner with the Department of Homeland Security, the University of Cambridge, and DROG to develop a new game that would educate global internet users ages 15 and up about common political disinformation tactics.

The resulting game, *Harmony Square*, is now used by State Department posts around the world as well as partner governments and educators in several countries as a resource to help communities counter disinformation through digital media literacy. For example, the

governments of Germany and the Netherlands plan to use *Harmony Square* as part of a country-wide awareness campaign on disinformation in the lead up to their respective national elections.

The Cambridge team behind the game published research in the *Harvard Misinformation Review* showing that people who play *Harmony Square* are significantly less swayed by misinformation after playing; are significantly more confident in their assessment of misinformation; and are significantly less likely to share misinformation. Overall, Cambridge’s study showed a 23% improvement in player performance compared to a control group, and results from very similar games were found to be durable for months after play.

Since the launch of the pilot version in English, *Harmony Square* has been played over 75,000 times and has earned more than 150 positive reviews, articles, and social media mentions. *Harmony Square* was also nominated for two awards at the 2021 Games for Change festival: “Most Significant Impact” and “Best Learning Game.” *Harmony Square* has been translated into French, German, Dutch, Czech, and Indonesian, and will also be playable in Arabic, Russian, and Hungarian.





Foreign Service Institute



An FSI Language Training Class





FOREIGN SERVICE INSTITUTE PD TRAINING DIVISION (FSI)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$2.25 million	\$2.25 million	\$2.22 million	\$1.60 million	\$2.20 million

STRATEGIC OVERVIEW

The Department of State's National Foreign Affairs Training Center, Foreign Service Institute (FSI) provides training and professional development to personnel of the Department of State and the foreign affairs community. FSI has two core missions: promoting excellence across the Department and at U.S. missions around the world by providing world-class training and education and supporting transparency about the history of U.S. foreign policy. FSI fosters substantive, regional, and linguistic expertise, leadership finesse, personal resilience and innovative problem-solving. FSI has four schools (Language, Leadership, IT, and Professional and Area studies), the Office of the Historian, and the Transition Center and is supported by an Executive Office that oversees all administrative issues.

The FSI School of Professional and Area Studies (SPAS) provides tradecraft, orientation, and area studies training for State Department employees, as well as employees from other U.S. government agencies. In FY20, SPAS's nine Divisions and one Center – Area Studies, Office Management Training, Consular Training, Orientation, Curriculum and Staff Development, Political Training, Economic and Commercial Studies, Public Diplomacy, Management Team Training, and the Center for the Study of the Conduct of Diplomacy – offered 134 unique classroom courses (many with multiple sessions) and managed 231 distance learning courses. In response to COVID-19, most classes shifted to instructor-led, virtual delivery.

PUBLIC DIPLOMACY TRAINING

The Public Diplomacy (PD) Division of FSI/SPAS has a mission to provide training in the core functions of public diplomacy, strategic planning and analytical frameworks, and technical skills for practitioners to design and implement public diplomacy programming that advances U.S. policy goals and interests.

The PD Training Division includes an FS-01 Foreign Service Officer (FSO) Director, a Civil Service Deputy Director, six FSOs serving as course leads and trainers, two other Civil Service employees serving as a social media trainer and budget analyst, two Locally Employed (LE) staff responsible for overseas sessions and special projects, four contract program assistants providing admin support, and several Reemployed Annuitant (REA) staff as additional instructors.

The team provides training for PD practitioners (foreign service, civil service, LE staff) through 25 unique classroom courses (ranging from three days to three weeks), offered multiple times per year both at FSI and locations overseas, and 11 distance learning courses. During the pandemic, PD Training converted 12 of its 25 classes to a virtual format. The 11 distance learning courses include four new courses on federal assistance that replaced two obsolete courses and an updated and overhauled course on strategic planning. All courses, including virtual offerings, feature an interactive curriculum along with the latest educational technologies, reflective of recent innovative research in and applications of adult learning theory.

PD Training includes a core tradecraft continuum that provides a common knowledge base for PD practitioners. Beyond these courses, the division offers several elective courses that provide training on core skills required by a PD practitioner such as strategic planning, managing PD resources, social media and digital diplomacy, grants administration, and working with media. All PD courses integrate the updated technological tools employed by the office of Policy, Planning and Resources under the office of Under Secretary of Public Diplomacy and Public Affairs (R/PPR) to track programs, resources, and outcomes. In response to the pandemic, PD Training adopted several technologies to support learning in a virtual environment. For its main teaching platform, PD Training selected a tool that allows for breakout rooms, polling, screen sharing and collaborative annotation, a chat feature, and session recording.

FSI uses Levels 1 through 3 of the Kirkpatrick's Four-Level Training Evaluation Model to evaluate course content, delivery, knowledge retention, and level of application back in the workplace. Instructors utilize the data along with input from subject matter experts in domestic bureaus and overseas posts to make changes to existing curriculum or to create new modules or courses. In response to the pandemic, PD training collected data on the effectiveness of virtual vs. classroom instruction. Initial data suggests that most students reacted positively to the technology used and the flexibility offered by virtual courses. PD Training has not yet conducted Level 3 evaluations to gauge knowledge and skill retention in a virtual setting.



SUPPORTING PD MODERNIZATION EFFORTS

PD Training plays an integral role in supporting the PD Modernization Initiative led by the office of the Under Secretary of Public Diplomacy and Public Affairs (R).

In 2021, PD Training launched a new Public Diplomacy Officer (PDO) tradecraft course that merged separate Cultural Affairs and Information Officer tradecraft course into a single three-week class. This course was designed to facilitate a more audience-centered, policy-focused approach to PD programming and reduce stovepipes within PD sections. Building on this model, in 2021, PD Training combined elements of its Public Affairs Officer (PAO) tradecraft course with the Political and Econ Section Head course. The combined sessions, which include strategic planning, working with the Front Office, and leadership skills, aim to engender more collaboration in advancing policy goals overseas. In 2022, the three divisions have ensured that these courses will be offered on the same schedule to build on this year's success.

PD Training's modifications of courses for LE staff will also support current PD modernization efforts. In 2021, the training team updated its two-week PD Foundations course and opened enrollment to all employee categories, including LE staff and civil service employees. Previously, only FSOs were eligible to take the course. The curriculum provides the foundational knowledge of why and how the State Department does public diplomacy and helps ensure all practitioners start out with the same understanding and direction. By offering the class virtually, new LE staff and employees from around the world can participate. In 2022, PD Training will offer more sessions to accommodate the expanded audience and, additionally, will design self-study onboarding materials for newly-hired LE staff. PD Training will continue to offer an in-person course at FSI for LE staff with more than five years of experience.

LOOKING AHEAD

As pandemic impacts continue to unfold, PD Training will ensure that all courses will be made available to all PD practitioners as and when they need it. With more than a year's experience of virtual facilitation, the team has fine-tuned curriculum so that the learners are engaged, collaborative, and able to learn the skills effectively.

Looking to the future, in line with the Department's broader strategic vision, PD training will continue to expand modules and courses focusing on content creation, audience analysis, data literacy, network development, and monitoring and evaluation. The PD Training team will also assure that instruction remains relevant and consistent and develops the skills necessary for PD officers to advance policy goals.

When conditions allow, FSI will resume in-person classes. Although many PD classes will return to the classroom, the team will continue to provide some courses in a virtual format to enable more practitioners to benefit from the instruction. PD Training will work closely with R/PPR, other elements of the R Family, and regional bureaus on course design and virtual training options. FSI will also coordinate with other divisions at FSI and with interagency partners outside of FSI to include PD-focused content in their courses so other foreign affairs professionals understand the goals, opportunities, and capabilities of public diplomacy.





The National Museum of American Diplomacy



Youth Ambassadors from Paraguay and Uruguay at the National
Museum of American Diplomacy





THE NATIONAL MUSEUM OF AMERICAN DIPLOMACY (NMAD)

STRATEGIC OVERVIEW

The National Museum of American Diplomacy (NMAD) is the first museum devoted to an exclusive focus on the history and practice of American diplomacy. Funded through a public-private partnership with the Diplomacy Center Foundation, NMAD completed phase one of its building in 2017, which, when completed, will offer a 40,000 sq. ft. center open to the public in a specially built pavilion and exhibit space located in the historic wing of the U.S. Department of State headquarters in Washington, DC.

Working closely with the Department of State and other foreign affairs agencies, NMAD conducts a broad range of public outreach activities – including through traditional and social media, its website, and stakeholder engagement – to articulate the value of U.S. diplomacy to the safety, security, and prosperity of the American people. NMAD programs, such as *Diplomacy Classroom*, *Diplomacy After Hours*, and its *Simulation Programs* reach not only domestic audiences but are also used by U.S. embassies and consulates as outreach tools. The NMAD staff consists of a Curatorial team, an Education team, Operations, and a Communications team. The office has 2 Foreign Service Officers, 7 Civil Service employees and 10 contractors.



National Museum of American Diplomacy

ADVOCACY

In 2020, NMAD developed and implemented a series of outreach campaigns designed to inform the public of issues of current interest, including diversity and inclusion, “Her Story,” and “Facing Diplomacy.” Among other issues, these programs have addressed the history of women in the Department, and the journey of African American, East Asian and Pacific American, and Hispanic American persons in contributing to the nation’s welfare.

To show how the Department’s work directly affects U.S. citizens, NMAD produced a film on the work of the Department in repatriating Americans caught overseas by the COVID pandemic. Titled “Bringing Americans Home,” the film documents the work of Department personnel in effecting a repatriation flight of U.S. Citizens from Africa.

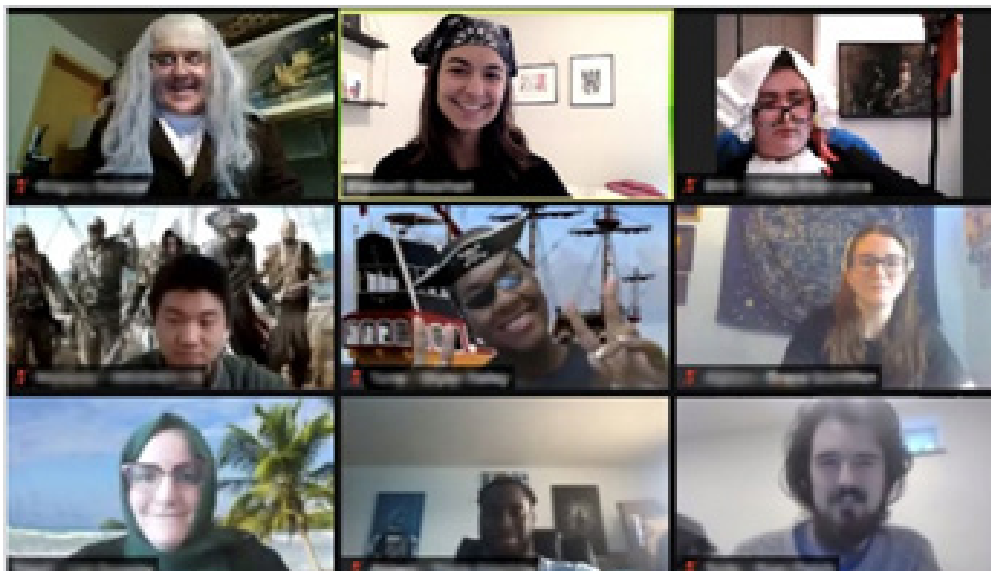
The current physical exhibit, *Diplomacy Is Our Mission*, illustrates how diplomacy promotes U.S. security and prosperity. The “Signature Segment” of the *Berlin Wall* exhibit includes a timeline of events that traces the rise and fall of the Berlin Wall and explores the role that American diplomacy played throughout the Cold War period.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

NMAD maintains an active presence on Facebook, Twitter, YouTube, and Instagram, and partners with the Bureau of Global Public Affairs to share content on the Department’s flagship social media platforms. In 2020 the museum’s Facebook account reached 380,430 users, its Instagram account reached 48,067 users, and its Twitter account reached 677,100 users.

NMAD maintains an active education program for school groups and teachers, including the *Diplomacy Classroom* and *Diplomacy Simulation* programs. The *Diplomacy Classroom* program, now online, brings NMAD’s educators, historians, and content experts together in conversation to share historical figures from diplomatic history, important documents that reveal the origins of American diplomacy and its importance in resolving global issues. *Diplomacy Classroom* is offered live with a recording of the program posted to NMAD’s website so teachers may easily share with students. The *Diplomacy Simulation* program allows students to practice hands-on diplomacy through simulated negotiations around weighty topics such as nuclear nonproliferation, HIV/AIDS prevention, and more. Around 1,250 students participated in the Simulations in 2020. The evening *Diplomacy After Hours* program is directed at adult audiences. The *Diplomacy Classroom* and *Diplomacy After Hours* online programs reached approximately 16,077 viewers in 2020.





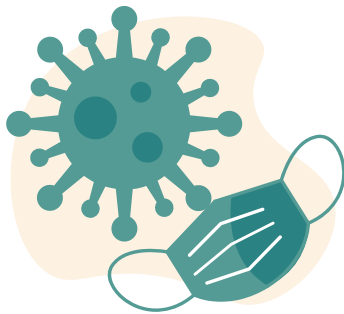
Students participate in the “Barbary Pirate” **Diplomacy Simulation** program organized by the NMAD.

COLLECTIONS

NMAD’s ongoing collecting of historical and contemporary artifacts underpins its exhibits and supports and enhances its programming and outreach activities. Significant items added to the museum’s permanent collection in 2020 include an arm band worn by pioneering African American diplomat Ralph J. Bunche while observing peacekeeping missions during the early years of the United Nations; an 1818 copy of the renewed Treaty of Amity and Commerce between the United States and Sweden; and a patch from one of the State Department’s evacuation teams that helped bring over 100,000 Americans home from overseas in the early months of the COVID-19 pandemic.



AirOps COVID Evacuation Team Patch



Pioneering the Virtual Pivot

With the advent of the COVID pandemic in 2020, the National Museum of American Diplomacy became one of the first museums in the nation's capital to pivot to hosting virtual events, introducing signature programs such as *Diplomacy Classroom*, *Diplomacy After Hours*, and the *Diplomacy Simulation* program via its social media platforms and Zoom. During the pandemic, visits to the NMAD website, <https://diplomacy.state.gov>, increased by 60%. NMAD virtual programs in 2020 highlighted the historical challenges and triumphs of American diplomacy and touched on topics relevant to current policy – from trade and security to pandemic response and climate concerns.



U.S. Public Diplomacy in Africa



Participants in a DREAMS Program in Tanzania





BUREAU OF AFRICAN AFFAIRS (AF)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$40.86 million	\$47.17 million	\$44.18 million	\$43.27 million	\$41.16 million
American Salaries	\$13.56 million	\$18.82 million	\$20.26 million	\$18.82 million	\$20.56 million
Supplemental	\$6.30 million	\$5.12 million	\$5.85 million	\$4.60 million	\$2.20 million
BBG/USAGM	\$28.28 million	\$30.60 million	\$28.83 million	\$32.63 million	\$31.80 million
Total	\$89.00 million	\$101.71 million	\$99.12 million	\$99.32 million	\$95.72 million

STRATEGIC OVERVIEW

The Bureau of African Affairs (AF) employs a full range of public diplomacy programs and tools to advance U.S. policy objectives in sub-Saharan Africa. U.S. policy priorities in the region include fostering democratic progress and respect for human rights; increasing mutually beneficial economic growth, trade, and investment; advancing peace and stability; strengthening health security and enhancing environmental sustainability; and engaging Africa’s growing youth population. Sub-Saharan Africa presents both opportunities and challenges for U.S. engagement. With a burgeoning population of 1.1 billion, the region is young, increasingly connected, and aspirational. The AF Bureau supports efforts to unleash the potential of Africa’s youth as a force for economic prosperity and a positive future in the region. The Bureau’s activities also demonstrate the United States’ sustained commitment to Africa through foreign assistance, development and health programs, diplomatic engagement, and public diplomacy outreach.

The Office of Public Diplomacy and Public Affairs (AF/PDPA) provides strategic direction, policy guidance and program support to the Bureau and to Public Diplomacy Sections in AF. AF/PDPA’s staff of 23 direct hire employees assists 93 U.S. Foreign Service Officers and 459 Locally Employed Staff in 46 U.S. embassies, 4 consulates, the U.S. Mission to the African Union, and 126 American Spaces in the region. AF/PDPA’s Africa Regional Service (ARS) Office in Paris also provides program assistance, book publication for Francophone markets and resources in English, French, and Portuguese, and mentoring to PD staff. The Bureau’s PD budget of approximately \$45 million annually supports locally employed salaries and program funding for these operations. AF’s PD practitioners employ research tools and traditional and social media to amplify messaging on U.S. policy and interests and to better understand, inform, and influence African public opinion in support of U.S. objectives.

In 2020, the COVID-19 pandemic triggered an abrupt, wholesale shift of PD programming coordination and implementation to all-virtual platforms in a region where basic technology and telecommunications infrastructure are often lacking and unreliable. This sudden shift created operational challenges but also presented interesting opportunities to form more innovative, nimble, and forward-thinking strategies and methodologies for engaging African audiences in the digital-only space.

In addition to the difficulties of the COVID-19 environment, Sub-Saharan Africa faces several strategic challenges that shape public diplomacy engagement and programming capacities. These include the following:

PRC and Russian Malign Influence

The People’s Republic of China (PRC) and other actors continue to aggressively influence governments and publics and promote corruption that undermines African democracies. The PRC has focused on Africa’s large youth demographic, heavily investing in scholarships and professional exchanges. In 2018, China offered more than one-third of all its scholarships to African students. The PRC has also expanded its media footprint with technical assistance for journalists, invested in or purchased African media outlets, and leveraged communications infrastructure to bring Chinese television content to remote areas. Additionally, the PRC has increased the reach of its state news agency, Xinhua, whose correspondents now outnumber those of all Western media and networks combined. Russia’s footprint in African information spaces has also become an increasingly significant issue for the U.S. and its allies. The Russian Federation has been effective and agile at using various information platforms, from print to social media, and makes widespread use of proxy websites to spread disinformation and propaganda across Africa. Russia works to undermine elections, sow distrust of the U.S. and key Western allies among African audiences, and influence domestic politics in African countries where Russia has geopolitical interests.



Threat of Terrorism

Locally driven violent extremist organizations (VEOs) are present in many African regions, including the Sahel, Lake Chad region, East Africa, and most recently in Mozambique. Many of these VEOs are affiliated with either ISIS or Al-Qaeda and in some cases fight with each other for power and control of resources and populations within a certain region. ISIS in particular views Africa as an area for territorial expansion and new recruits. Notable terrorist threats in Africa include Boko Haram and ISIS-West Africa in the Lake Chad Region; Jama'at Nusrat al-Islam wal-Muslimin, or "JNIM," Ansar al Islam, and ISIS-Greater Sahara in the Sahel; Al Shabaab in Somalia and East Africa; and ISIS-Mozambique in Mozambique, which is affiliated with ISIS-Central Africa.

Health Care

The COVID-19 pandemic exacerbated the vulnerabilities of Africa's fragile health care systems. The United States has made a long-term commitment to Africans on health security, with more than \$100 billion in investments over the past twenty years in health care systems and sustained efforts to fight the scourges of Ebola, malaria, HIV/AIDS, and now COVID-19.

Youth Bulge

Africa's burgeoning "youth bulge" presents both enormous opportunities and challenges to the ability of governments and societies across sub-Saharan Africa to meet this demographic group's aspirations for education and employment. African youth represent a new generation of forward-looking thinkers, entrepreneurs, innovators, and civic leaders unconstrained by outdated political ideologies. They are eager to test new solutions for social and economic change. For many, the United States offers attractive models of education, business, investment, free markets, and transparent government and business practices.

PD Section Staffing and Infrastructure Constraints

Effective PD engagement to promote U.S. policy and interests in AF is unfortunately hindered by chronic understaffing and underfunding across the Bureau and Public Diplomacy Sections. More than 40 percent of the Public Diplomacy Sections in AF Missions are staffed by one American officer, many of whom are on their first or second public diplomacy tour. To strengthen institutional capacity, AF/PDPA provides guidance, assistance, and temporary staffing support, holds sub-regional skills-building workshops, and sponsors a mentoring program that pairs less experienced officers with more seasoned PD practitioners. Reliable internet connectivity continues to be an issue across the continent. This puts an extreme strain on AF's American Spaces and Corners, particularly given the abrupt transition to all-virtual programming over the past year.

U.S. FOREIGN POLICY GOALS

The current administration has stated that building stronger relationships with Africa is a priority for the United States. The AF Bureau promotes U.S. efforts to advance Africa's development, economic growth, security and stability and democratic advancement. The effectiveness of U.S. leadership depends on the demonstrated commitment and sufficient resources for programs that engage and empower the full spectrum of Africa's governments and civil society.

The Bureau of African Affairs and its overseas missions are focused on a clear set of objectives:

- Strengthen democracy, good governance and respect for human rights and promote opportunity and development in Africa;
- Promote stronger trade and commercial ties between the United States and Africa by increasing trade and investment and promoting a level playing field;
- Harness the potential of Africa's tremendous youth bulge as a force for economic ingenuity and prosperity, offering a counter narrative to violent extremism and despair;
- Strengthen health security and enhance environmental sustainability; and
- Advance peace, security, and development through robust partnerships with African governments, regional mechanisms, and civil society.



U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

Context and Key Audiences

The United States has a positive story to tell and a young African audience that wants to listen. For sub-Saharan youth, the United States remains the desired model for individual and national development. Learning English is preferred to learning Chinese, students want to attend U.S. universities, and U.S. entrepreneurial expertise remains the global standard. In AF, the USG benefits from established networks like PD program alumni associations, the 700,000 plus-strong YALI Network, the recently established higher education initiative, and the civic engagement network. All these networks personally connect AF's brightest young people to U.S. values. The U.S. also has a strong history of security and health assistance to the continent that continues to generate goodwill. The challenge is how to leverage this wealth of interest into more tangible opportunities and find meaningful ways to continue to engage audiences, particularly in the face of strategic, well-resourced Chinese influence initiatives and violent extremist communications.

Africa is home to the world's youngest population and highest growth rate, with the United Nations projecting a median age of 21.2 on the continent by 2030. Nearly 70 percent of sub-Saharan Africa's population is under the age of 25, and half of overall global population growth in the next 30 years will occur in Africa. The prospects are good for advancing democratic governance, transparency, trade and investment, and economic growth with this young and dynamic audience, but progress is uneven across the continent. Key themes addressed through public diplomacy include youth and women's leadership and empowerment, democracy, good governance, freedom of information, entrepreneurship, higher education partnerships, English language teaching and learning, climate change, and technology. Violent extremist groups, high unemployment, civil conflict, health and humanitarian crises, and the demographic "youth bulge" pose growing challenges to development and stability across much of the region.

Despite increasing access to available technologies, radio remains the strongest and most dependable medium for reaching African audiences, especially in local languages, and many mobile devices are equipped with FM receivers, reflecting this reality. Nevertheless, mobile phone usage has leapfrogged past landlines and hardwired infrastructure. An association of mobile network operators worldwide predicts that unique mobile subscribers will exceed 50 percent by 2025. The use of smart phones with internet capability is increasing dramatically as well, despite the higher costs. National internet penetration rates in sub-Saharan Africa range from less than five percent to almost 90 percent, with usage concentrated in urban areas. User age, cost, government interference, and other factors also influence these rates.

With well over 700 million cell phone service subscriptions in sub-Saharan Africa, public diplomacy sections focus increasingly on social media management, complementing U.S. embassies' public outreach via radio and other traditional media. The 70 social media managers in 51 U.S. diplomatic missions in Africa regularly analyze the local media environment and develop the most appropriate materials to engage audiences, also drawing on policy-driven content on multiple AF Bureau social media platforms managed by AF/PDPA. Virtual programing, a necessity under COVID-19, will continue to impact the ability to connect with larger audiences.

African diaspora communities in the United States are intensely interested in U.S. foreign policy, foreign assistance, and economic opportunity in Africa. As many maintain strong ties to sub-Saharan Africa, the Bureau engages them to draw on their insights and understanding and to rely on them to amplify information about U.S. policy implementation, promotion of trade and investment, and broad-ranging U.S. commitment to the continent.

Program Objectives

Educational, cultural, and professional exchanges are high priority programs for AF. These programs offer effective means for creating deep and lasting connections with the African people, showcasing American academic, cultural, and artistic traditions while promoting trust and a broader understanding of U.S. society and values. In addition, PD programming seeks to foster and facilitate young Africans' participation in the global development of science, technology, and entrepreneurship to help grow their countries' economies.

The Bureau and officers in the field rely on 126 American Spaces in capital and regional cities, as well as EducationUSA Centers, to provide effective forums to engage priority audiences, with an emphasis on youth and women. AF/PDPA engagement also draws heavily on programs such as Fulbright academic and cultural exchanges, Hubert Humphrey Fellowships, International Visitor Leadership Program (IVLP) exchanges, U.S. Speakers, Sports United, and Cultural Envoy programs. PD sections use English-language education, educational advising, and cultural, professional, and thematic programs to directly engage, inform, and influence audiences.

The Young African Leaders Initiative (YALI) continues to be a forum to engage and support the rising generation of civil society, public service, and business leaders. The virtual YALI Network boasts more than 700,00 members across the continent that helps future leaders develop the skills and connections they need to become positive forces for change. Key audiences include youth, women, elected officials, entrepreneurs, traditional and social media practitioners, teachers, and academics, as well as think-tanks and members of often-marginalized groups. More than 4,400 individuals have participated in YALI's flagship Mandela Washington Fellowship, and more than 17,000 Africans have completed training at the Regional Leadership Centers.

Promoting higher education in the United States and developing university exchanges and linkages between African and U.S. institutions of learning remain PD priorities across Africa. Launched in 2019, the AF Bureau's University Partnership Initiative (UPI) made significant inroads in 2020. Eleven partnerships in seven countries connected 44 U.S. higher education institutions with 110 counterparts on the continent. The projects focus on the following priority areas: increasing student and staff mobility using exchanges; joint research projects particularly in STEM and agriculture areas, academic administration, and promoting public-private partnerships. The projects also catalyzed over \$700,000 in public and private funding to support the projects.



In 2020, the AF Bureau pivoted to all-virtual programming in response to Covid-19 pandemic limitations on in-person engagement. Connectivity issues on the continent and varying costs of internet service required an adaptive response to digital public diplomacy outreach. While the shift to virtual programming has highlighted the ways that technology can be used to bring public diplomacy programs to a wider and larger audiences, it also required detailed planning to ensure that participants have access to the needed connectivity and creativity in how to keep content engaging. ARS, for example, pursued audio and e-book options and uploaded over 100 titles to a telephone partner platform.

AF/PD also explored more virtual continent-wide programming that will conclude with in-person elements. The African Civic Engagement Academy (ACEA) is a new program that offers a free online training program for 2,000 mid-career civil society and public leaders across sub-Saharan Africa. Participants will be expected to engage in peer discussions and prepare a peer-mentored action plan for civic engagement over six months in 2021. Up to 60 ACEA participants will be selected to attend a post-program African Civic Engagement Summit in 2022. Another virtual program, the AfrIdea project, offers an online platform for sharing technology project ideas for feedback and collaboration. Virtual teams are working on bringing 40 ideas into reality.

As alumni of educational, professional, and cultural exchange programs move into leadership positions, they are better prepared to support continued partnership with the United States, not only at the government-to-government level, but also through academic and private sector networks developed during their exchanges. Alumni of these programs become local advocates for expanding and solidifying ties with the United States within their communities and professional associations.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Investing in Youth: Investing in youth is a global priority and particularly urgent in Africa. In addition to YALI, other AF youth programs include the **English Access Microscholarship Program (Access)**, which provides English language skills through an “American lens” to talented 14-18-year-olds from disadvantaged sectors of society through after-school classes and intensive summer sessions. The **Pan-Africa Youth Leadership Program (PAYLP)** offers approximately 150 high school students aged 15-18 and educators from over 40 African countries the opportunity to explore the themes of civic education, youth leadership development, community engagement, and respect for diversity through three-week, intensive exchanges in the United States. Individual embassies also conduct youth outreach with local grants.

Promoting Stability and Countering Violent Extremism: Public diplomacy sections at U.S. embassies across Africa are leading efforts to amplify moderate voices, provide counter narratives, and engage the most at-risk populations to counter the influence of violent extremist groups. Working within the AF Bureau and with partners at the Department of Defense, the U.S. Agency for International Development, the Global Engagement Center, and others throughout the interagency community, AF/PDPA continues to support successful programs, often through small grants, that strengthen local institutions’ efforts to address shared goals of reducing violent extremism.

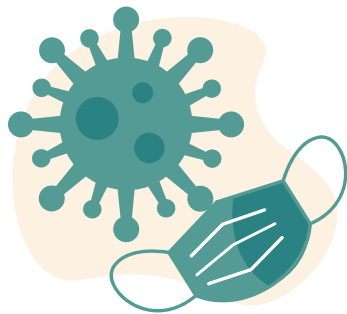
Current initiatives in Burkina Faso, Cameroon, Chad, Mali, Nigeria, Senegal, Ethiopia, Kenya, and Mozambique, as well as regional programs, focus on building resilience in fragile communities, engaging women and youth in the prevention of recruitment by extremist groups, promoting interfaith dialogue and religious tolerance, and providing local populations with tools to fight violent extremism through the promotion of civil society and youth capacity building. For example, the Intergovernmental Authority on Development (IGAD) Center of Excellence for Preventing and Countering Violent Extremism (ICEPCVE), headquartered in Djibouti, serves as a regional hub for integrated CVE and PVE activities in East Africa, as well as a U.S. partner in regional programs that develop the capacity of local leaders and credible voices to advance CVE efforts across the region.

Empowering Women and Fostering Economic Growth: AF/PDPA supported women entrepreneurs through exchange programs such as **IVLP**, **TechWomen**, the **Fortune - U.S. Department of State Global Women’s Mentoring Partnership**, **YALI**, and various small grants. The **African Women’s Entrepreneurship Program (AWEP)** led to the growth of 22 women’s business associations across Africa. Alumni of these programs now lead and help implement the **Academy for Women Entrepreneurs (AWE)**, a worldwide initiative by ECA to support women entrepreneurs. AWE has been initiated in 16 countries in Africa: Benin, Botswana, Cote d’Ivoire, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Uganda, Zambia, and Zimbabwe. Côte d’Ivoire organized a mentorship training conference with more than 35 mentors from countries such as Chad, Canada, France, Mali, Côte d’Ivoire, Cameroon, the UAE, and Senegal discussing topics like leadership, youth mentoring, the power of female mentors, developing the next generation of female leaders, and building mentor-mentee relationships.

Health and COVID Partnerships: In 2020, AF/PDPA and embassies across the region highlighted ongoing U.S. commitments to health initiatives and COVID-19 response. A COVID-19 Public Service Artist Campaign featured Guinean musicians and celebrities and reached close to 300,000 people. Working with programming alumni, post also developed video vignettes of a fictional story about two Guinean youth navigating life during the COVID-19 pandemic. The series “Ansoumane and Binta” featured tips on how to avoid becoming a victim of misinformation surrounding the pandemic and has reached over 50,000 people. Embassy Harare’s Public Affairs Section partnered with a media NGO on a three-part “COVID-19 pandemic journalism” virtual training series with experts from the U.S. Centers for Disease Control and Prevention (CDC). The CDC trainers used journalism-related case studies and written exercises to debunk common COVID-19 myths and interpret scientific data with a critical eye.



Livestream Virtual July 4th Celebration for African Audiences



Virtual Independence Day Celebration

In 2020, AF/PDPA hosted a four-hour livestream event to connect U.S. and African audiences in celebrating the U.S. Independence Day virtually during the COVID-19 pandemic. ARS partnered with the video storytelling One Minute Academy and the tech media platform True Africa to intersperse pre-recorded content from U.S. government exchange alumni, three Ambassadors, and musicians with live DJ mixing. Former participants in ECA exchanges, including American Music Abroad and the YALI Mandela Washington Fellowship, discussed their personal exchange experiences and how it impacted their lives. Their voices resonated with local audiences as they described their personal experience of American values like freedom, diversity, inclusion, and mutual understanding.

The program and associated resources reached more than 20,000 people in 102 countries using different social media platforms. AF/PDPA also produced social media content and graphics on unsung American Revolutionary War heroes. PAS Cabo Verde topped viewer engagement on Facebook at 15 percent of the total audience, with a musical performance by popular Cabo Verdean-American artist Maria de Barros. Thematic clips were later available on YouTube and on www.letfreedomring.tv.





AF POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Nigeria	\$4.10 million	\$712,714	\$4.18 million	\$1.05 million	\$4.13 million	\$1.17 million	\$4.11 million	\$688,810
2	South Africa	\$2.52 million	\$2.06 million	\$2.67 million	\$736,871	\$2.58 million	\$860,529	\$2.48 million	\$1.94 million
3	African Regional Services	\$2.15 million	\$1.18 million	\$2.38 million	\$1.27 million	\$2.17 million	\$970,158	\$2.28 million	\$1.95 million
4	Ethiopia - Addis Ababa & USAU	\$952,300	\$1.47 million	\$983,200	\$1.75 million	\$1.19 million	\$2.33 million	\$1.27 million	\$1.23 million
5	Democratic Republic of the Congo	\$1.14 million	\$1.47 million	\$1.19 million	\$1.16 million	\$1.19 million	\$720,579	\$1.26 million	\$715,175
6	Ghana	\$1.03 million	\$58,240	\$1.13 million	\$18,777	\$1.11 million	\$14,636	\$1.23 million	\$630,178
7	Kenya	\$1.53 million	\$848,785	\$1.62 million	\$297,750	\$1.60 million	\$909,350	\$1.69 million	\$143,323
8	Zimbabwe	\$1.26 million	\$313,246	\$1.35 million	\$587,481	\$1.30 million	\$47,140	\$1.40 million	\$99,858
9	Cote d'Ivoire	\$891,400	\$538,689	\$1.04 million	\$304,012	\$1.02 million	\$18,820	\$1.07 million	\$384,257
10	Sudan	\$694,600	\$39,940	\$707,000	\$175,540	\$716,600	\$19,140	\$747,000	\$525,590
11	Senegal	\$778,100	\$450,100	\$892,500	\$50,080	\$925,000	\$23,850	\$894,000	\$254,435
12	Mali	\$473,700	\$94,600	\$544,300	\$59,940	\$558,500	\$281,575	\$585,500	\$508,200
13	Cameroon	\$747,400	\$172,231	\$797,000	\$364,349	\$761,100	\$54,420	\$835,500	\$220,281
14	Tanzania	\$649,000	\$310,710	\$691,600	\$69,500	\$683,300	\$17,050	\$739,300	\$239,165
15	Uganda	\$691,400	\$753,800	\$700,200	\$543,680	\$672,000	\$443,853	\$715,200	\$242,869
16	Mozambique	\$825,600	\$176,533	\$831,400	\$60,360	\$839,500	\$297,325	\$838,000	\$69,697
17	Rwanda	\$531,900	\$86,060	\$547,200	\$129,865	\$529,700	\$80,600	\$548,300	\$320,839
18	Burkina Faso	\$626,200	\$54,500	\$689,300	\$71,400	\$673,500	\$186,850	\$724,300	\$54,580
19	Botswana	\$507,400	\$39,670	\$551,500	\$64,960	\$540,500	\$48,557	\$517,100	\$190,489
20	Angola	\$784,900	\$135,160	\$837,600	\$259,480	\$937,500	\$60,025	\$694,616	\$4,300



AF POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
21	Zambia	\$689,200	\$402,010	\$775,700	\$58,900	\$693,100	\$360,375	\$661,600	\$29,369
22	Togo	\$423,400	\$172,189	\$471,200	\$294,497	\$460,400	\$152,425	\$548,100	\$98,635
23	Guinea	\$461,500	\$89,802	\$506,800	\$5,300	\$476,400	\$12,900	\$559,200	\$70,922
24	Niger	\$512,900	\$457,800	\$575,700	\$245,320	\$576,400	\$223,875	\$592,700	\$1,000
25	Mauritania	\$393,600	\$90,997	\$405,600	\$36,860	\$414,700	\$42,875	\$478,200	\$104,996
26	Benin	\$406,300	\$117,714	\$453,300	\$93,308	\$427,100	\$120,526	\$504,200	\$63,217
27	Malawi	\$399,500	\$154,180	\$409,800	\$6,540	\$412,800	\$10,025	\$439,000	\$118,851
28	Madagascar & Comoros	\$417,800	\$95,534	\$461,600	\$41,480	\$411,600	\$148,475	\$417,500	\$131,050
29	Chad	\$382,100	\$75,837	\$436,900	\$34,060	\$445,400	\$30,950	\$456,000	\$90,100
30	Liberia	\$462,100	\$80,700	\$476,100	\$7,560	\$282,800	\$12,150	\$378,853	\$118,982
31	Namibia	\$437,600	\$201,250	\$458,900	\$173,000	\$450,200	\$133,450	\$431,400	\$30,890
32	Eritrea	\$340,400	\$45,438	\$383,000	\$57,000	\$405,000	\$56,277	\$436,400	\$15,852
33	South Sudan	\$225,000	\$49,280	\$228,600	\$85,000	\$240,600	\$304,750	\$283,500	\$108,669
34	Mauritius & Seychelles	\$309,400	\$111,440	\$339,700	\$38,860	\$324,700	\$25,600	\$314,400	\$30,900
35	Republic of Congo	\$235,200	\$30,560	\$266,600	\$43,720	\$250,800	\$21,821	\$282,500	\$27,000
36	Burundi	\$230,400	\$74,383	\$238,000	\$92,540	\$253,900	\$131,000	\$241,500	\$51,068
37	Swaziland	\$247,200	\$164,610	\$261,700	\$58,730	\$260,500	\$31,620	\$237,376	\$37,792
38	Equatorial Guinea	\$185,400	\$24,400	\$198,900	\$4,280	\$195,700	\$111,500	\$267,600	\$6,300
39	Gabon, Sao Tome & Principe	\$236,600	\$42,380	\$259,600	\$7,745	\$254,400	\$8,265	\$249,400	\$19,041
40	Sierra Leone	\$198,900	\$638,290	\$212,800	\$187,940	\$224,200	\$12,325	\$205,470	\$49,030
41	Djibouti	\$216,800	\$2,600	\$221,000	\$116,040	\$214,800	\$2,375	\$237,330	\$1,500



AF POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
42	Cabo Verde	\$169,500	\$1,760	\$184,900	\$50,720	\$174,800	\$107,250	\$208,200	\$23,700
43	The Gambia	\$182,300	\$3,000	\$182,700	\$5,740	\$174,900	\$2,750	\$228,521	\$1,700
44	Lesotho	\$158,700	\$85,275	\$176,400	\$55,340	\$181,900	\$54,450	\$174,665	\$47,704
45	Central African Republic	\$187,600	\$97,840	\$210,400	\$159,720	\$185,500	\$38,050	\$163,500	\$446
46	Somalia	\$251,500	\$1,710	\$259,400	\$400	\$260,600	\$87,300	\$152,800	\$7,400
47	Guinea Bissau	\$56,300	\$160	\$62,900	\$330	\$59,700	\$75	\$56,800	\$2,552





U.S. PUBLIC DIPLOMACY IN AFRICA





Africa Regional Services



\$4,230,000
PD Spending FY20

N/A
Population

N/A
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): N/A
Population: N/A
Below 24 yrs. old: N/A
Refugee population: N/A
Urban population: N/A
GDP/Capita: N/A
Unemployment: N/A
Below Poverty Line: N/A
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

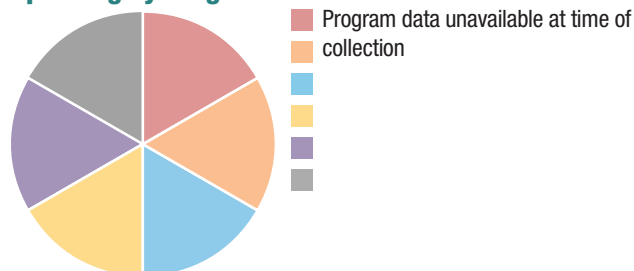
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: Not Ranked
Mobile Connections: Not Ranked
Social Media Penetration: Not Ranked
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

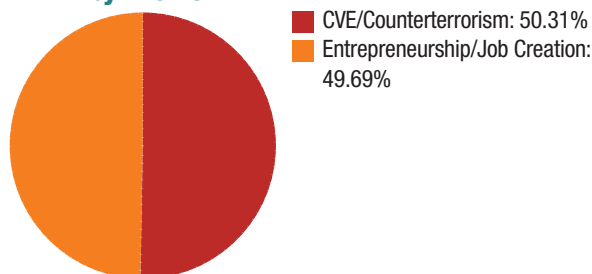
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$2,280,000 | Supplemental: \$1,950,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Angola



\$698,916
PD Spending FY20

32,866,272
Population

\$2,129
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,246,700
Population: 32,866,272
Below 24 yrs. old: 66.47%
Refugee population: 25,793
Urban population: 66.8%
GDP/Capita: \$2,129
Unemployment: 7.7%
Below Poverty Line: 36.6% (2008 est.)
Literacy Rate: 71.1% (2015)
Avg. Years of Education: 6.4 (M), 4.0 (F)

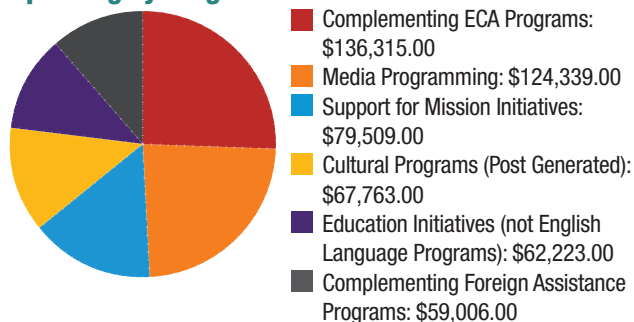
Social & Media Indicators

Inclusive Internet Index: 110th (Tied)
Social Progress Index: 153rd
Corruption Perception Index: 142nd (Tied)
Economic Freedom Index: 140th (Mostly Unfree)
Good Country Index: 130th
Media Freedom Index: 106th
Internet Penetration: 28%
Mobile Connections: 45%
Social Media Penetration: 6.8%
Most Used SNS: Facebook
Global Soft Power: 100th
Gender Inequality: 132nd

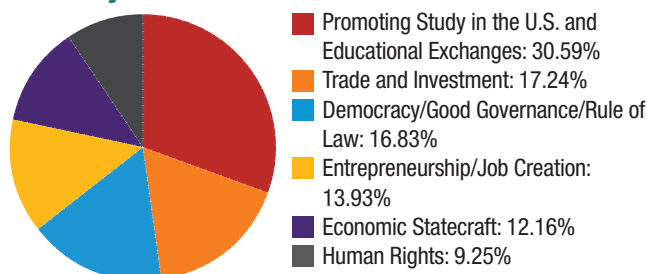
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$694,616 | Supplemental: \$4,300

Spending by Program



Percentage Allocation by Theme





Benin



\$567,417
PD Spending FY20

12,123,200
Population

\$1,400
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 112,760
Population: 12,123,200
Below 24 yrs. old: 65.92%
Refugee population: 1,238
Urban population: 48.4%
GDP/Capita: \$1,400
Unemployment: 2.5%
Below Poverty Line: 36.2% (2011 est.)
Literacy Rate: 42.4% (2018)
Avg. Years of Education: 5.5 (M), 2.4 (F)

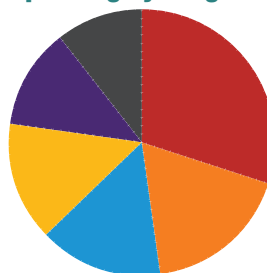
Social & Media Indicators

Inclusive Internet Index: 112th (Tied)
Social Progress Index: 125th
Corruption Perception Index: 83rd
Economic Freedom Index: 100th (Mostly Unfree)
Good Country Index: 91st
Media Freedom Index: 113th
Internet Penetration: 25%
Mobile Connections: 82%
Social Media Penetration: 9.2%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 148th (Tied)

Public Diplomacy Spending

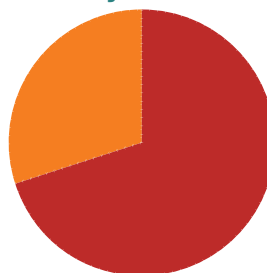
Total FY 2020 | DP (.7): \$504,200 | Supplemental: \$63,217

Spending by Program



- Complementing ECA Programs: \$94,234.00
- Media Programming: \$55,349.00
- Cultural Programs (Post Generated): \$47,213.00
- English Language Programs (non-ECA): \$45,422.00
- Digital Outreach: \$37,710.00
- Alumni Outreach: \$32,409.00

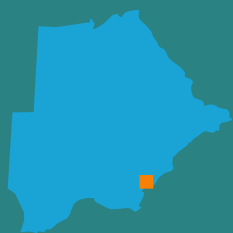
Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 70.08%
- Democracy/Good Governance/Rule of Law: 29.92%

Map Key: ■ Embassy ▲ Consulate

Botswana



\$707,589
PD Spending FY20

2,351,627
Population

\$7,035
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 566,730
Population: 2,351,627
Below 24 yrs. old: 48.85%
Refugee population: 1,113
Urban population: 70.9%
GDP/Capita: \$7,035
Unemployment: 17.7%
Below Poverty Line: 19.3% (2009 est.)
Literacy Rate: 88.5% (2015)
Avg. Years of Education: 9.7 (M), 9.5 (F)

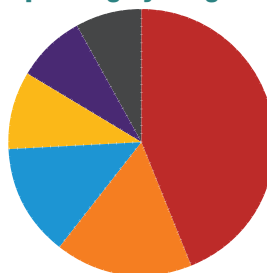
Social & Media Indicators

Inclusive Internet Index: 94th
Social Progress Index: 91st
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 51st (Moderately Free)
Good Country Index: 81st
Media Freedom Index: 39th
Internet Penetration: 47%
Mobile Connections: 150%
Social Media Penetration: 43%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 116th

Public Diplomacy Spending

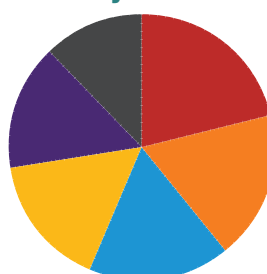
Total FY 2020 | DP (.7): \$517,100 | Supplemental: \$190,489

Spending by Program



- Complementing ECA Programs: \$199,440.00
- Alumni Outreach: \$76,721.00
- Digital Outreach: \$62,169.00
- Media Programming: \$42,492.00
- GPA Programs: \$38,516.00
- Evaluation: \$36,189.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 21.43%
- Civil Society: 18.21%
- Information and Media Literacy: 16.78%
- Entrepreneurship/Job Creation: 15.96%
- Women's Empowerment: 15.44%
- Promoting Study in the U.S. and Educational Exchanges: 12.19%



Burkina Faso



\$778,880
PD Spending FY20

20,903,273
Population

\$850
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 273,600
Population: 20,903,273
Below 24 yrs. old: 63.91%
Refugee population: 25,869
Urban population: 30.6%
GDP/Capita: \$850
Unemployment: 5.0%
Below Poverty Line: 40.1% (2009 est.)
Literacy Rate: 41.2% (2018)
Avg. Years of Education: 2.3 (M), 1.1 (F)

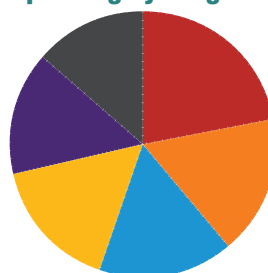
Social & Media Indicators

Inclusive Internet Index: 110th (Tied)
Social Progress Index: 144th
Corruption Perception Index: 86th (Tied)
Economic Freedom Index: 124th (Mostly Unfree)
Good Country Index: 102nd
Media Freedom Index: 38th
Internet Penetration: 22%
Mobile Connections: 97%
Social Media Penetration: 7.8%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 147th

Public Diplomacy Spending

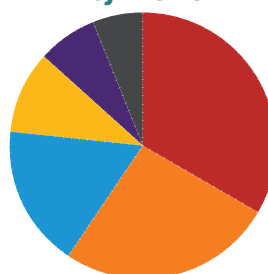
Total FY 2020 | DP (.7): \$724,300 | Supplemental: \$54,580

Spending by Program



- English Language Programs (non-ECA): \$92,008.00
- Education Initiatives (not English Language Programs): \$70,153.00
- Support for Mission Initiatives: \$68,460.00
- Cultural Programs (Post Generated): \$67,252.00
- Complementing ECA Programs: \$62,328.00
- Media Programming: \$55,850.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 32.59%
- Promoting Study in the U.S. and Educational Exchanges: 25.65%
- Economic Statecraft: 16.85%
- Women's Empowerment: 10.31%
- CVE/Counterterrorism: 7.42%
- Information and Media Literacy: 7.18%

Map Key: ■ Embassy ▲ Consulate

Burundi



\$292,568
PD Spending FY20

11,890,784
Population

\$267
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 25,680
Population: 11,890,784
Below 24 yrs. old: 63.59%
Refugee population: 78,465
Urban population: 13.7%
GDP/Capita: \$267
Unemployment: 0.8%
Below Poverty Line: 64.6% (2014 est.)
Literacy Rate: 68.4% (2017)
Avg. Years of Education: 4.1 (M), 2.6 (F)

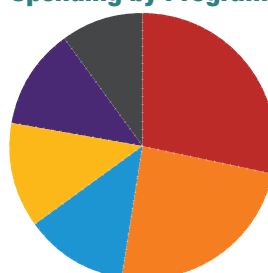
Social & Media Indicators

Inclusive Internet Index: 120th
Social Progress Index: 160th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 161st (Repressed)
Good Country Index: 144th
Media Freedom Index: 160th
Internet Penetration: 9.9%
Mobile Connections: 59%
Social Media Penetration: 4.5%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 124th

Public Diplomacy Spending

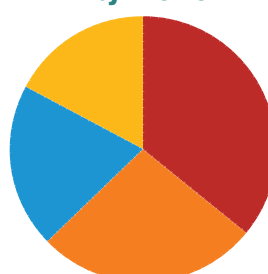
Total FY 2020 | DP (.7): \$241,500 | Supplemental: \$51,068

Spending by Program



- Education Initiatives (not English Language Programs): \$54,491.00
- Media Programming: \$45,938.00
- Speaker Programs (Post Generated): \$24,356.00
- Complementing ECA Programs: \$23,771.00
- Educational Advising: \$22,820.00
- Support for Mission Initiatives: \$19,709.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 35.80%
- Entrepreneurship/Job Creation: 27.05%
- Civil Society: 19.79%
- Women's Empowerment: 17.35%



Cabo Verde



\$231,900
PD Spending FY20

555,987
Population

\$3,675
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 4,030
Population: 555,987
Below 24 yrs. old: 46.64%
Refugee population: 5 (1991)
Urban population: 66.7%
GDP/Capita: \$3,675
Unemployment: 13.4%
Below Poverty Line: 30% (2000 est.)
Literacy Rate: 86.8% (2015)
Avg. Years of Education: 6.6 (M), 6.0 (F)

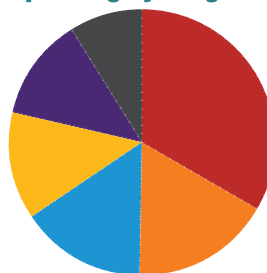
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 77th
Corruption Perception Index: 41st
Economic Freedom Index: 77th (Moderately Free)
Good Country Index: 100th
Media Freedom Index: 25th
Internet Penetration: 57%
Mobile Connections: 101%
Social Media Penetration: 49%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 89th

Public Diplomacy Spending

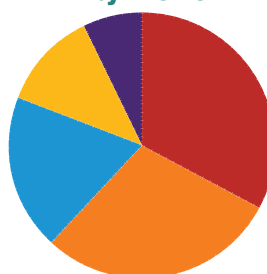
Total FY 2020 | DP (.7): \$208,200 | Supplemental: \$23,700

Spending by Program



Support for Mission Initiatives: \$46,350.00
Digital Outreach: \$23,025.00
Media Programming: \$21,445.00
English Language Programs (non-ECA): \$18,107.00
Cultural Programs (Post Generated): \$16,971.00
Speaker Programs (Post Generated): \$12,352.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 32.97%
Information and Media Literacy: 28.86%
Civil Society: 19.45%
Security Cooperation: 12.06%
Transnational Threats - Crime, Narcotics, Trafficking in Persons: 6.66%

Map Key: ■ Embassy ▲ Consulate

Cameroon



\$1,055,781
PD Spending FY20

26,545,863
Population

\$1,657
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 472,710
Population: 26,545,863
Below 24 yrs. old: 62.38%
Refugee population: 406,259
Urban population: 57.6%
GDP/Capita: \$1,657
Unemployment: 3.6%
Below Poverty Line: 30% (2001 est.)
Literacy Rate: 77.1% (2018)
Avg. Years of Education: 8.0 (M), 4.7 (F)

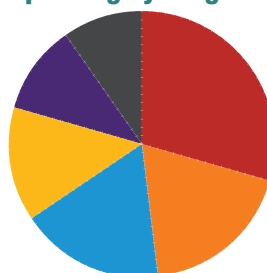
Social & Media Indicators

Inclusive Internet Index: 102nd (Tied)
Social Progress Index: 139th
Corruption Perception Index: 149th (Tied)
Economic Freedom Index: 144th (Mostly Unfree)
Good Country Index: 112th
Media Freedom Index: 134th
Internet Penetration: 30%
Mobile Connections: 90%
Social Media Penetration: 14%
Most Used SNS: Facebook
Global Soft Power: 88th
Gender Inequality: 141st

Public Diplomacy Spending

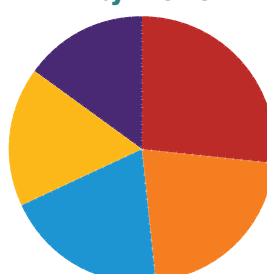
Total FY 2020 | DP (.7): \$835,500 | Supplemental: \$220,281

Spending by Program



Complementing ECA Programs: \$183,776.00
Speaker Programs (Post Generated): \$115,880.00
Educational Advising: \$110,516.00
Cultural Programs (Post Generated): \$85,750.00
Media Programming: \$67,975.00
Alumni Outreach: \$59,848.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 27.28%
Promoting Study in the U.S. and Educational Exchanges: 21.77%
Democracy/Good Governance/Rule of Law: 19.67%
Human Rights: 16.70%
Conflict Prevention & Mitigation: 14.58%



Central African Republic



\$163,946
PD Spending FY20

4,829,767
Population

\$521
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 622,980
Population: 4,829,767
Below 24 yrs. old: 59.38%
Refugee population: 7,170
Urban population: 42.2%
GDP/Capita: \$521
Unemployment: 9.5%
Below Poverty Line: 62% (2008 est.)
Literacy Rate: 37.4% (2018)
Avg. Years of Education: 5.6 (M), 3.0 (F)

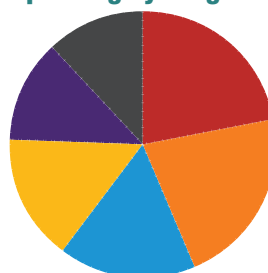
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 167th
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 166th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 132nd
Internet Penetration: 14%
Mobile Connections: 48%
Social Media Penetration: 2.5%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 159th

Public Diplomacy Spending

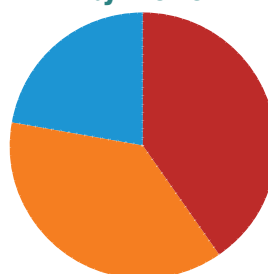
Total FY 2020 | DP (.7): \$163,500 | Supplemental: \$446,000

Spending by Program



- Support for Mission Initiatives: \$43,221.00
- Media Programming: \$41,907.00
- Cultural Programs (Post Generated): \$31,746.00
- Digital Outreach: \$30,054.00
- Post-Generated Exchanges: \$24,018.00
- English Language Programs (non-ECA): \$22,746.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 40.05%
- Conflict Prevention & Mitigation: 37.63%
- Entrepreneurship/Job Creation: 22.32%

Map Key: ■ Embassy ▲ Consulate

Chad



\$546,100
PD Spending FY20

16,425,864
Population

\$710
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,259,200
Population: 16,425,864
Below 24 yrs. old: 67.20%
Refugee population: 442,670
Urban population: 23.5%
GDP/Capita: \$710
Unemployment: 2.3%
Below Poverty Line: 46.7% (2011 est.)
Literacy Rate: 22.3% (2016)
Avg. Years of Education: 3.8 (M), 1.3 (F)

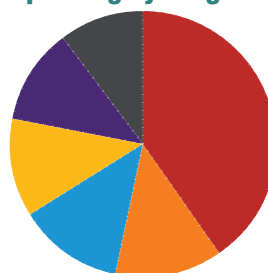
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 166th
Corruption Perception Index: 160th (Tied)
Economic Freedom Index: 158th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 123rd
Internet Penetration: Not Ranked
Mobile Connections: Not Ranked
Social Media Penetration: Not Ranked
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 160th

Public Diplomacy Spending

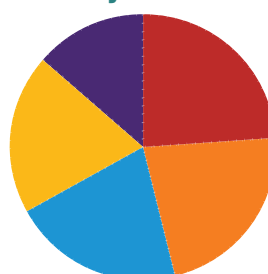
Total FY 2020 | DP (.7): \$456,000 | Supplemental: \$90,100

Spending by Program



- Complementing ECA Programs: \$138,763.00
- Alumni Outreach: \$44,533.00
- English Language Programs (non-ECA): \$44,512.00
- Digital Outreach: \$40,666.00
- Support for Mission Initiatives: \$39,939.00
- Cultural Programs (Post Generated): \$35,361.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 24.00%
- Information and Media Literacy: 22.26%
- Democracy/Good Governance/Rule of Law: 20.77%
- Entrepreneurship/Job Creation: 19.57%
- Conflict Prevention & Mitigation: 13.40%



Cote d'Ivoire



\$1,454,257
PD Spending FY20

26,378,274
Population

\$2,570
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 318,000
Population: 26,378,274
Below 24 yrs. old: 58.74%
Refugee population: 2,020
Urban population: 51.7%
GDP/Capita: \$2,570
Unemployment: 3.5%
Below Poverty Line: 46.3% (2015 est.)
Literacy Rate: 47.2% (2018)
Avg. Years of Education: 6.4 (M), 4.2 (F)

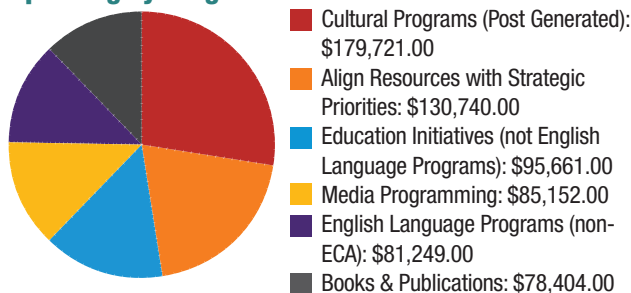
Social & Media Indicators

Inclusive Internet Index: 97th
Social Progress Index: 131st
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 91st (Moderately Free)
Good Country Index: 108th
Media Freedom Index: 68th
Internet Penetration: 47%
Mobile Connections: 131%
Social Media Penetration: 19%
Most Used SNS: Facebook
Global Soft Power: 86th
Gender Inequality: 153rd

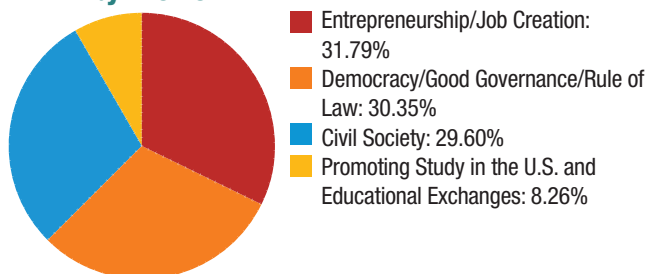
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,070,000 | Supplemental: \$384,257

Spending by Program

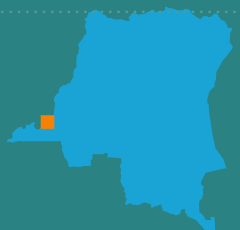


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Democratic Republic of the Congo



\$1,975,175
PD Spending FY20

89,561,403
Population

\$477
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,267,050
Population: 89,561,403
Below 24 yrs. old: 65.80%
Refugee population: 523,733
Urban population: 45.6%
GDP/Capita: \$477
Unemployment: 4.6%
Below Poverty Line: 63% (2014 est.)
Literacy Rate: 77.0% (2016)
Avg. Years of Education: 8.4 (M), 5.3 (F)

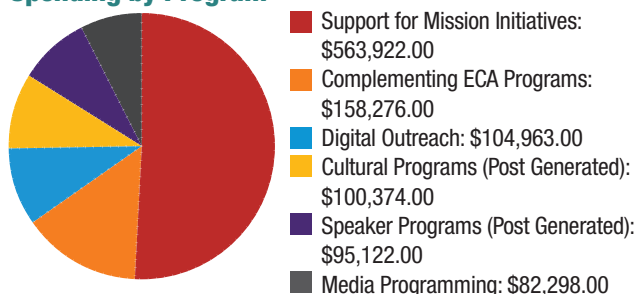
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 161st
Corruption Perception Index: 170th (Tied)
Economic Freedom Index: 165th (Repressed)
Good Country Index: 135th
Media Freedom Index: 150th
Internet Penetration: 19%
Mobile Connections: 40%
Social Media Penetration: 3.5%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 150th

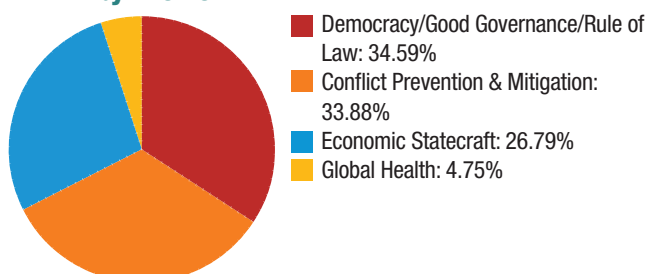
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,260,000 | Supplemental: \$715,175

Spending by Program



Percentage Allocation by Theme





Djibouti



\$238,830
PD Spending FY20

988,000
Population

\$3,275
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 23,180
Population: 988,000
Below 24 yrs. old: 50.29%
Refugee population: 19,639
Urban population: 78.1%
GDP/Capita: \$3,275
Unemployment: 11.6%
Below Poverty Line: 23% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

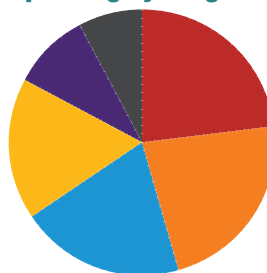
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 146th
Corruption Perception Index: 142nd (Tied)
Economic Freedom Index: 126 (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 176th
Internet Penetration: 56%
Mobile Connections: 42%
Social Media Penetration: 20%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

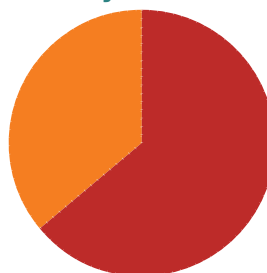
Total FY 2020 | DP (.7): \$237,330 | Supplemental: \$1,500

Spending by Program



- Support for Mission Initiatives: \$43,268.00
- Media Programming: \$42,168.00
- Complementing ECA Programs: \$36,848.00
- Digital Outreach: \$32,166.00
- English Language Programs (non-ECA): \$17,729.00
- Align Resources with Strategic Priorities: \$13,775.00

Percentage Allocation by Theme



- Economic Statecraft: 64.17%
- Security Cooperation: 35.83%

Map Key: ■ Embassy ▲ Consulate

Equatorial Guinea



\$273,900
PD Spending FY20

1,402,985
Population

\$8,000
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 28,050
Population: 1,402,985
Below 24 yrs. old: 58.67%
Refugee population: 40,000 (1968)
Urban population: 73.1%
GDP/Capita: \$8,000
Unemployment: 9.1%
Below Poverty Line: 44% (2011 est.)
Literacy Rate: 95.3% (2015)
Avg. Years of Education: 7.6 (M), 4.2 (F)

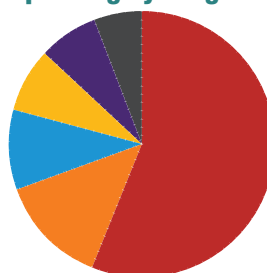
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 154th
Corruption Perception Index: 174th (Tied)
Economic Freedom Index: 163 (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 165th
Internet Penetration: 26%
Mobile Connections: 53%
Social Media Penetration: 7.2%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

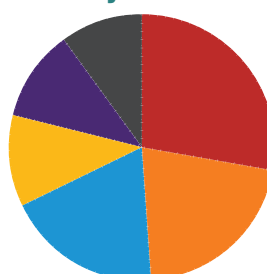
Total FY 2020 | DP (.7): \$267,600 | Supplemental: \$6,300

Spending by Program



- Cultural Programs (Post Generated): \$100,575.00
- Support for Mission Initiatives: \$24,418.00
- Speaker Programs (Post Generated): \$16,699.00
- Alumni Outreach: \$14,147.00
- Education Initiatives (not English Language Programs): \$13,459.00
- English Language Programs (non-ECA): \$9,859.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 73.53%
- Information and Media Literacy: 8.45%
- Human Rights: 6.20%
- Promoting Study in the U.S. and Educational Exchanges: 4.84%
- Environment/Climate Change: 0.77%



Eritrea



\$452,252
PD Spending FY20

3,546,421
Population

\$632
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 101,000
Population: 3,546,421
Below 24 yrs. old: 58.79%
Refugee population: 199
Urban population: 41.3%
GDP/Capita: \$632
Unemployment: 7.4%
Below Poverty Line: 50% (2004 est.)
Literacy Rate: 76.6% (2018)
Avg. Years of Education: N/A (M), N/A (F)

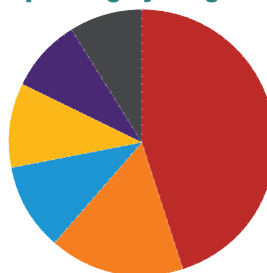
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 165th
Corruption Perception Index: 160th (Tied)
Economic Freedom Index: 173rd (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 178th
Internet Penetration: 8.3%
Mobile Connections: 20%
Social Media Penetration: 0.6%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

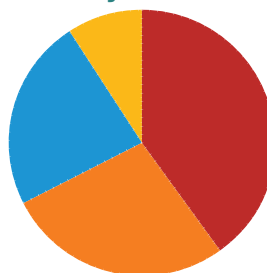
Total FY 2020 | DP (.7): \$436,400 | Supplemental: \$15,852

Spending by Program



- Digital Outreach: \$156,875.00
- Books & Publications: \$57,287.00
- Align Resources with Strategic Priorities: \$36,908.00
- English Language Programs (non-ECA): \$36,260.00
- Alumni Outreach: \$31,505.00
- Speaker Programs (Post Generated): \$30,858.00

Percentage Allocation by Theme



- Information and Media Literacy: 31.24%
- Entrepreneurship/Job Creation: 22.88%
- Civil Society: 21.00%
- Women's Empowerment: 18.16%
- Environment/Climate Change: 6.71%

Map Key: ■ Embassy ▲ Consulate

Eswatini (Formerly Swaziland)



\$275,168
PD Spending FY20

1,160,164
Population

\$3,895
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 17,363
Population: 1,160,164
Below 24 yrs. old: 52.34%
Refugee population: 940
Urban population: 24.2%
GDP/Capita: \$3,895
Unemployment: 23.4%
Below Poverty Line: 58.9% (2016 est.)
Literacy Rate: 88.4% (2015)
Avg. Years of Education: 7.2 (M), 6.3 (F)

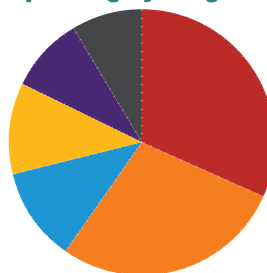
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 141st
Corruption Perception Index: 117th (Tied)
Economic Freedom Index: 137th (Mostly Unfree)
Good Country Index: 131st
Media Freedom Index: 141st
Internet Penetration: 47%
Mobile Connections: 99%
Social Media Penetration: 23%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 143rd

Public Diplomacy Spending

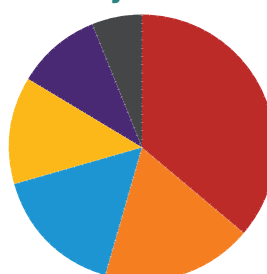
Total FY 2020 | DP (.7): \$237,376 | Supplemental: \$37,792

Spending by Program



- Complementing ECA Programs: \$71,777.00
- Align Resources with Strategic Priorities: \$64,375.00
- Digital Outreach: \$25,813.00
- Educational Advising: \$25,165.00
- Media Programming: \$21,370.00
- Cultural Programs (Post Generated): \$19,205.00

Percentage Allocation by Theme



- Women's Empowerment: 36.32%
- Democracy/Good Governance/Rule of Law: 18.16%
- Information and Media Literacy: 16.39%
- Entrepreneurship/Job Creation: 13.02%
- Promoting Study in the U.S. and Educational Exchanges: 9.75%
- Global Health: 6.36%



Ethiopia - Addis Ababa & USAU



\$2,500,000
PD Spending FY20

114,963,588
Population

\$917
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,000,000
Population: 114,963,588
Below 24 yrs. old: 59.28%
Refugee population: 733,123
Urban population: 21.7%
GDP/Capita: \$917
Unemployment: 2.8%
Below Poverty Line: 29.6% (2014 est.)
Literacy Rate: 51.8% (2017)
Avg. Years of Education: 4.3 (M), 1.7 (F)

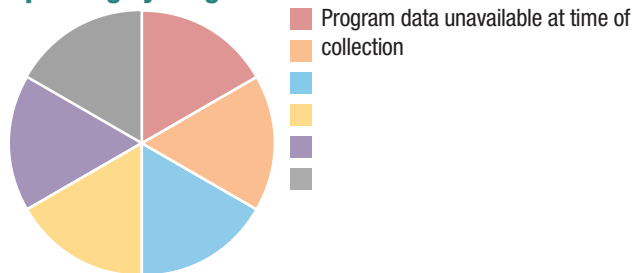
Social & Media Indicators

Inclusive Internet Index: 108th
Social Progress Index: 148th
Corruption Perception Index: 94th (Tied)
Economic Freedom Index: 151st (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 99th
Internet Penetration: 19%
Mobile Connections: 41%
Social Media Penetration: 5.5%
Most Used SNS: Facebook
Global Soft Power: 83rd
Gender Inequality: 125th

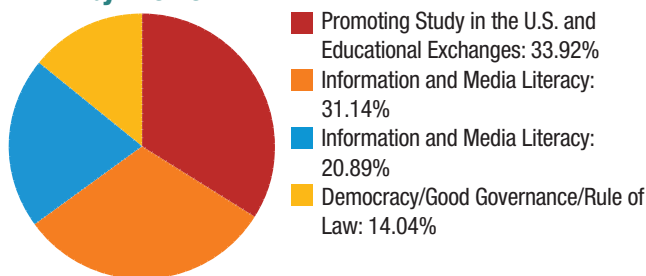
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,270,000 | Supplemental: \$1,230,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Gabon



\$268,441
PD Spending FY20

2,225,734
Population

\$7,784
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 257,670
Population: 2,225,734
Below 24 yrs. old: 58.35%
Refugee population: 454
Urban population: 90.1%
GDP/Capita: \$7,784
Unemployment: 20.5%
Below Poverty Line: 34.3% (2015 est.)
Literacy Rate: 84.7% (2018)
92.8% (2018) Sao Tome and Principe
Avg. Years of Education: 9.6 (M), 7.8 (F)
7.1 (M), 5.8 (F) Sao Tome and Principe

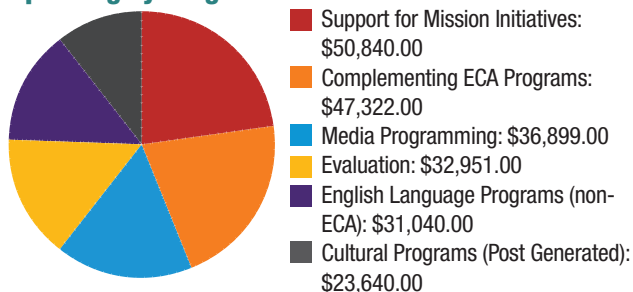
Social & Media Indicators

Inclusive Internet Index: 99th
Social Progress Index: 104th
Corruption Perception Index: 129th (Tied)
63rd Sao Tome & Principe (Tied)
Economic Freedom Index: 110th (Mostly Unfree)
129th (Mostly Unfree) Sao Tome & Principe
Good Country Index: 143rd
Media Freedom Index: 121st
Internet Penetration: 62%
Mobile Connections: 149%
Social Media Penetration: 34%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 128th
133rd (Tied) Sao Tome and Principe

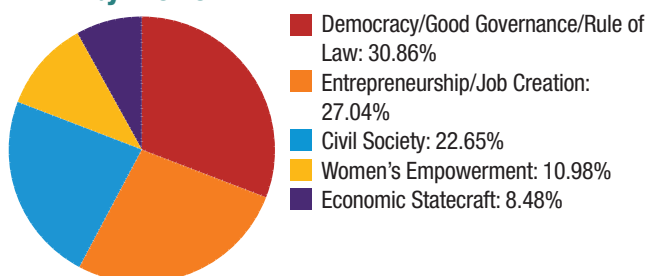
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$249,400 | Supplemental: \$19,041

Spending by Program



Percentage Allocation by Theme



Post also oversees programs in Sao Tome & Principe. Country profile demographics and social indicators are for the primary country.



The Gambia



\$230,221
PD Spending FY20

2,416,668
Population

\$778
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,120
Population: 2,416,668
Below 24 yrs. old: 55.27%
Refugee population: 4,302
Urban population: 62.6%
GDP/Capita: \$778
Unemployment: 9.6%
Below Poverty Line: 48.4% (2010 est.)
Literacy Rate: 50.8% (2015)
Avg. Years of Education: 4.6 (M), 3.3 (F)

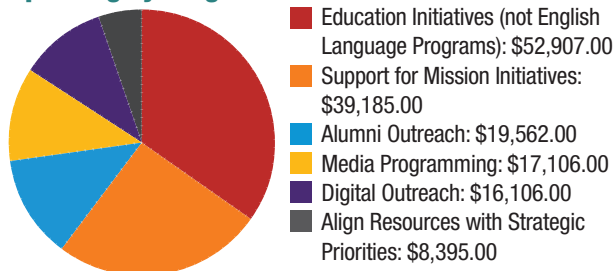
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 122nd
Corruption Perception Index: 102nd (Tied)
Economic Freedom Index: 104th (Mostly Unfree)
Good Country Index: 124th
Media Freedom Index: 87th
Internet Penetration: 20%
Mobile Connections: 136%
Social Media Penetration: 16%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 148th (Tied)

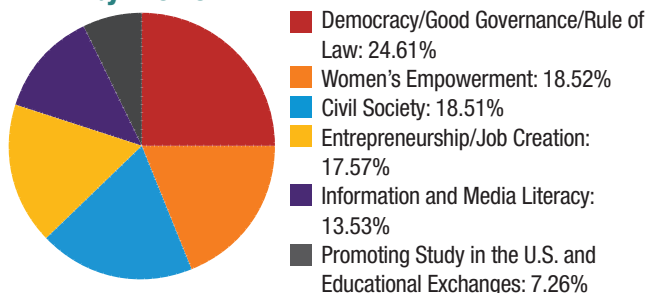
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$228,521 | Supplemental: \$1,700

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Ghana



\$1,860,178
PD Spending FY20

31,072,940
Population

\$2,299
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 227,540
Population: 31,072,940
Below 24 yrs. old: 56.08%
Refugee population: 11,946
Urban population: 57.3%
GDP/Capita: \$2,299
Unemployment: 4.5%
Below Poverty Line: 24.2% (2013 est.)
Literacy Rate: 79% (2018)
Avg. Years of Education: 8.1 (M), 6.6 (F)

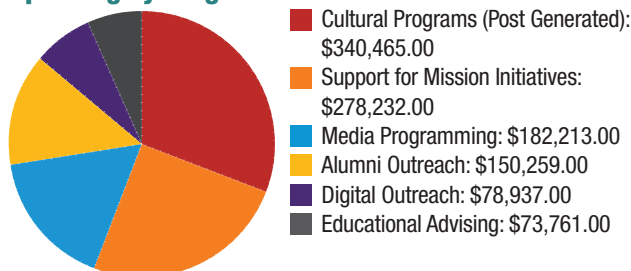
Social & Media Indicators

Inclusive Internet Index: 89th
Social Progress Index: 99th
Corruption Perception Index: 75th (Tied)
Economic Freedom Index: 101st (Mostly Unfree)
Good Country Index: 95th
Media Freedom Index: 30th
Internet Penetration: 48%
Mobile Connections: 130%
Social Media Penetration: 20%
Most Used SNS: Facebook
Global Soft Power: 93rd
Gender Inequality: 135th (Tied)

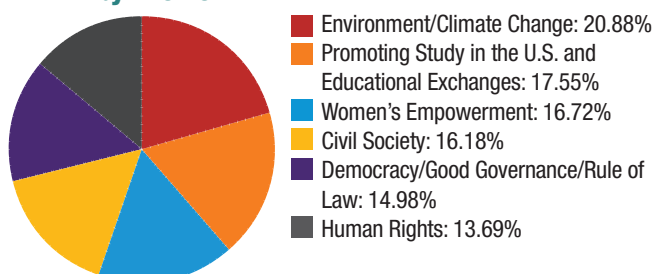
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,230,000 | Supplemental: \$630,178

Spending by Program



Percentage Allocation by Theme





Guinea



\$630,122
PD Spending FY20

13,132,795
Population

\$1,066
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 245,720
Population: 13,132,795
Below 24 yrs. old: 60.52%
Refugee population: 4,964
Urban population: 36.5%
GDP/Capita: \$1,066
Unemployment: 4.3%
Below Poverty Line: 47% (2006 est.)
Literacy Rate: 39.6% (2018)
Avg. Years of Education: 4.2 (M), 1.5 (F)

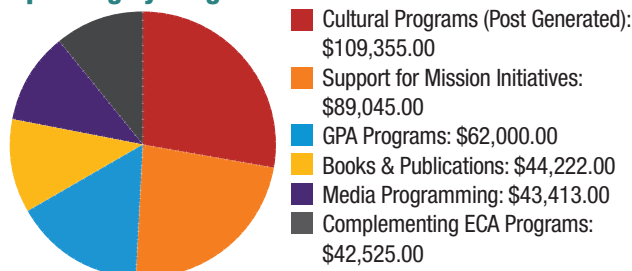
Social & Media Indicators

Inclusive Internet Index: 115th
Social Progress Index: 159th
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 123rd (Mostly Unfree)
Good Country Index: 147th
Media Freedom Index: 110th
Internet Penetration: 20%
Mobile Connections: 102%
Social Media Penetration: 15%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

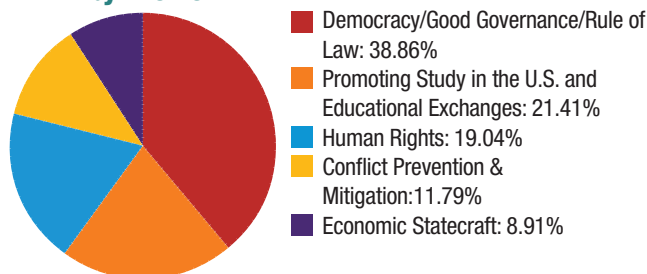
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$559,200 | Supplemental: \$70,922

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Guinea-Bissau

▲ U.S. Virtual Consulate in
Dakar, Senegal



\$59,352
PD Spending FY20

1,968,001
Population

\$843
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 28,120
Population: 1,968,001
Below 24 yrs. old: 63.55%
Refugee population: 1,846
Urban population: 44.2%
GDP/Capita: \$843
Unemployment: 3.2%
Below Poverty Line: 67% (2015 est.)
Literacy Rate: 59.9% (2015)
Avg. Years of Education: N/A (M), N/A (F)

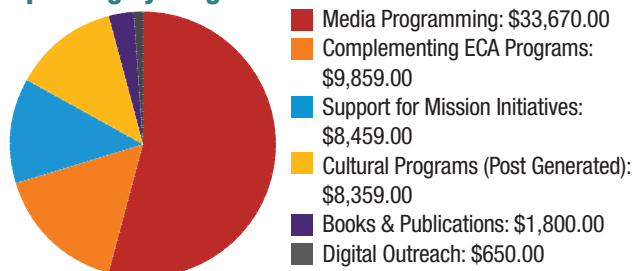
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 158th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 139th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 94th
Internet Penetration: 13%
Mobile Connections: 79%
Social Media Penetration: 13%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

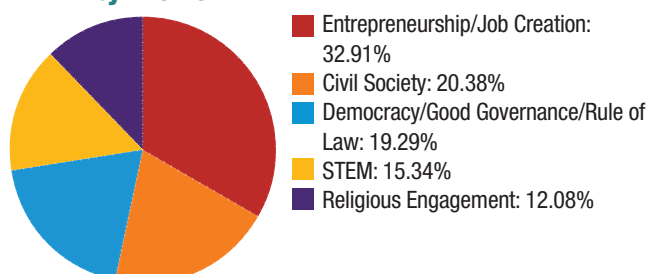
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$56,800 | Supplemental: \$2,552

Spending by Program

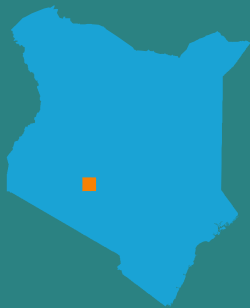


Percentage Allocation by Theme





Kenya



\$1,833,323
PD Spending FY20

53,771,296
Population

\$2,122
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 569,140
Population: 53,771,296
Below 24 yrs. old: 59.16%
Refugee population: 438,899
Urban population: 28.0%
GDP/Capita: \$2,122
Unemployment: 3.0%
Below Poverty Line: 36.1% (2016 est.)
Literacy Rate: 81.5% (2018)
Avg. Years of Education: 7.2 (M), 6.0 (F)

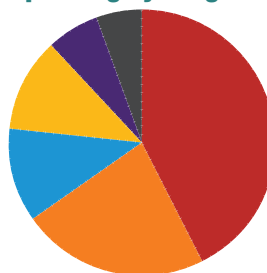
Social & Media Indicators

Inclusive Internet Index: 71st
Social Progress Index: 116th
Corruption Perception Index: 124th (Tied)
Economic Freedom Index: 138th (Mostly Unfree)
Good Country Index: 71st
Media Freedom Index: 103rd
Internet Penetration: 43%
Mobile Connections: 98%
Social Media Penetration: 17%
Most Used SNS: Facebook
Global Soft Power: 96th
Gender Inequality: 126th

Public Diplomacy Spending

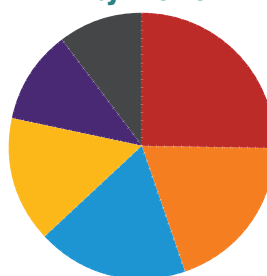
Total FY 2020 | DP (.7): \$1,690,000 | Supplemental: \$143,323

Spending by Program



- Support for Mission Initiatives: \$652,924.00
- Media Programming: \$346,004.00
- Educational Advising: \$177,635.00
- Cultural Programs (Post Generated): \$173,560.00
- Complementing ECA Programs: \$97,435.00
- Private-Public Partnerships: \$84,032.00

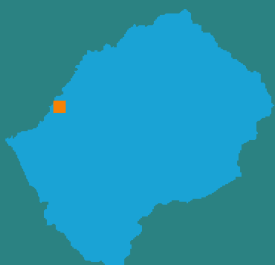
Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 25.17%
- Promoting Study in the U.S. and Educational Exchanges: 19.58%
- Entrepreneurship/Job Creation: 18.41%
- CVE/Counterterrorism: 14.90%
- Human Rights: 11.18%
- Women's Empowerment: 10.76%

Map Key: ■ Embassy ▲ Consulate

Lesotho



\$222,369
PD Spending FY20

2,142,249
Population

\$1,018
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 30,360
Population: 2,142,249
Below 24 yrs. old: 50.56%
Refugee population: 143
Urban population: 29.0%
GDP/Capita: \$1,018
Unemployment: 24.6%
Below Poverty Line: 57% (2016 est.)
Literacy Rate: 79.4% (2015)
Avg. Years of Education: 5.8 (M), 7.2 (F)

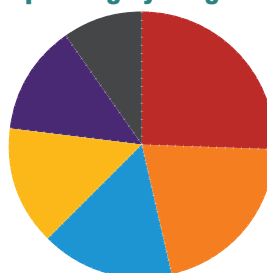
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 130th
Corruption Perception Index: 83rd (Tied)
Economic Freedom Index: 142nd (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 86th
Internet Penetration: 44%
Mobile Connections: 108%
Social Media Penetration: 20%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 139th

Public Diplomacy Spending

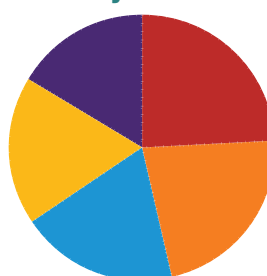
Total FY 2020 | DP (.7): \$174,665 | Supplemental: \$47,704

Spending by Program



- Support for Mission Initiatives: \$36,774.00
- Cultural Programs (Post Generated): \$30,031.00
- Alumni Outreach: \$23,156.00
- Media Programming: \$20,775.00
- Digital Outreach: \$19,565.00
- Complementing ECA Programs: \$14,686.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 24.10%
- Civil Society: 21.73%
- Democracy/Good Governance/Rule of Law: 19.45%
- Women's Empowerment: 18.73%
- Global Health: 15.98%



Liberia



\$497,835

PD Spending FY20

5,057,681

Population

\$646

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 96,320
 Population: 5,057,681
 Below 24 yrs. old: 63.70%
 Refugee population: 8,225
 Urban population: 52.1%
 GDP/Capita: \$646
 Unemployment: 3.3%
 Below Poverty Line: 54.1% (2014 est.)
 Literacy Rate: 48.3% (2017)
 Avg. Years of Education: 6.2 (M), 3.5 (F)

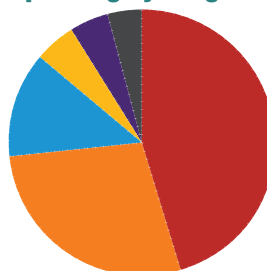
Social & Media Indicators

Inclusive Internet Index: 119th
 Social Progress Index: 142nd
 Corruption Perception Index: 137th (Tied)
 Economic Freedom Index: 164th (Repressed)
 Good Country Index: 80th
 Media Freedom Index: 95th
 Internet Penetration: 12%
 Mobile Connections: 83%
 Social Media Penetration: 11%
 Most Used SNS: Facebook
 Global Soft Power: Not Ranked
 Gender Inequality: 156th

Public Diplomacy Spending

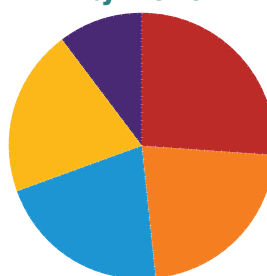
Total FY 2020 | DP (.7): \$378,853 | Supplemental: \$118,982

Spending by Program



- Support for Mission Initiatives: \$219,628.00
- Complementing ECA Programs: \$135,867.00
- Media Programming: \$60,938.00
- Alumni Outreach: \$24,458.00
- Books & Publications: \$23,659.00
- Speaker Programs (Post Generated): \$19,205.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 26.04%
- Economic Statecraft: 21.89%
- Women's Empowerment: 21.61%
- Conflict Prevention & Mitigation: 20.81%
- Civil Society: 9.66%

Map Key: ■ Embassy ▲ Consulate

Madagascar



\$548,550

PD Spending FY20

27,691,018

Population

\$554

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 581,800
 Population: 27,691,018
 Below 24 yrs. old: 58.92%
 Refugee population: 113
 Urban population: 38.5%
 GDP/Capita: \$554
 Unemployment: 1.9%
 Below Poverty Line: 70.7% (2012 est.)
 Literacy Rate: 74.8% (2018)
 Avg. Years of Education: 5.8 (M), 6.4 (F)
 6.0 (M), 4.0 (F) Comoros

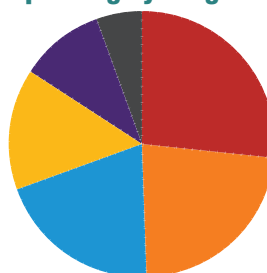
Social & Media Indicators

Inclusive Internet Index: 112th (Tied)
 Social Progress Index: 149th
 Corruption Perception Index: 149th (Tied)
 160th (Tied) Comoros
 Economic Freedom Index: 112th (Mostly Unfree)
 132nd (Mostly Unfree) Comoros
 Good Country Index: 94th
 Media Freedom Index: 54th (75th Comoros)
 Internet Penetration: 14%
 Mobile Connections: 33%
 Social Media Penetration: 8.4%
 Most Used SNS: Facebook
 Global Soft Power: Not Ranked
 Gender Inequality: Not Ranked

Public Diplomacy Spending

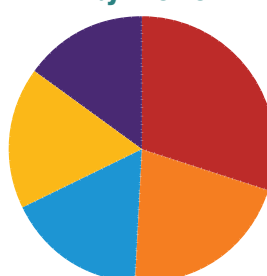
Total FY 2020 | DP (.7): \$417,500 | Supplemental: \$131,050

Spending by Program



- Cultural Programs (Post Generated): \$90,331.00
- Complementing ECA Programs: \$77,442.00
- Media Programming: \$67,221.00
- Speaker Programs (Post Generated): \$49,637.00
- Digital Outreach: \$34,968.00
- English Language Programs (non-ECA): \$17,996.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 29.85%
- Information and Media Literacy: 21.15%
- Democracy/Good Governance/Rule of Law: 16.76%
- Women's Empowerment: 16.76%
- Entrepreneurship/Job Creation: 15.48%

Post also oversees programs in Comoros. Country profile demographics and social indicators are for the primary country.



Malawi



\$557,851
PD Spending FY20

19,129,952
Population

\$397
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 94,280
Population: 19,129,952
Below 24 yrs. old: 66.38%
Refugee population: 14,087
Urban population: 17.4%
GDP/Capita: \$397
Unemployment: 6.0%
Below Poverty Line: 50.7% (2010 est.)
Literacy Rate: 62.1% (2015)
Avg. Years of Education: 5.2 (M), 6.9 (F)

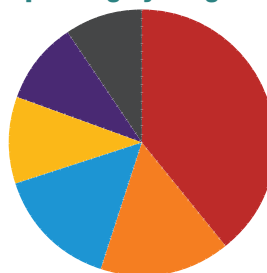
Social & Media Indicators

Inclusive Internet Index: 114th
Social Progress Index: 124th
Corruption Perception Index: 129th (Tied)
Economic Freedom Index: 145th (Mostly Unfree)
Good Country Index: 67th
Media Freedom Index: 69th
Internet Penetration: 15%
Mobile Connections: 45%
Social Media Penetration: 2.7%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 142nd

Public Diplomacy Spending

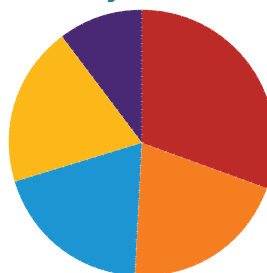
Total FY 2020 | DP (.7): \$439,000 | Supplemental: \$118,851

Spending by Program



- Complementing ECA Programs: \$140,611.00
- Support for Mission Initiatives: \$56,583.00
- Media Programming: \$53,507.00
- Cultural Programs (Post Generated): \$36,754.00
- Speaker Programs (Post Generated): \$36,450.00
- Digital Outreach: \$33,583.00

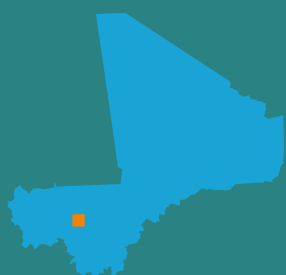
Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 30.09%
- Women's Empowerment: 20.65%
- Democracy/Good Governance/Rule of Law: 19.73%
- Entrepreneurship/Job Creation: 19.72%
- Human Rights: 9.81%

Map Key: ■ Embassy ▲ Consulate

Mali



\$1,093,700
PD Spending FY20

20,250,833
Population

\$992
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,220,190
Population: 20,250,833
Below 24 yrs. old: 66.69%
Refugee population: 26,672
Urban population: 43.9%
GDP/Capita: \$992
Unemployment: 7.5%
Below Poverty Line: 36.1% (2005 est.)
Literacy Rate: 35.5% (2018)
Avg. Years of Education: 3.0 (M), 1.7 (F)

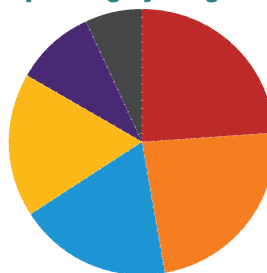
Social & Media Indicators

Inclusive Internet Index: 107th
Social Progress Index: 151st
Corruption Perception Index: 129th (Tied)
Economic Freedom Index: 133rd (Mostly Unfree)
Good Country Index: 140th
Media Freedom Index: 108th
Internet Penetration: 24%
Mobile Connections: 108%
Social Media Penetration: 8.5%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 158th

Public Diplomacy Spending

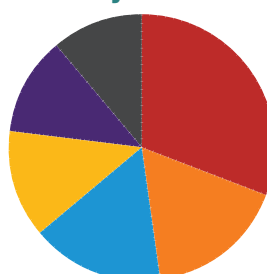
Total FY 2020 | DP (.7): \$585,500 | Supplemental: \$508,200

Spending by Program



- Media Programming: \$120,213.00
- Complementing ECA Programs: \$116,647.00
- Support for Mission Initiatives: \$92,330.00
- Cultural Programs (Post Generated): \$87,650.00
- Digital Outreach: \$49,459.00
- Speaker Programs (Post Generated): \$34,484.00

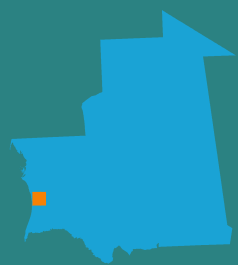
Percentage Allocation by Theme



- CVE/Counterterrorism: 31.06%
- Democracy/Good Governance/Rule of Law: 16.46%
- Promoting Study in the U.S. and Educational Exchanges: 15.97%
- Women's Empowerment: 12.95%
- Conflict Prevention & Mitigation: 12.09%
- Entrepreneurship/Job Creation: 11.48%



Mauritania



\$583,196
PD Spending FY20

4,649,658
Population

\$1,781
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,030,700
Population: 4,649,658
Below 24 yrs. old: 57.27%
Refugee population: 84,901
Urban population: 55.3%
GDP/Capita: \$1,781
Unemployment: 10.7%
Below Poverty Line: 31% (2014 est.)
Literacy Rate: 53.5% (2017)
Avg. Years of Education: 5.6 (M), 3.8 (F)

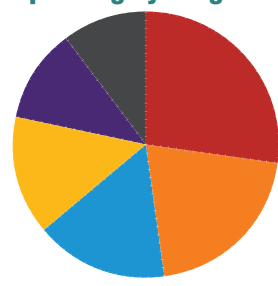
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 152nd
Corruption Perception Index: 134th (Tied)
Economic Freedom Index: 128th (Mostly Unfree)
Good Country Index: 146th
Media Freedom Index: 97th
Internet Penetration: 30%
Mobile Connections: 99%
Social Media Penetration: 17%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 151st

Public Diplomacy Spending

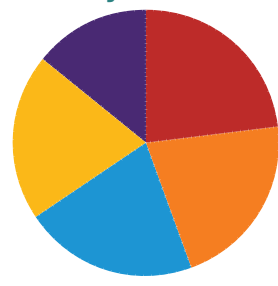
Total FY 2020 | DP (.7): \$478,200 | Supplemental: \$104,996

Spending by Program



- Inform Policy Making: \$86,710.00
- Media Programming: \$65,953.00
- Cultural Programs (Post Generated): \$50,614.00
- English Language Programs (non-ECA): \$46,564.00
- Speaker Programs (Post Generated): \$37,260.00
- Digital Outreach: \$32,245.00

Percentage Allocation by Theme



- Women's Empowerment: 23.20%
- Humanitarian Assistance; Disaster Mitigation: 21.17%
- Democracy/Good Governance/Rule of Law: 20.87%
- CVE/Counterterrorism: 20.29%
- Civil Society: 14.47%

Map Key: ■ Embassy ▲ Consulate

Mauritius



\$345,300
PD Spending FY20

1,271,768
Population

\$9,629
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,030
Population: 1,271,768
Below 24 yrs. old: 33.50%
Refugee population: 20
Urban population: 40.8%
GDP/Capita: \$9,629
Unemployment: 7.1%
Below Poverty Line: 8% (2006 est.)
Literacy Rate: 91.3% (2018)
Avg. Years of Education: 9.7 (M), 9.4 (F)
10.1 (M), 9.9 (F) Seychelles

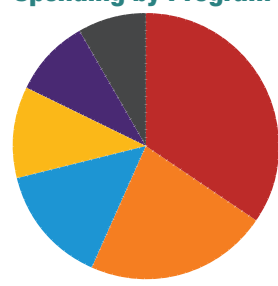
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 45th
Corruption Perception Index: 52nd (Tied)
27th Seychelles
Economic Freedom Index: 13th (Mostly Free)
60th (Moderately Free) Seychelles
Good Country Index: 48th (123rd Seychelles)
Media Freedom Index: 56th (63rd Seychelles)
Internet Penetration: 68%
Mobile Connections: 150%
Social Media Penetration: 68%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 78th

Public Diplomacy Spending

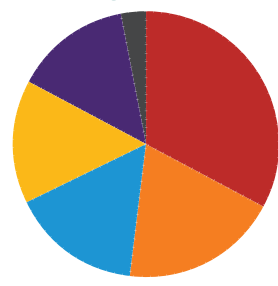
Total FY 2020 | DP (.7): \$314,400 | Supplemental: \$30,900

Spending by Program



- Support for Mission Initiatives: \$93,667.00
- Cultural Programs (Post Generated): \$59,699.00
- Private-Public Partnerships: \$38,740.00
- Educational Advising: \$30,447.00
- Media Programming: \$26,657.00
- Speaker Programs (Post Generated): \$22,589.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 33.34%
- Trade and Investment: 18.79%
- Democracy/Good Governance/Rule of Law: 15.63%
- Women's Empowerment: 15.27%
- Information and Media Literacy: 13.59%
- Global Health: 3.38%

Post also oversees programs in Seychelles. Country profile demographics and social indicators are for the primary country.



Mozambique



\$907,697

PD Spending FY20

31,255,435

Population

\$430

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 786,380

Population: 31,255,435

Below 24 yrs. old: 65.48%

Refugee population: 4,713

Urban population: 37.1%

GDP/Capita: \$430

Unemployment: 3.4%

Below Poverty Line: 46.1% (2015 est.)

Literacy Rate: 60.7% (2017)

Avg. Years of Education: 4.5 (M), 2.7 (F)

Social & Media Indicators

Inclusive Internet Index: 109th

Social Progress Index: 150th

Corruption Perception Index: 149th (Tied)

Economic Freedom Index: 153rd (Mostly Unfree)

Good Country Index: 110th

Media Freedom Index: 104th

Internet Penetration: 17%

Mobile Connections: 50%

Social Media Penetration: 8.1%

Most Used SNS: Facebook

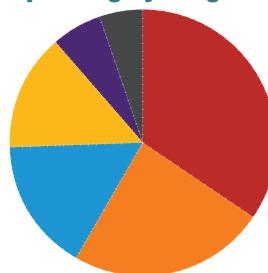
Global Soft Power: Not Ranked

Gender Inequality: 127th

Public Diplomacy Spending

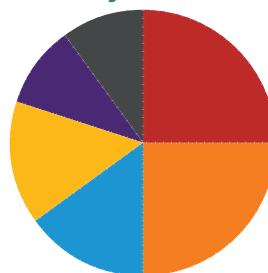
Total FY 2020 | DP (.7): \$838,000 | Supplemental: \$69,697

Spending by Program



- Support for Mission Initiatives: \$277,599.00
- Cultural Programs (Post Generated): \$192,941.00
- Media Programming: \$129,322.00
- Complementing ECA Programs: \$112,165.00
- Complementing Foreign Assistance Programs: \$49,912.00
- Digital Outreach: \$41,002.00

Percentage Allocation by Theme



- CVE/Counterterrorism: 25.00%
- Democracy/Good Governance/Rule of Law: 25.00%
- Economic Statecraft: 15.00%
- Environment/Climate Change: 15.00%
- Civil Society: 10.00%
- Information and Media Literacy: 10.00%

Map Key: ■ Embassy ▲ Consulate

Namibia



\$462,290

PD Spending FY20

2,540,905

Population

\$4,411

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 823,290

Population: 2,540,905

Below 24 yrs. old: 55.95%

Refugee population: 3,182

Urban population: 52.0%

GDP/Capita: \$4,411

Unemployment: 20.4%

Below Poverty Line: 28.7% (2010 est.)

Literacy Rate: 91.5% (2018)

Avg. Years of Education: 6.7 (M), 7.3 (F)

Social & Media Indicators

Inclusive Internet Index: 102nd (Tied)

Social Progress Index: 106th

Corruption Perception Index: 57th (Tied)

Economic Freedom Index: 83rd (Moderately Free)

Good Country Index: 104th

Media Freedom Index: 23rd

Internet Penetration: 51%

Mobile Connections: 115%

Social Media Penetration: 28%

Most Used SNS: Facebook

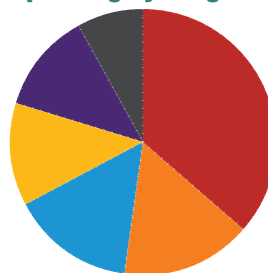
Global Soft Power: Not Ranked

Gender Inequality: 106th

Public Diplomacy Spending

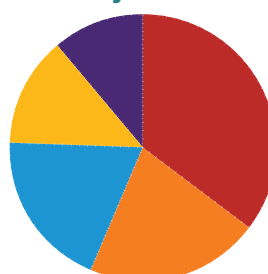
Total FY 2020 | DP (.7): \$431,400 | Supplemental: \$30,890

Spending by Program



- GPA Programs: \$130,872.00
- Alumni Outreach: \$57,285.00
- Education Initiatives (not English Language Programs): \$53,968.00
- Cultural Programs (Post Generated): \$44,718.00
- Complementing ECA Programs: \$43,823.00
- Support for Mission Initiatives: \$29,399.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 35.26%
- Democracy/Good Governance/Rule of Law: 21.20%
- Economic Statecraft: 19.17%
- Global Health: 12.77%
- Promoting Study in the U.S. and Educational Exchanges: 11.60%



Niger



\$593,700

PD Spending FY20

24,206,644

Population

\$567

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,266,700

Population: 24,206,644

Below 24 yrs. old: 70.57%

Refugee population: 179,997

Urban population: 16.6%

GDP/Capita: \$567

Unemployment: 0.7%

Below Poverty Line: 45.4% (2014 est.)

Literacy Rate: 35.1% (2018)

Avg. Years of Education: 2.8 (M), 1.4 (F)

Social & Media Indicators

Inclusive Internet Index: 117th

Social Progress Index: 162nd

Corruption Perception Index: 123rd

Economic Freedom Index: 117th (Mostly Unfree)

Good Country Index: 93rd

Media Freedom Index: 57th

Internet Penetration: 12%

Mobile Connections: 47%

Social Media Penetration: 2.1%

Most Used SNS: Facebook

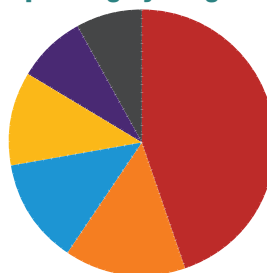
Global Soft Power: Not Ranked

Gender Inequality: 154th

Public Diplomacy Spending

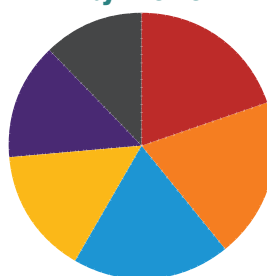
Total FY 2020 | DP (.7): \$592,700 | Supplemental: \$1,000

Spending by Program



- Support for Mission Initiatives: \$199,085.00
- Media Programming: \$65,118.00
- GPA Programs: \$57,341.00
- Complementing ECA Programs: \$50,716.00
- Alumni Outreach: \$36,778.00
- Cultural Programs (Post Generated): \$35,437.00

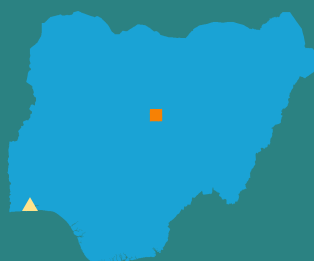
Percentage Allocation by Theme



- Civil Society: 19.51%
- Women's Empowerment: 19.35%
- Human Rights: 19.01%
- Civil Society: 15.08%
- Entrepreneurship/Job Creation: 14.58%
- Conflict Prevention & Mitigation: 12.47%

Map Key: ■ Embassy ▲ Consulate

Nigeria



\$4,798,810

PD Spending FY20

206,139,589

Population

\$2,208

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 910,770

Population: 206,139,589

Below 24 yrs. old: 61.97%

Refugee population: 54,157

Urban population: 52.0%

GDP/Capita: \$2,208

Unemployment: 9.0%

Below Poverty Line: 70% (2010 est.)

Literacy Rate: 62.0% (2018)

Avg. Years of Education: 7.7 (M), 5.7 (F)

Social & Media Indicators

Inclusive Internet Index: 75th

Social Progress Index: 138th

Corruption Perception Index: 149th (Tied)

Economic Freedom Index: 105th (Mostly Unfree)

Good Country Index: 126th

Media Freedom Index: 115th

Internet Penetration: 42%

Mobile Connections: 83%

Social Media Penetration: 13%

Most Used SNS: Facebook

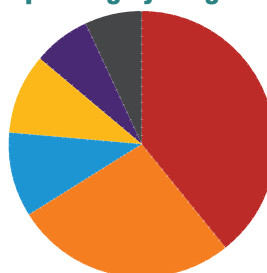
Global Soft Power: 82nd

Gender Inequality: Not Ranked

Public Diplomacy Spending

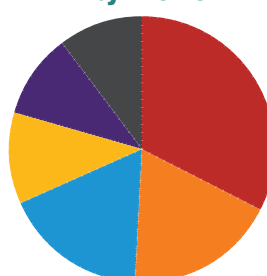
Total FY 2020 | DP (.7): \$4,110,000 | Supplemental: \$688,810

Spending by Program



- Cultural Programs (Post Generated): \$1,332,852.00
- Support for Mission Initiatives: \$908,606.00
- Digital Outreach: \$344,827.00
- Media Programming: \$331,406.00
- Educational Advising: \$237,021.00
- VIP Press Support: \$229,034.00

Percentage Allocation by Theme



- Information and Media Literacy: 31.76%
- Democracy/Good Governance/Rule of Law: 18.61%
- STEM: 17.76%
- Entrepreneurship/Job Creation: 11.38%
- Religious Engagement: 10.49%
- CVE/Counterterrorism: 10.00%



Republic of the Congo



\$309,500
PD Spending FY20

5,518,087
Population

\$2,271
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 341,500
Population: 5,518,087
Below 24 yrs. old: 58.71%
Refugee population: 25,668
Urban population: 67.8%
GDP/Capita: \$2,271
Unemployment: 10.3%
Below Poverty Line: 46.5% (2011 est.)
Literacy Rate: 80.3% (2018)
Avg. Years of Education: 7.5 (M), 6.1 (F)

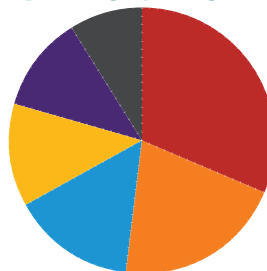
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 147th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 156th (Mostly Unfree)
Good Country Index: 92nd
Media Freedom Index: 118th
Internet Penetration: 28%
Mobile Connections: 94%
Social Media Penetration: 13%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 144th

Public Diplomacy Spending

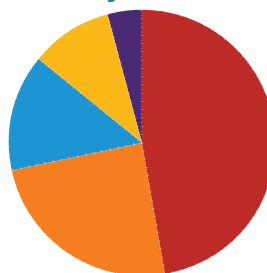
Total FY 2020 | DP (.7): \$282,500 | Supplemental: \$27,000

Spending by Program



- Support for Mission Initiatives: \$64,736.00
- English Language Programs (non-ECA): \$42,746.00
- Media Programming: \$31,450.00
- Cultural Programs (Post Generated): \$26,003.00
- Complementing ECA Programs: \$23,769.00
- Alumni Outreach: \$18,453.00

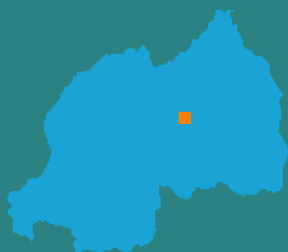
Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 47.32%
- STEM: 24.37%
- Women's Empowerment: 14.10%
- Civil Society: 10.24%
- Trade and Investment: 3.97%

Map Key: ■ Embassy ▲ Consulate

Rwanda



\$869,139
PD Spending FY20

12,952,218
Population

\$819
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 24,670
Population: 12,952,218
Below 24 yrs. old: 60.05%
Refugee population: 145,054
Urban population: 17.4%
GDP/Capita: \$819
Unemployment: 1.4%
Below Poverty Line: 39.1% (2015 est.)
Literacy Rate: 73.2% (2018)
Avg. Years of Education: 4.9 (M), 4.0 (F)

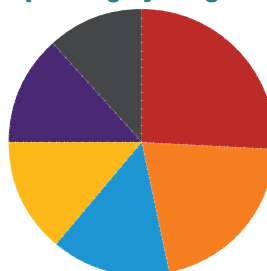
Social & Media Indicators

Inclusive Internet Index: 95th (Tied)
Social Progress Index: 137th
Corruption Perception Index: 49th (Tied)
Economic Freedom Index: 47th (Moderately Free)
Good Country Index: 76th
Media Freedom Index: 155th
Internet Penetration: 26%
Mobile Connections: 73%
Social Media Penetration: 4.8%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 92nd

Public Diplomacy Spending

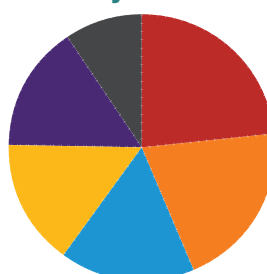
Total FY 2020 | DP (.7): \$548,300 | Supplemental: \$320,839

Spending by Program



- Complementing ECA Programs: \$100,091.00
- Cultural Programs (Post Generated): \$80,812.00
- Media Programming: \$54,493.00
- GPA Programs: \$54,100.00
- Support for Mission Initiatives: \$50,850.00
- Speaker Programs (Post Generated): \$45,483.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 23.57%
- Women's Empowerment: 20.39%
- Civil Society: 16.11%
- Entrepreneurship/Job Creation: 15.43%
- Human Rights: 14.90%
- Democracy/Good Governance/Rule of Law: 9.60%



Senegal



\$1,148,435
PD Spending FY20

16,743,927
Population

\$1,629
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 192,530
Population: 16,743,927
Below 24 yrs. old: 60.73%
Refugee population: 14,467
Urban population: 48.1%
GDP/Capita: \$1,629
Unemployment: 7.1%
Below Poverty Line: 46.7% (2011 est.)
Literacy Rate: 51.9% (2017)
Avg. Years of Education: 4.6 (M), 1.9 (F)

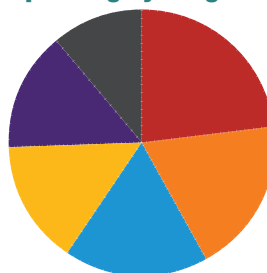
Social & Media Indicators

Inclusive Internet Index: 100th
Social Progress Index: 111th
Corruption Perception Index: 67th (Tied)
Economic Freedom Index: 111th (Mostly Unfree)
Good Country Index: 66th
Media Freedom Index: 47th
Internet Penetration: 46%
Mobile Connections: 109%
Social Media Penetration: 21%
Most Used SNS: Facebook
Global Soft Power: 98th
Gender Inequality: 130th

Public Diplomacy Spending

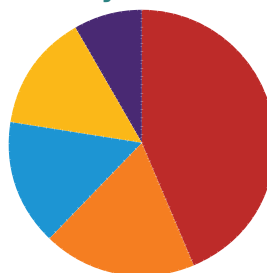
Total FY 2020 | DP (.7): \$894,000 | Supplemental: \$254,435

Spending by Program



Media Programming: \$150,664.00
Cultural Programs (Post Generated): \$123,330.00
Complementing ECA Programs: \$114,861.00
Support for Mission Initiatives: \$96,772.00
Digital Outreach: \$95,449.00
Private-Public Partnerships: \$71,732.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 43.40%
Civil Society: 18.24%
STEM: 15.44%
Democracy/Good Governance/Rule of Law: 14.43%
Religious Engagement: 8.49%

Map Key: ■ Embassy ▲ Consulate

Sierra Leone



\$254,500
PD Spending FY20

7,976,983
Population

\$470
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 72,180
Population: 7,976,983
Below 24 yrs. old: 60.21%
Refugee population: 441
Urban population: 42.9%
GDP/Capita: \$470
Unemployment: 4.6%
Below Poverty Line: 70.2% (2004 est.)
Literacy Rate: 43.2% (2018)
Avg. Years of Education: 4.5 (M), 2.9 (F)

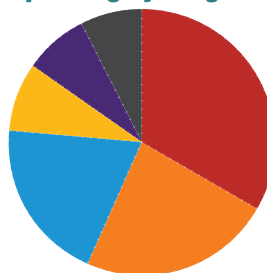
Social & Media Indicators

Inclusive Internet Index: 116th
Social Progress Index: 136th
Corruption Perception Index: 117th (Tied)
Economic Freedom Index: 150th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 85th
Internet Penetration: 25%
Mobile Connections: 87%
Social Media Penetration: 8.9%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 155th

Public Diplomacy Spending

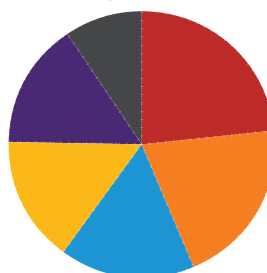
Total FY 2020 | DP (.7): \$205,470 | Supplemental: \$49,030

Spending by Program



Complementing ECA Programs: \$63,890.00
Cultural Programs (Post Generated): \$44,944.00
Media Programming: \$37,796.00
Digital Outreach: \$15,668.00
Education Initiatives (not English Language Programs): \$15,138.00
Alumni Outreach: \$13,951.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 24.84%
Information and Media Literacy: 23.60%
Democracy/Good Governance/Rule of Law: 19.54%
Women's Empowerment: 15.34%
Human Rights: 9.34%
Economic Statecraft: 7.33%



Somalia



\$160,200
PD Spending FY20

15,893,222
Population

N/A
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 627,340
Population: 15,893,222
Below 24 yrs. old: 62.19%
Refugee population: 17,882
Urban population: 46.1%
GDP/Capita: N/A
Unemployment: 13.1%
Below Poverty Line: 73%
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

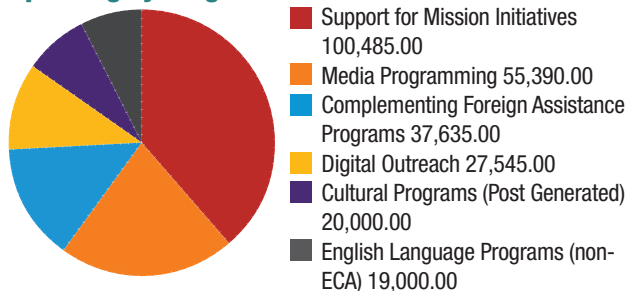
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 164th
Corruption Perception Index: 179th (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 163rd
Internet Penetration: 10%
Mobile Connections: 48%
Social Media Penetration: 10%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

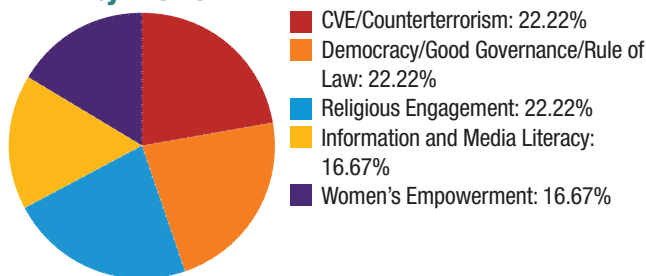
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$152,800 | Supplemental: \$7,400

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

South Africa



\$4,420,000
PD Spending FY20

59,308,690
Population

\$5,235
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,213,090
Population: 59,308,690
Below 24 yrs. old: 44.74%
Refugee population: 89,285
Urban population: 67.4%
GDP/Capita: \$5,235
Unemployment: 28.7%
Below Poverty Line: 16.6% (2016 est.)
Literacy Rate: 87.0% (2017)
Avg. Years of Education: 10.3 (M), 10.0 (F)

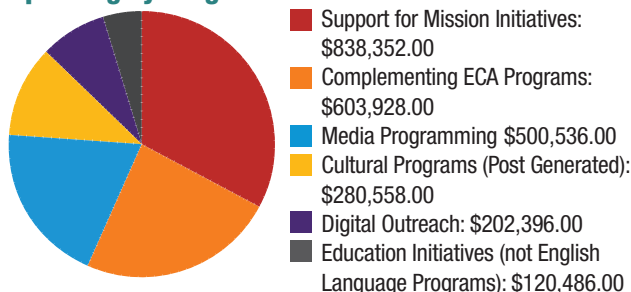
Social & Media Indicators

Inclusive Internet Index: 47th
Social Progress Index: 80th
Corruption Perception Index: 69th (Tied)
Economic Freedom Index: 99th (Mostly Unfree)
Good Country Index: 41st
Media Freedom Index: 31st
Internet Penetration: 62%
Mobile Connections: 176%
Social Media Penetration: 37%
Most Used SNS: Facebook
Global Soft Power: 37th
Gender Inequality: 93rd

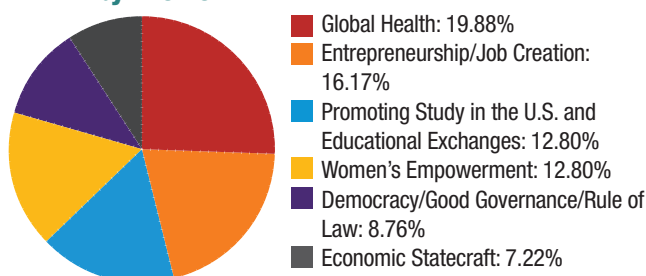
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$2,480,000 | Supplemental: \$1,940,000

Spending by Program

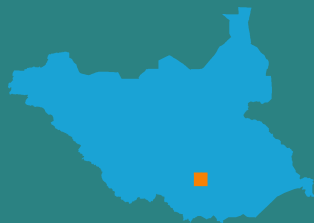


Percentage Allocation by Theme





South Sudan



\$392,169
PD Spending FY20

11,193,725
Population

\$332
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 619,745
Population: 11,193,725
Below 24 yrs. old: 62.86%
Refugee population: 298,309
Urban population: 20.2%
GDP/Capita: \$332
Unemployment: 12.7%
Below Poverty Line: 66% (2015 est.)
Literacy Rate: 34.5% (2018)
Avg. Years of Education: 5.2 (M), 3.9 (F)

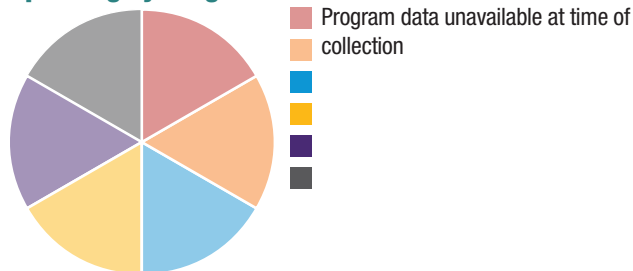
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 168th
Corruption Perception Index: 179th (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 138th
Internet Penetration: 8%
Mobile Connections: 20%
Social Media Penetration: 2.5%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

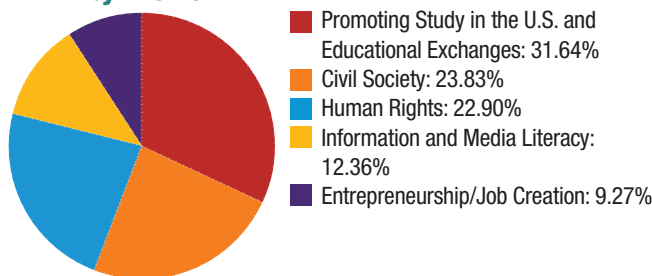
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$283,500 | Supplemental: \$108,669

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Sudan



\$1,272,590
PD Spending FY20

43,849,260
Population

\$442
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,886,068
Population: 43,849,260
Below 24 yrs. old: 62.95%
Refugee population: 1,055,489
Urban population: 35.3%
GDP/Capita: \$442
Unemployment: 17.7%
Below Poverty Line: 46.5% (2009 est.)
Literacy Rate: 60.7% (2018)
Avg. Years of Education: 4.2 (M), 3.3 (F)

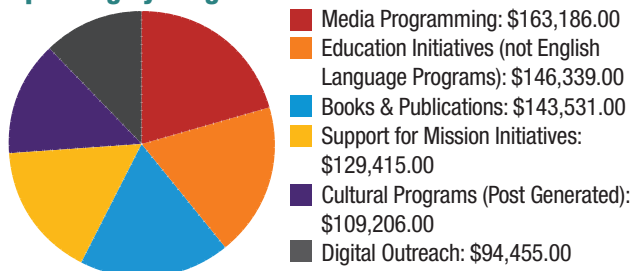
Social & Media Indicators

Inclusive Internet Index: 106th
Social Progress Index: 155th
Corruption Perception Index: 174th (Tied)
Economic Freedom Index: 175th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 159th
Internet Penetration: 31%
Mobile Connections: 76%
Social Media Penetration: 3%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 138th

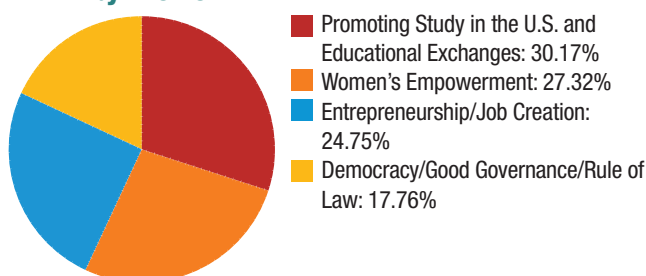
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$747,000 | Supplemental: \$525,590

Spending by Program



Percentage Allocation by Theme





Tanzania



\$978,465

PD Spending FY20

59,734,218

Population

\$1,122

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 885,800

Population: 59,734,218

Below 24 yrs. old: 63.09%

Refugee population: 242,171

Urban population: 35.2%

GDP/Capita: \$1,122

Unemployment: 2.2%

Below Poverty Line: 22.8% (2015 est.)

Literacy Rate: 77.9% (2015)

Avg. Years of Education: 6.4 (M), 5.8 (F)

Social & Media Indicators

Inclusive Internet Index: 98th

Social Progress Index: 126th

Corruption Perception Index: 94th (Tied)

Economic Freedom Index: 93rd (Moderately Free)

Good Country Index: 79th

Media Freedom Index: 124th

Internet Penetration: 25%

Mobile Connections: 75%

Social Media Penetration: 7.6%

Most Used SNS: Facebook

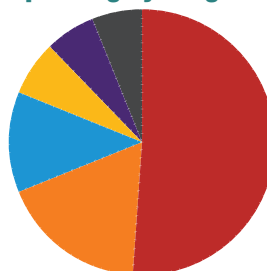
Global Soft Power: 97th

Gender Inequality: 140th

Public Diplomacy Spending

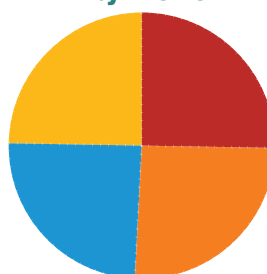
Total FY 2020 | DP (.7): \$739,300 | Supplemental: \$239,165

Spending by Program



- Support for Mission Initiatives: \$316,717.00
- Media Programming: \$109,073.00
- Digital Outreach: \$76,733.00
- Cultural Programs (Post Generated): \$40,452.00
- Education Initiatives (not English Language Programs): \$38,855.00
- Speaker Programs (Post Generated): \$35,887.00

Percentage Allocation by Theme



- Information and Media Literacy: 25.59%
- Promoting Study in the U.S. and Educational Exchanges: 25.59%
- Trade and Investment: 24.46%
- Democracy/Good Governance/Rule of Law: 24.36%

Map Key: ■ Embassy ▲ Consulate

Togo



\$646,735

PD Spending FY20

8,278,724

Population

\$679

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 54,390

Population: 8,278,724

Below 24 yrs. old: 58.76%

Refugee population: 11,964

Urban population: 42.8%

GDP/Capita: \$679

Unemployment: 4.1%

Below Poverty Line: 55.1% (2015 est.)

Literacy Rate: 63.7% (2015)

Avg. Years of Education: 6.7 (M), 3.5 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 133rd

Corruption Perception Index: 134th (Tied)

Economic Freedom Index: 113th (Mostly Unfree)

Good Country Index: 105th

Media Freedom Index: 71st

Internet Penetration: 21%

Mobile Connections: 80%

Social Media Penetration: 7.9%

Most Used SNS: Facebook

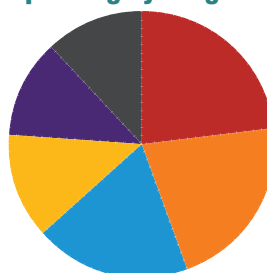
Global Soft Power: Not Ranked

Gender Inequality: 145th

Public Diplomacy Spending

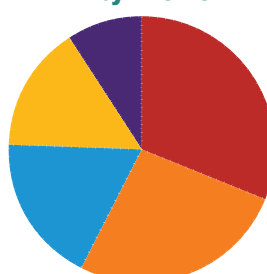
Total FY 2020 | DP (.7): \$548,100 | Supplemental: \$98,635

Spending by Program



- Education Initiatives (not English Language Programs): \$81,509.00
- Cultural Programs (Post Generated): \$74,657.00
- English Language Programs (non-ECA): \$67,498.00
- Support for Mission Initiatives: \$45,639.00
- Speaker Programs (Post Generated): \$41,986.00
- Alumni Outreach: \$41,449.00

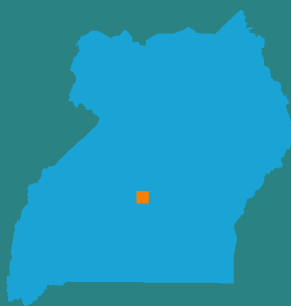
Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 30.53%
- Democracy/Good Governance/Rule of Law: 26.39%
- Economic Statecraft: 18.56%
- CVE/Counterterrorism: 15.72%
- STEM: 8.79%



Uganda



\$958,069

PD Spending FY20

45,741,007

Population

\$794

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 200,520

Population: 45,741,007

Below 24 yrs. old: 68.46%

Refugee population: 1,359,458

Urban population: 25.0%

GDP/Capita: \$794

Unemployment: 2.4%

Below Poverty Line: 21.4% (2017 est.)

Literacy Rate: 76.5% (2018)

Avg. Years of Education: 7.6 (M), 4.9 (F)

Social & Media Indicators

Inclusive Internet Index: 93rd

Social Progress Index: 140th

Corruption Perception Index: 142nd (Tied)

Economic Freedom Index: 106th (Mostly Unfree)

Good Country Index: 65th

Media Freedom Index: 125th

Internet Penetration: 24%

Mobile Connections: 60%

Social Media Penetration: 5.6%

Most Used SNS: Facebook

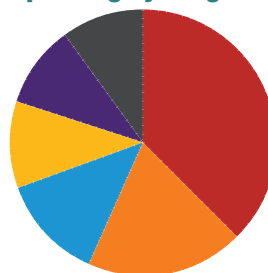
Global Soft Power: 94th

Gender Inequality: 131st

Public Diplomacy Spending

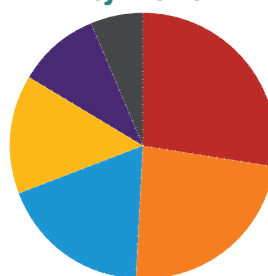
Total FY 2020 | DP (.7): \$715,200 | Supplemental: \$242,869

Spending by Program



- Cultural Programs (Post Generated): \$192,878.00
- Media Programming: \$98,918.00
- Education Initiatives (not English Language Programs): \$65,251.00
- Digital Outreach: \$53,653.00
- Alumni Outreach: \$51,039.00
- GPA Programs: \$50,193.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 27.33%
- Civil Society: 23.52%
- Information and Media Literacy: 18.44%
- Promoting Study in the U.S. and Educational Exchanges: 14.06%
- Women's Empowerment: 10.21%
- CVE/Counterterrorism: 6.44%

Map Key: ■ Embassy ▲ Consulate

Zambia



\$690,969

PD Spending FY20

18,383,955

Population

\$1,005

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 743,390

Population: 18,383,955

Below 24 yrs. old: 65.77%

Refugee population: 57,518

Urban population: 44.6%

GDP/Capita: \$1,005

Unemployment: 12.2%

Below Poverty Line: 54.4% (2015 est.)

Literacy Rate: 86.7% (2018)

Avg. Years of Education: 8.2 (M), 6.3 (F)

Social & Media Indicators

Inclusive Internet Index: 101st

Social Progress Index: 135th

Corruption Perception Index: 117th (Tied)

Economic Freedom Index: 159th (Mostly Unfree)

Good Country Index: 82nd

Media Freedom Index: 120th

Internet Penetration: 24%

Mobile Connections: 88%

Social Media Penetration: 13%

Most Used SNS: Facebook

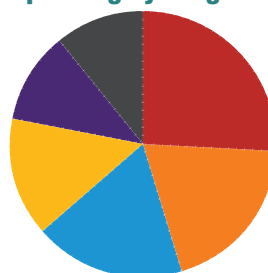
Global Soft Power: 87th

Gender Inequality: 137th

Public Diplomacy Spending

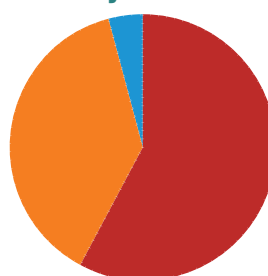
Total FY 2020 | DP (.7): \$661,600 | Supplemental: \$29,369

Spending by Program



- Media Programming: \$113,526.00
- GPA Programs: \$86,223.00
- Inform Policy Making: \$79,589.00
- Education Initiatives (not English Language Programs): \$64,412.00
- Speaker Programs (Post Generated): \$48,640.00
- Digital Outreach: \$47,544.00

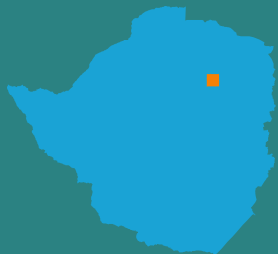
Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 57.82%
- Travel and Tourism: 38.58%
- Entrepreneurship/Job Creation: 3.60%



Zimbabwe



\$1,499,858
PD Spending FY20

14,862,924
Population

\$516
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 386,850
Population: 14,862,924
Below 24 yrs. old: 58.48%
Refugee population: 8,956
Urban population: 32.2%
GDP/Capita: \$516
Unemployment: 5.7%
Below Poverty Line: 72.3% (2012 est.)
Literacy Rate: 86.5% (2015)
Avg. Years of Education: 8.9 (M), 8.1 (F)

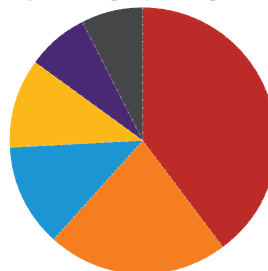
Social & Media Indicators

Inclusive Internet Index: 105th
Social Progress Index: 134th
Corruption Perception Index: 157th (Tied)
Economic Freedom Index: 174th (Repressed)
Good Country Index: 111th
Media Freedom Index: 126th
Internet Penetration: 33%
Mobile Connections: 83%
Social Media Penetration: 6.6%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 129th

Public Diplomacy Spending

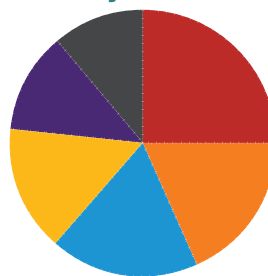
Total FY 2020 | DP (.7): \$1,400,000 | Supplemental: \$99,858

Spending by Program



Complementing ECA Programs: \$490,739.00
Support for Mission Initiatives: \$270,465.00
Cultural Programs (Post Generated): \$150,817.00
Digital Outreach: \$132,858.00
Media Programming: \$92,603.00
Educational Advising: \$91,213.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 25.37%
Democracy/Good Governance/Rule of Law: 18.45%
Entrepreneurship/Job Creation: 18.42%
Women's Empowerment: 14.78%
Economic Statecraft: 12.04%
Environment/Climate Change: 10.93%

Map Key: ■ Embassy ▲ Consulate





U.S. Public Diplomacy in East Asia and the Pacific



Participants in the Young Southeast Asian Leaders Initiative (YSEALI)
"Seeds for the Future" Program in Hanoi





BUREAU OF EAST ASIAN AND PACIFIC AFFAIRS (EAP)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$51.24 million	\$55.69 million	\$54.28 million	\$50.10 million	\$50.20 million
American Salaries	\$14.30 million	\$19.97 million	\$21.54 million	\$20.10 million	\$22.50 million
Supplemental	\$5.35 million	\$6.63 million	\$5.46 million	\$3.80 million	\$9.30 million
BBG/USAGM	\$63.95 million	\$68.49 million	\$62.89 million	\$66.28 million	\$68.61 million
Total	\$134.84 million	\$150.78 million	\$144.17 million	\$140.28 million	\$150.61 million

STRATEGIC OVERVIEW

The prosperity and security of the United States are inextricably linked to the development and stability of the East Asia and Pacific (EAP) region. It is home to a third of the world’s population and many of its fastest-growing economies. In the next decade, trade volume in Asia is expected to double, and by 2050, Asia’s economies are projected to account for more than half of the world’s gross domestic product. The United States has treaty alliances with five countries in the EAP region (Australia, Japan, the Republic of Korea, the Philippines, and Thailand) and close relationships with many other key partners, including ASEAN.

The *Interim National Security Strategic Guidance* of March 2021 defines the United States’ relationship with the People’s Republic of China (PRC) as one of strategic competition, consistent with the prior administration’s focus on “great power competition” with the PRC. Taking a clear-eyed approach to dealing with the PRC, the U.S. government will seek cooperation on areas of mutual interest, including climate change, public health, and controlling nuclear proliferation. At the same time, the United States will not hesitate to challenge PRC actions which violate principles of international law, affect human rights, or destabilize the rules-based international order. To that end, EAP works closely with allies and partners in the region and around the world to expand security cooperation, promote regional stability, and address shared challenges throughout the region. The United States and its allies and partners in the Indo-Pacific are also promoting a free and open regional order in which the rights of nations to make independent political choices free of coercion or undue foreign influence are respected, and freedom of navigation and overflight facilitate growth and prosperity.

The United States is committed to being mindful of national values and interests as it engages partner nations and promotes responsive governments, empowered citizens, and strong regional institutions. Through foreign assistance and development activity, and in coordination with like-minded allies and partners, the United States is working with Indo-Pacific governments, multilateral organizations, and civil society to support their efforts on good governance, transparency, rule of law, protection of human rights, and expansion of opportunities for women and for marginalized groups. The U.S. also provided leadership in responding to the COVID-19 pandemic throughout the region and the world.

These efforts build on strong people-to-people ties, deeply rooted in trust and personal relationships. EAP public diplomacy programs work to strengthen these ties, and to engage governments, opinion leaders, media, and civil society in support of mutually beneficial goals. The 45 U.S. diplomatic posts in the EAP Bureau’s geographic region and the Bureau’s domestic offices utilize PD tools and programs to achieve U.S. foreign policy goals and objectives by understanding, informing, and influencing foreign publics, and by expanding and strengthening the relationship between the people and government of the United States and citizens of the East Asia and Pacific region. Given the challenge of operating during a global pandemic, EAP posts and offices developed innovative programs which leveraged technology to further USG objectives, shifting to online-enabled programs while continuing to engage actively across the region.

U.S. FOREIGN POLICY GOALS

As enumerated in the EAP Bureau’s Joint Regional Strategy, and consistent with the *Interim National Security Strategic Guidance*, the EAP Bureau’s foreign policy priorities include:

- A constructive results-oriented relationship with China that counters Beijing’s revisionist ambitions and coercive actions that threaten continued stability of a rules-based order in the region;
- Increased political and economic pressure on North Korea to persuade it to abandon its nuclear-weapons and ballistic-missile programs;
- Enhanced security at home and abroad through strengthened U.S. ties with allies and partners;



- Sustained and inclusive growth and prosperity that is driven by open market economic policies; high-standard investment; increased connectivity; inclusive health and education systems; improved natural resource management; and free, fair, and reciprocal trading relationships; and
- A rules-based order in the Indo-Pacific, supported by transparent and accountable governments, that advances long-term democratic development and resolves disputes peacefully through international law and respect for national sovereignty.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

U.S. public diplomacy advances U.S. foreign policy priorities in the East Asia and Pacific region with a focus on the following goals:

- Promote a positive vision of the United States and American values through expanded engagement with emerging leaders;
- Strengthen networks of likeminded partners by emphasizing how the United States advances the security, economic, governance, and human capital capabilities of the nations of the Indo-Pacific;
- Help EAP populations develop greater resilience to disinformation, misinformation, and propaganda; and
- Inform and educate regional and global audiences about the necessity of denuclearizing the Korean Peninsula.

Promote a Positive Vision of the United States and American Values through Expanded Engagement with Emerging Leaders

A focus of EAP public diplomacy efforts is promoting a positive vision of the United States, particularly to younger audiences, to ensure that publics and governments in the region continue to identify the United States as an indispensable partner. Over the course of 2020, EAP worked with a wide array of host government, civil society, and private sector stakeholders to constructively engage high-potential youth audiences at the national and critical grassroots level and provide them with desirable skills, opportunities, and information, implicitly contrasting U.S. openness and freedom with authoritarianism.

- Mission Australia sponsored a “Future Leaders Series” on the U.S.-Australia Alliance hosted by Young Australians in International Affairs (YAIA), a leading group of young professionals in foreign policy across Australia, including a policy proposal competition where 25 emerging leaders in foreign policy, business, and academia pitched ideas to enhance U.S.-Australia cooperation to support women’s economic empowerment in the Indo-Pacific, counter malign foreign influence and disinformation, and strengthen cybersecurity cooperation.
- Embassy Seoul organized a virtual webinar with the American Center for over 125 young Koreans on leadership and resilience during COVID-19. Startup CEOs and marketing specialists spoke about their experiences adjusting to new working conditions and led a dynamic and engaging discussion with a large audience of emerging Korean voices.
- In Fiji, Mission Suva hosted the four-day “fjSTEAM Bootcamp” at the University of the South Pacific for 50 elementary and middle school female students, who heard from expert speakers and worked on group science projects, with the goal of encouraging them to pursue a science track in high school. Press from all the major outlets attended the graduation, part of Mission Suva’s multiyear campaign to promote STEAM (science, technology, engineering, art and design, and math) studies and careers.
- In the Philippines, after the COVID-19 pandemic forced schools to transition from in-person to distance learning, the Embassy’s Regional English Language Office piloted a new virtual English language program to support the host government’s education response. The five-week-long “Bridging the Distance Together” English language program trained 1,600 Philippine teachers and reached more than 3.6 million educators via Facebook streaming, a record-breaking reach for State Department English language programming.
- In Burma, the Public Affairs team organized an Ambassador’s Youth Council, which provided young people across the country with a virtual space and a structure to explore ideas, advocacy, critical thinking, and have result-oriented discussions.
- Mission Singapore worked with a not-for-profit organization, Singapore Space & Technology Ltd, to produce its first fully virtual youth competition, the 2021 Singapore Space Challenge (SSC), which engaged young people to help design the next lunar rover. In support of the SSC, the mission arranged for U.S. experts to deliver talks and workshops to 550 participating youth.
- Embassy Kuala Lumpur not only continued their involvement with a highly popular TV program featuring Fulbright English Teaching Assistants (ETAs) but adapted it to the COVID-19 period. TV3’s popular docu-series Kami Sayang Teacher, which features Fulbright ETAs’ work throughout Malaysia, reaches over 500,000 viewers per episode, and overcame pandemic-related filming limitations to continue to air regularly.
- Embassy Beijing’s EducationUSA team launched a six-week social media campaign entitled “#2020/2021WeAreTogether” to highlight U.S. universities’ measures to support their international students throughout the Covid-19 pandemic. The campaign, which attracted more than 13 million views and 55,000 engagements, provided an official and transparent communication channel between U.S. universities and Chinese students and parents while dispelling rumors and misleading information about studying in the United States.



Strengthen Networks of Likeminded Partners by Emphasizing to Influential EAP Audiences How the United States Advances the Security, Economic, Governance, and Human Capital Capabilities of the Nations of the Indo-Pacific

EAP public diplomacy makes the case to influencers and established voices that the free and open international order is beneficial for all involved. With a focus on the United States' five EAP treaty allies and many partners, EAP/PD communicates the role of the United States in ensuring regional security, addressing critical transnational challenges such as the global pandemic and climate change, promoting free trade and open investment climates, and advancing emerging technologies and innovation.

Security

In the security realm, EAP public diplomacy activities included promoting regional cooperation and highlighting common interests such as free and open navigation, maritime domain awareness, humanitarian relief and disaster management, and peacekeeping operations. For example, AIT Taiwan's "Security Cooperation Month" highlighted the multifaceted nature of U.S.- Taiwan security cooperation through a series of online interactions. Embassy Manila developed a new training partnership for future flag officers from the Armed Forces of the Philippines and Philippine Coast Guard, providing U.S. expert lecturers to address PRC aggression in the South China Sea, protection of marine resources, and Indo-Pacific security. Embassy Canberra held a virtual seminar to highlight the evolution of the Five Eyes partnership, the role each country plays in ensuring collective peace and security, and the shared democratic values that the partnership promotes through joint efforts.

Economics

EAP public diplomacy programs on economic issues emphasize the importance of entrepreneurship and the role of private investment in improving livelihoods and highlight U.S. collaboration with partners to develop sustainable infrastructure that connects the region and promotes lasting growth. Representative activities included Embassy Kuala Lumpur's Academy for Women Entrepreneurs (AWE) program to assist women across Malaysia to build business skills, in the process promoting equality in opportunity, stimulating economic growth, and strengthening economic ties between the U.S. and Malaysia. Embassy Tokyo organized a webinar for business leaders and government officials with the Information Technology and Innovation Foundation to explore the economic implications of AI and digital transformation regulatory issues. Embassy Bangkok embedded journalists from multiple media outlets on the Ambassador's visit to Thailand's Eastern Economic Corridor where the delegation toured flagship American manufacturing firms, generating a strong narrative about how U.S. businesses drive investment, job growth, and R&D in Thailand. Embassy Suva awarded over \$225,000 in small grants to boost economic resilience and women's economic empowerment, with a focus on projects related to developing tourism, entrepreneurship, and trade with the United States. Embassy Manila pivoted its #goodBUSINESSPH outreach campaign, which highlights the positive impact of American companies in the Philippines, to profile U.S. companies assisting communities in need during the pandemic, reaching over 1.9 million social media users.

Governance

To achieve long term, sustainable prosperity and social stability, governing structures must be open, transparent, and fair. EAP public diplomacy programs over the past year promoted freedom of the press, the rule of law, the importance of the democratic process, and strong civil society organizations. These included: discussions led by Embassy Canberra on advancing democratic governance in the Indo-Pacific region for Australian audiences; Mission Burma programs to raise awareness about the actions needed to make progress in combatting human trafficking in Burma; American Center Hanoi speaker events to introduce the U.S. electoral process and share the history of women as candidates; and an Embassy Vientiane effort leveraging its 350,000-strong Facebook following to become Laos' authoritative U.S. elections reporting site. Embassy Manila hosted its annual Media Seminar virtually, focused on the theme of reporting in emergency and disaster situations in order to improve the capacity of more than 500 journalists to cover the pandemic, other natural and man-made disasters, and the disinformation "info-demic."

Human Capital

By transitioning long-standing training programs and professional and student exchanges to virtual activities to meet the needs of societies coping with the pandemic, EAP public diplomacy activities helped the countries of the region gain needed 21st century skills and capabilities to succeed. Hundreds of emerging leaders throughout the region joined virtual International Visitor Leadership Programs, meeting virtually with experts across the United States to hear about their issues and challenges, and building international ties.

For example, Embassy Tokyo launched its U.S.-Japan Security Alliance and Game Changing Technologies Symposium with a series of virtual programs, bringing together industry representatives, think tankers, and young professionals. Embassy Kuala Lumpur launched a Regional Workshop on Advocacy and Strategic Communications for civil society leaders, student activists, and journalists, with participants from 11 EAP countries working primarily in the areas of wildlife trafficking, the environment, and human trafficking, to help them build skills in increasing public awareness and advocating for action on social issues. The Beijing American Center hosted a workshop on how to make low-cost, do-it-yourself air filters featuring the Fulbright alumnus founder of social enterprise Smart Air. In Timor-Leste, to mark the 30th Anniversary of the American Disabilities Act (ADA), Embassy Dili's American Corner hosted a discussion with a talented disabled Timorese musician who, having successfully obtained scholarships to study abroad, encouraged over 500 viewers to not limit themselves and to focus on developing their talents.



Help EAP Populations Develop Greater Resilience to Disinformation, Misinformation, and Propaganda

By highlighting state and private actor disinformation activities throughout the region, EAP public diplomacy activity builds the capacity of local partners to resist disinformation, misinformation, and propaganda. Working closely with the Department of State's Global Engagement Center, EAP has supported the implementation of programming in the field that proactively builds capacity among local stakeholders and partner governments to identify, monitor, and push back against disinformation. For example, Embassy Kuala Lumpur hosted a regional TechCamp focused on combating disinformation to train and motivate journalists to produce data-driven, non-biased reporting to counter false narratives, and to inculcate media literacy skills among the wider public. Embassy Beijing used social media to deliver accurate and trustworthy news, amplifying Department messaging countering PRC aggression in the South China Sea and human rights abuses in Hong Kong and Xinjiang. Consulate General Hong Kong responded promptly and authoritatively to unfounded allegations by a Beijing-owned newspaper that American diplomats were partially responsible for the current resurgence of COVID-19 in Hong Kong by sending an open letter to the paper and publishing it on social media. In Korea, the Ambassador refuted disinformation about the Chinese intervention in the Korean War in his remarks highlighting the 70th anniversary of the battle at Chosin Reservoir, where 120,000 Chinese troops attacked U.S. and UN soldiers in November 1950.

Inform and Educate Regional and Global Audiences about the Necessity of Denuclearizing the Korean Peninsula

Through speaker programs and media engagement, EAP/PD consistently communicates to audiences in East Asia, including South Korea, Japan, and the PRC, as well as regional and global audiences, the U.S. commitment to the complete denuclearization of the Korean Peninsula and the end of the DPRK's illicit ballistic missile programs, and to maintaining public pressure on countries and firms which violate trade sanctions. EAP's public diplomacy strategy focuses on the benefits to the DPRK of denuclearization while reinforcing international coordination to pressure the DPRK to act on its denuclearization commitment. Additionally, PD campaigns work to raise general awareness of the ongoing security challenge posed by the actions of the North Korean government. EAP also collaborates with the Bureau of Democracy, Human Rights, and Labor to highlight the DPRK's egregious human rights record. Targeted research and digital programs highlight North Korea's human rights violations and abuses through the voices of those who have fled the country.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Embassies and consulates across the region used public diplomacy tools to reach local audiences through a broad range of outreach and exchange programs, digital media campaigns, media training, and much more. Over 80 American Spaces provide venues for Asia-Pacific publics to access credible information about the United States and to meet with American experts to discuss a range of U.S. foreign policy topics, such as the rule-of-law, cyber security, and detecting and combating disinformation. Below are a few examples of regional and country-specific programs in support of U.S. policy goals.

Young Southeast Asian Leaders Initiative (YSEALI): Approximately 650 million people live in Southeast Asia, and more than 60 percent of the population is under the age of 35. A core public diplomacy goal is to engage this critical demographic so the United States remains an indispensable partner in business, education, and international cooperation, now and in the future. YSEALI achieves this goal by developing the capabilities of young leaders, strengthening people-to-people ties between the United States and Southeast Asia, promoting regional collaboration on problems of mutual concern, and nurturing an ASEAN community.

YSEALI has an online membership of more than 150,000 youth across the region, and there are more than 6,000 alumni of YSEALI programs. YSEALI programs include professional and academic exchanges conducted by ECA and a host of regional programs that include workshops, a small grants competition, an annual summit, an annual community service campaign, digital engagement, and the new YSEALI Academy at Fulbright University Vietnam. The YSEALI 2020 "YOUnified" community service campaign provided resources and encouragement for these youth leaders to create their own projects, and over 1,500 responded.

Young Pacific Leaders (YPL): Since 2013, YPL has been the flagship program for forging strong, positive ties between the United States and emerging leaders across 23 Pacific nations and territories, including Papua New Guinea, the Solomon Islands, Vanuatu, Fiji, Kiribati, Nauru, Tonga, Tuvalu, Samoa, Cook Islands, Niue, the Federated States of Micronesia, the Republic of the Marshall Islands, Palau, French Polynesia, New Caledonia, Wallis & Futuna, Australia, New Zealand, American Samoa, Guam, Commonwealth of the Northern Mariana Islands, and Hawaii. The program includes an annual leadership conference and a small grants program. YPL has nearly 300 alumni with diverse backgrounds, including diplomats, government officials, teachers, NGO leaders, and journalists.

Twelve alumni received grants of \$10,000 each to implement projects in their countries related to the YPL program pillars of education, economic development, resource management, and good governance. Projects included providing business training for handicraft makers in rural communities of French Polynesia to market their goods digitally, delivering water filtration systems to remote communities in the Marshall Islands so they could access safe drinking water, and preserving Papua New Guinean traditions such as weaving, cooking, and arts and crafts by having youth capture them digitally. In October 2020, fifteen YPL leaders were selected for a virtual IVLP on governance and transparency. The program introduced participants to current social, political, and economic issues in the United States focusing on good governance and leadership development. Participants examined ways to foster accountability and how to take advantage of new technology to create efficiencies in government, while examining the ethical implications of technology-driven change.



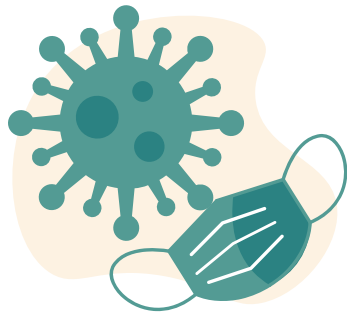
Sports Diplomacy: In preparation for the Tokyo Olympics and Paralympics, which was delayed for a year owing to the pandemic, Mission Japan has continued to promote study in the United States through the very successful “Go for Gold” program. Virtual school visits by diplomats and community events featuring Olympians and Paralympians have created opportunities for more than 24,000 students across Japan to participate in the Go for Gold program, and millions more have seen or read about the program through newspaper articles and television broadcasts. Meanwhile, AIT Taiwan marked the 4th of July with an America-themed day at a Taiwan professional baseball game. “America Day: Homerun!” included two MLB players from Taiwan, broad press and social media exposure, and fans attending the game and watching at home. AIT’s accompanying social media campaign reached well over half a million people.

Celebrating and Strengthening Bilateral Relationships

- Embassy Tokyo hosted a countrywide virtual speaker program to commemorate the 60th anniversary of the U.S.-Japan Security Alliance, supporting Mission Japan’s goal of strengthening the Alliance to underpin regional security. Since young Japanese are less likely to see how the Security Alliance impacts their lives, the Mission connected with nearly 400 university students and others across Japan for a discussion with the Embassy’s Defense Attaché. After listening to the presentations, 89% of participants agreed that the U.S.-Japan Security Alliance is necessary.
- In Port Moresby, Mission Papua New Guinea hosted a November 11 commemoration at the soon-to-be-completed New Embassy Compound, recognizing the 75th anniversary of World War II and connecting it to present-day priorities of environmental resiliency and good governance. The Secretary of State, the Director of Overseas Buildings and Operations, EAP’s Assistant Secretary of State, the head of the Indo-Pacific Command, and the commander of the Wisconsin National Guard appeared virtually.
- In Vietnam, the Mission celebrated the 25th anniversary of the re-establishment of diplomatic ties and highlight the growing U.S.-Vietnam relationship through interviews by the Ambassador with Vietnamese media outlets, and speaker programs, in which mission leaders and distinguished Vietnamese panelists discussed how far the two countries have come since 1995 and what opportunities lie ahead for the next 25 years of partnership.
- Embassy Singapore partnered with Pacific Forum to launch the U.S.-Singapore Cyber & Tech Security Virtual Series, which examines cybersecurity and technology security issues in the Indo-Pacific through virtual public and closed-door seminars. In a series of webinars, U.S. and Singaporean cybersecurity experts discussed the prevalence of cyber threats in the region, assessed the growing prominence of information warfare, and highlighted common tactics, techniques, and procedures used by malicious actors, as well as the countermeasures that governments and the private sector have undertaken to fortify their cyber defenses in the emerging data-driven economy.
- Consulate General Surabaya in Indonesia launched a program named “80 Alumni with 80 Stories for the 80th Anniversary of IVLP” that celebrated the 80th anniversary of the International Visitors Leadership Program, and reinvigorated relationships with and between IVLP alumni, through a series of 80 virtual programs that drew record-breaking audiences between April and November 2020.



Hybrid Programming in the Philippines



Addressing COVID-19 Challenges with Hybrid Programming in the Philippines

In response to the COVID-19 pandemic, the U.S. Embassy Manila Public Affairs Section made a dramatic and rapid shift in early 2020 to almost entirely virtual public outreach programming. However, when a modest loosening of host government restrictions and increased virtual programming expertise created an opportunity, PAS used the Mission's commemoration on September 3rd, 2020, of the 75th Anniversary of the Japanese World War II surrender in the Philippines to try something new.

To mark the historic anniversary, PAS designed a hybrid event to host socially distanced receptions at USG venues along with a virtual option to capture a wider audience. Venues included the U.S. Ambassadorial residence in Baguio (the site of the 1945 surrender ceremony); the Chancery in Manila; and Zoom.



Keynote speakers joined from each location, with Manila's Secretary of Foreign Affairs, the counterpart to the U.S. Secretary of State, attending in Manila, the Vice Mayor of Baguio City joining the Ambassador at the Baguio residence, and the Secretary of National Defense and the Japanese Ambassador to the Philippines joining over Zoom.



The PAS team used networked audio and video to simultaneously link Baguio and Manila to the online audience, and sequenced speakers across the three venues.

In addition to the invited speakers, notable attendees included the Ambassador of New Zealand, the Australian Chargé d’Affaires, the Mayor of Manila, the Commandant of the Philippine Coast Guard, and the Administrator of the Philippine Veterans Affairs Office. For the first time in six months, in-person attendance provided Embassy staff the opportunity to personally connect to key contacts in an otherwise limited environment.





EAP POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Japan*	\$9.36 million	\$0	\$9.36 million	\$88,000	\$9.09 million	\$527,888	\$9.15 million	\$0
2	China	\$7.95 million	\$43,713	\$7.91 million	\$61,465	\$8.09 million	\$15,970	\$6.47 million	\$0
3	Indonesia	\$5.67 million	\$383,635	\$6.62 million	\$678,396	\$4.96 million	\$314,011	\$5.23 million	\$554,059
4	South Korea	\$4.34 million	\$167,007	\$4.55 million	\$218,000	\$4.26 million	\$177,861	\$4.47 million	\$0
5	Australia	\$3.21 million	\$0	\$3.46 million	\$350,000	\$2.87 million	\$36,982	\$4.22 million	\$200,000
6	Vietnam	\$1.68 million	\$1.13 million	\$1.55 million	\$1.01 million	\$1.50 million	\$447,026	\$2.72 million	\$250,000
7	Thailand	\$2.10 million	\$470,565	\$1.91 million	\$747,087	\$1.88 million	\$655,800	\$2.34 million	\$20,348
8	Malaysia	\$1.76 million	\$107,828	\$1.77 million	\$117,610	\$1.70 million	\$495,617	\$1.79 million	\$399,617
9	Marshall Islands	\$40,172	\$0	\$72,594	\$0	\$65,753	\$400	\$1.62 million	\$500,000
10	Philippines	\$2.84 million	\$197,807	\$1.85 million	\$521,000	\$1.61 million	\$250,119	\$1.74 million	\$208,000
11	New Zealand	\$1.67 million	\$0	\$1.39 million	\$0	\$1.37 million	\$6,738	\$1.36 million	\$250,000
12	Hong Kong (China)	\$1.50 million	\$0	\$1.66 million	\$0	\$1.41 million	\$149,925	\$1.51 million	\$0
13	Singapore	\$1.51 million	\$0	\$1.23 million	\$501,000	\$1.28 million	\$800,323	\$1.42 million	\$0
14	Cambodia	\$630,917	\$460,810	\$642,492	\$614,914	\$616,639	\$361,755	\$1.28 million	\$0
15	Burma	\$1.17 million	\$1.37 million	\$975,818	\$296,194	\$1.04 million	\$574,689	\$1.12 million	\$149,276
16	Mongolia	\$439,112	\$77,334	\$451,875	\$197,038	\$406,734	\$145,368	\$796,347	\$0
17	Fiji, Kiribati, Nauru, Tonga, Tuvalu	\$450,496	\$166,800	\$681,335	\$27,448	\$479,734	\$17,767	\$499,378	\$0
18	Laos	\$484,161	\$314,241	\$450,739	\$238,646	\$473,097	\$157,125	\$493,829	\$0
19	Timor-Leste	\$238,308	\$0	\$241,448	\$24,938	\$243,132	\$21,500	\$262,308	\$120,000
20	Papua New Guinea, Solomon Islands, Vanuatu	\$341,654	\$224,292	\$346,670	\$161,900	\$340,811	\$157,880	\$379,408	\$0



EAP POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
21	Micronesia	\$40,815	\$0	\$94,409	\$379,688	\$85,563	\$41,500	\$362,644	\$0
22	Brunei	\$298,296	\$0	\$273,998	\$0	\$291,690	\$4,428	\$305,372	\$0
23	Samoa	\$90,433	\$0	\$115,693	\$1,400	\$89,303	\$13,900	\$94,365	\$0
24	Palau	\$15,877	\$0	\$70,616	\$0	\$48,866	\$90,000	\$55,531	\$0

*Japan's ranking is driven by the country's high operational overhead costs.

Other Posts:

1	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
	Taiwan	\$79,063	\$90,293	\$74,750	\$94,067	\$94,750	\$227,404	\$0	\$0



U.S. PUBLIC DIPLOMACY IN EAST ASIA AND THE PACIFIC





Australia



\$4,421,571
PD Spending FY20

25,499,884
Population

\$57,210
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 7,692,020
Population: 25,499,884

Below 24 yrs. old: 31.61%
Refugee population: 76,768
Urban population: 86.2%

GDP/Capita: \$57,210
Unemployment: 6.6%
Below Poverty Line: 13.6% (2018 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.7 (M), 12.8 (F)

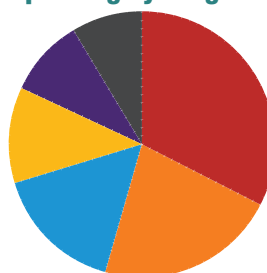
Social & Media Indicators

Inclusive Internet Index: 4th
Social Progress Index: 11th
Corruption Perception Index: 11th (Tied)
Economic Freedom Index: 3rd (Free)
Good Country Index: 18th
Media Freedom Index: 26th
Internet Penetration: 88%
Mobile Connections: 130%
Social Media Penetration: 71%
Most Used SNS: Facebook
Global Soft Power: 10th
Gender Inequality: 25th

Public Diplomacy Spending

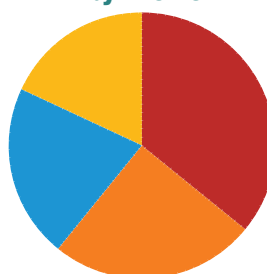
Total FY 2020 | DP (.7): \$4,221,571 | Supplemental: \$200,000

Spending by Program



Cultural Programs (Post Generated): \$771,699.00
Support for Mission Initiatives: \$514,443.00
Media Programming: \$372,058.00
Digital Outreach: \$273,024.00
Alumni Outreach: \$226,477.00
Speaker Programs (Post Generated): \$198,616.00

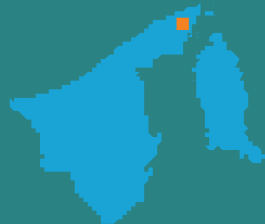
Percentage Allocation by Theme



Entrepreneurship/Job Creation: 36.34%
Promoting Study in the U.S. and Educational Exchanges: 24.72%
Human Rights: 21.03%
Environment/Climate Change: 17.91%

Map Key: ■ Embassy ▲ Consulate

Brunei



\$305,372
PD Spending FY20

437,479
Population

\$26,273
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 5,270
Population: 437,479

Below 24 yrs. old: 38.55%
Refugee population: 0
Urban population: 78.3%

GDP/Capita: \$26,273
Unemployment: 8.4%
Below Poverty Line: ~ 5%
Literacy Rate: 97.2% (2018)
Avg. Years of Education: 9.2 (M), 9.1 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 57th (Moderately Free)
Good Country Index: Not Ranked
Media Freedom Index: 152nd
Internet Penetration: 95%
Mobile Connections: 130%
Social Media Penetration: 94%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 60th

Public Diplomacy Spending

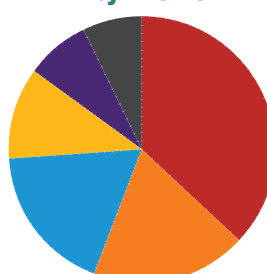
Total FY 2020 | DP (.7): \$305,372 | Supplemental: \$0

Spending by Program



Program data unavailable at time of collection
[Other categories are not specified in the legend]

Percentage Allocation by Theme



Civil Society: 36.58%
Entrepreneurship/Job Creation: 19.51%
Promoting Study in the U.S. and Educational Exchanges: 18.43%
STEM: 10.66%
Global Health: 7.71%
Women's Empowerment: 7.11%



Burma



\$1,273,397
PD Spending FY20

54,409,800
Population

\$1,441
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 653,080
Population: 54,409,800
Below 24 yrs. old: 42.97%
Refugee population: 1,076,825
Urban population: 31.1%
GDP/Capita: \$1,441
Unemployment: 1.8%
Below Poverty Line: 25.6% (2016 est.)
Literacy Rate: 89.1% (2019)
Avg. Years of Education: 4.9 (M), 5.0 (F)

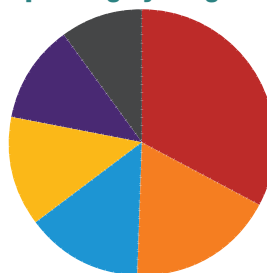
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 135th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 139th
Internet Penetration: 41%
Mobile Connections: 126%
Social Media Penetration: 41%
Most Used SNS: Facebook
Global Soft Power: 60th
Gender Inequality: 118th

Public Diplomacy Spending

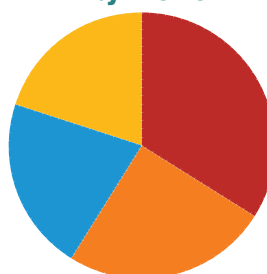
Total FY 2020 | DP (.7): \$1,124,121 | Supplemental: \$149,276

Spending by Program



Complementing ECA Programs: \$285,731.00
Support for Mission Initiatives: \$155,314.00
Cultural Programs (Post Generated): \$124,939.00
Media Programming: \$116,336.00
English Language Programs (non-ECA): \$102,329.00
Alumni Outreach: \$86,913.00

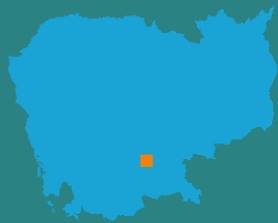
Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 34.30%
Information and Media Literacy: 25.29%
Democracy/Good Governance/Rule of Law: 20.56%
Civil Society: 19.85%

Map Key: ■ Embassy ▲ Consulate

Cambodia



\$1,279,606
PD Spending FY20

16,718,965
Population

\$1,680
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 176,520
Population: 16,718,965
Below 24 yrs. old: 47.46%
Refugee population: 61 (2017)
Urban population: 24.2%
GDP/Capita: \$1,680
Unemployment: 0.3%
Below Poverty Line: 16.5% (2016 est.)
Literacy Rate: 80.5% (2015)
Avg. Years of Education: 5.8 (M), 4.2 (F)

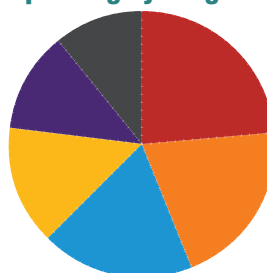
Social & Media Indicators

Inclusive Internet Index: 83rd (Tied)
Social Progress Index: 128th
Corruption Perception Index: 160th (Tied)
Economic Freedom Index: 118th (Mostly Unfree)
Good Country Index: 127th
Media Freedom Index: 144th
Internet Penetration: 58%
Mobile Connections: 128%
Social Media Penetration: 58%
Most Used SNS: Facebook
Global Soft Power: 89th
Gender Inequality: 117th

Public Diplomacy Spending

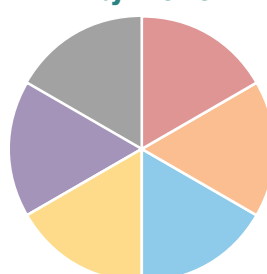
Total FY 2020 | DP (.7): \$1,279,606 | Supplemental: \$0

Spending by Program



Support for Mission Initiatives: \$118,782.00
GPA Programs: \$102,623.00
Digital Outreach: \$93,509.00
Complementing ECA Programs: \$74,017.00
Media Programming: \$60,905.00
English Language Programs (non-ECA): \$53,557.00

Percentage Allocation by Theme



Theme data unavailable at time of collection
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Theme data unavailable at time of collection
Theme data unavailable at time of collection



China



\$6,465,438
PD Spending FY20

1,439,323,776
Population

\$11,712
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 9,388,210
Population: 1,439,323,776
Below 24 yrs. old: 28.77%
Refugee population: 303,379
Urban population: 61.4%
GDP/Capita: \$11,712
Unemployment: 5.0%
Below Poverty Line: 3.3% (2016 est.)
Literacy Rate: 96.8% (2018)
Avg. Years of Education: 8.4 (M), 7.7 (F)

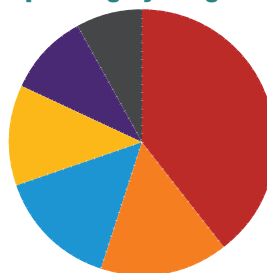
Social & Media Indicators

Inclusive Internet Index: 39th
Social Progress Index: 100th
Corruption Perception Index: 78th (Tied)
Economic Freedom Index: 107th (Mostly Unfree)
Good Country Index: 60th
Media Freedom Index: 177th
Internet Penetration: 59%
Mobile Connections: 112%
Social Media Penetration: 72%
Most Used SNS: QZone
Global Soft Power: 8th
Gender Inequality: 39th

Public Diplomacy Spending

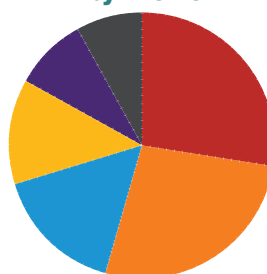
Total FY 2020 | DP (.7): \$6,465,438 | Supplemental: \$0

Spending by Program



Cultural Programs (Post Generated): \$2,954,090.00
Support for Mission Initiatives: \$1,160,726.00
Media Programming: \$1,078,764.00
Complementing ECA Programs: \$911,078.00
Educational Advising: \$756,396.00
English Language Programs (non-ECA): \$586,603.00

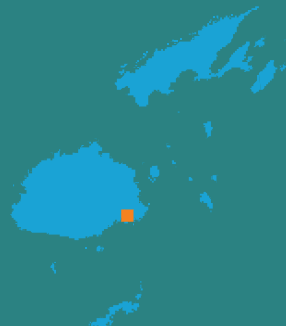
Percentage Allocation by Theme



Civil Society: 27.85%
Promoting Study in the U.S. and Educational Exchanges: 27.19%
Trade and Investment: 15.76%
Democracy/Good Governance/Rule of Law: 12.57%
Human Rights: 9.10%
Environment/Climate Change: 7.52%

Map Key: ■ Embassy ▲ Consulate

Fiji



\$499,378
PD Spending FY20

896,445
Population

\$4,822
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 18,270
Population: 896,445
Below 24 yrs. old: 42.37%
Refugee population: 12
Urban population: 57.2%
GDP/Capita: \$4,822
Unemployment: 4.8%
Below Poverty Line: 31% (2009 est.)
Literacy Rate: 99.1% (2018)
Avg. Years of Education: 10.8 (M), 11.0 (F)
(11.2 (M), 11.3 (F) Tonga)

Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 81st
Corruption Perception Index: Not Ranked
Economic Freedom Index: 87th (Moderately Free)
115th (Mostly Unfree) Tonga
Good Country Index: 88th
Media Freedom Index: 52nd Fiji (50th Tonga)
Internet Penetration: 66%
Mobile Connections: 139%
Social Media Penetration: 63%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 84th Fiji (79th Tonga)

Public Diplomacy Spending

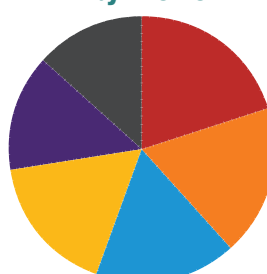
Total FY 2020 | DP (.7): \$499,378 | Supplemental: \$0

Spending by Program



Cultural Programs (Post Generated): \$57,882.00
Media Programming: \$44,174.00
Support for Mission Initiatives: \$42,450.00
Post-Generated Exchanges: \$41,602.00
Digital Outreach: \$35,054.00
Education Initiatives (not English Language Programs): \$34,053.00

Percentage Allocation by Theme



Women's Empowerment: 19.69%
Civil Society: 17.76%
STEM: 17.48%
Democracy/Good Governance/Rule of Law: 17.36%
Promoting Study in the U.S. and Educational Exchanges: 14.03%
Information and Media Literacy: 13.68%

Post also oversees programs in Kiribatu, Nauru, Tonga & Tuvalu. Country profile demographics and social indicators are for the primary country.



Hong Kong (China)



\$1,515,934
PD Spending FY20

7,496,981
Population

\$47,989
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,050
Population: 7,496,981
Below 24 yrs. old: 21.62%
Refugee population: 128
Urban population: 100.0%
GDP/Capita: \$47,989
Unemployment: 5.8%
Below Poverty Line: 19.9% (2016 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.7 (M), 11.9 (F)

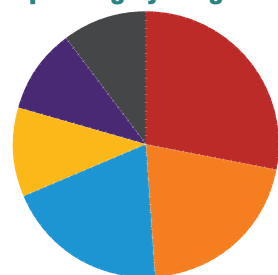
Social & Media Indicators

Inclusive Internet Index: 5th
Social Progress Index: Not Ranked
Corruption Perception Index: 11th (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 80th
Internet Penetration: 91%
Mobile Connections: 181%
Social Media Penetration: 78%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

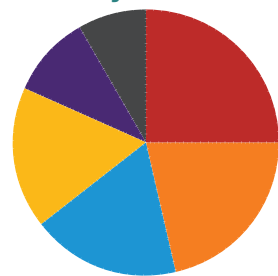
Total FY 2020 | DP (.7): \$1,515,934 | Supplemental: \$0

Spending by Program



Media Programming: \$299,413.00
Digital Outreach: \$220,602.00
Cultural Programs (Post Generated): \$207,629.00
Educational Advising: \$114,872.00
Alumni Outreach: \$110,189.00
Post-Generated Exchanges: \$105,874.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 25.31%
Civil Society: 20.81%
Democracy/Good Governance/Rule of Law: 18.38%
Information and Media Literacy: 16.75%
Trade and Investment: 10.55%
Transnational Threats - Crime, Narcotics, Trafficking in Persons: 8.20%

Map Key: ■ Embassy ▲ Consulate

Indonesia



\$5,788,431
PD Spending FY20

273,523,615
Population

\$4,287
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,811,570
Population: 273,523,615
Below 24 yrs. old: 40.63%
Refugee population: 10,287
Urban population: 56.6%
GDP/Capita: \$4,287
Unemployment: 4.1%
Below Poverty Line: 10.9% (2016 est.)
Literacy Rate: 96% (2020)
Avg. Years of Education: 8.6 (M), 7.8 (F)

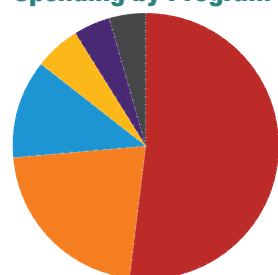
Social & Media Indicators

Inclusive Internet Index: 66th
Social Progress Index: 94th
Corruption Perception Index: 102nd (Tied)
Economic Freedom Index: 56th (Moderately Free)
Good Country Index: 90th
Media Freedom Index: 119th
Internet Penetration: 64%
Mobile Connections: 124%
Social Media Penetration: 59%
Most Used SNS: Facebook
Global Soft Power: 45th
Gender Inequality: 121st

Public Diplomacy Spending

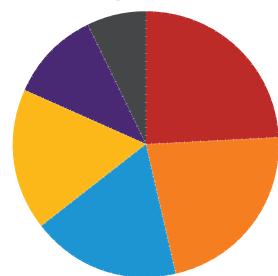
Total FY 2020 | DP (.7): \$5,234,372 | Supplemental: \$554,059

Spending by Program



Complementing ECA Programs: \$2,540,569.00
Support for Mission Initiatives: \$1,051,999.00
Media Programming: \$580,510.00
Cultural Programs (Post Generated): \$277,921.00
Alumni Outreach: \$216,398.00
Digital Outreach: \$206,537.00

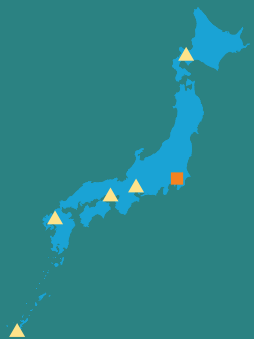
Percentage Allocation by Theme



Economic Statecraft: 23.98%
Civil Society: 21.93%
Democracy/Good Governance/Rule of Law: 18.52%
Promoting Study in the U.S. and Educational Exchanges: 17.30%
CVE/Counterterrorism: 10.78%
Entrepreneurship/Job Creation: 7.49%



Japan



\$9,152,043
PD Spending FY20

126,476,461
Population

\$40,733
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 364,560
Population: 126,476,461
Below 24 yrs. old: 21.96%
Refugee population: 1,463
Urban population: 91.8%
GDP/Capita: \$40,733
Unemployment: 3.0%
Below Poverty Line: 16.1% (2013 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.6 (M), 13.1 (F)

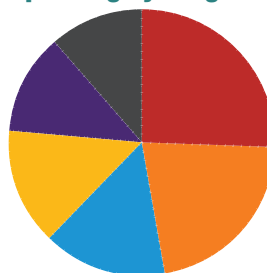
Social & Media Indicators

Inclusive Internet Index: 14th (Tied)
Social Progress Index: 9th
Corruption Perception Index: 19th
Economic Freedom Index: 23rd (Mostly Free)
Good Country Index: 26th
Media Freedom Index: 66th
Internet Penetration: 92%
Mobile Connections: 151%
Social Media Penetration: 65%
Most Used SNS: Facebook
Global Soft Power: 2nd
Gender Inequality: 24th

Public Diplomacy Spending

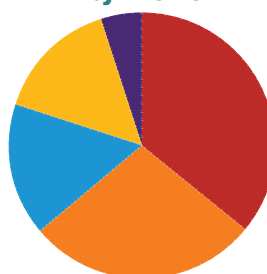
Total FY 2020 | DP (.7): \$9,152,043 | Supplemental: \$0

Spending by Program



Support for Mission Initiatives: \$1,597,234.00
Cultural Programs (Post Generated): \$1,354,214.00
Speaker Programs (Post Generated): \$937,826.00
Educational Advising: \$883,732.00
Media Programming: \$773,446.00
Digital Outreach: \$694,476.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 36.05%
Information and Media Literacy: 28.03%
Trade and Investment: 15.91%
Women's Empowerment: 14.88%
Civil Society: 5.12%

Map Key: ■ Embassy ▲ Consulate

Laos



\$493,829
PD Spending FY20

7,275,560
Population

\$2,614
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 230,800
Population: 7,275,560
Below 24 yrs. old: 51.85%
Refugee population: 80 (1987)
Urban population: 36.3%
GDP/Capita: \$2,614
Unemployment: 0.9%
Below Poverty Line: 22% (2013 est.)
Literacy Rate: 84.7% (2015)
Avg. Years of Education: N/A (M), N/A (F)

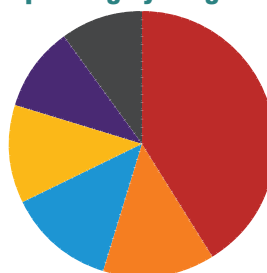
Social & Media Indicators

Inclusive Internet Index: 88th
Social Progress Index: 145th
Corruption Perception Index: 134th (Tied)
Economic Freedom Index: 141st (Mostly Unfree)
Good Country Index: 139th
Media Freedom Index: 172nd
Internet Penetration: 43%
Mobile Connections: 79%
Social Media Penetration: 43%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 113th (Tied)

Public Diplomacy Spending

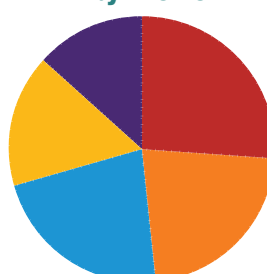
Total FY 2020 | DP (.7): \$493,829 | Supplemental: \$0

Spending by Program



Complementing ECA Programs: \$154,017.00
Alumni Outreach: \$51,130.00
Education Initiatives (not English Language Programs): \$48,138.00
Digital Outreach: \$45,134.00
English Language Programs (non-ECA): \$38,125.00
Media Programming: \$37,549.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 25.78%
Entrepreneurship/Job Creation: 22.47%
Information and Media Literacy: 22.02%
Democracy/Good Governance/Rule of Law: 16.52%
Environment/Climate Change: 13.21%



Malaysia



\$2,188,970
PD Spending FY20

32,365,999
Population

\$11,378
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 328,550
Population: 32,365,999
Below 24 yrs. old: 43.43%
Refugee population: 129,107
Urban population: 77.2%
GDP/Capita: \$11,378
Unemployment: 4.5%
Below Poverty Line: 3.8% (2009 est.)
Literacy Rate: 95% (2019)
Avg. Years of Education: 10.5 (M), 10.3 (F)

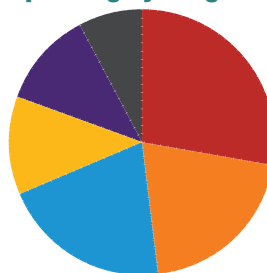
Social & Media Indicators

Inclusive Internet Index: 42nd
Social Progress Index: 51st
Corruption Perception Index: 57th (Tied)
Economic Freedom Index: 22nd (Mostly Free)
Good Country Index: 52nd
Media Freedom Index: 101st
Internet Penetration: 83%
Mobile Connections: 127%
Social Media Penetration: 81%
Most Used SNS: Facebook
Global Soft Power: 39th
Gender Inequality: 59th

Public Diplomacy Spending

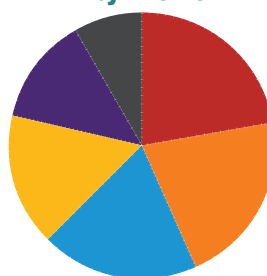
Total FY 2020 | DP (.7): \$1,789,353 | Supplemental: \$399,617

Spending by Program



Support for Mission Initiatives: \$394,169.00
Alumni Outreach: \$287,956.00
Cultural Programs (Post Generated): \$287,956.00
Complementing ECA Programs: \$171,481.00
Media Programming: \$164,277.00
Education Initiatives (not English Language Programs): \$107,177.00

Percentage Allocation by Theme



Democracy/Good Governance/Rule of Law: 22.39%
CVE/Counterterrorism: 21.25%
Civil Society: 19.61%
Economic Statecraft: 15.96%
Information and Media Literacy: 12.40%
Security Cooperation: 8.38%

Map Key: ■ Embassy ▲ Consulate

Marshall Islands



\$2,121,808
PD Spending FY20

59,190
Population

\$4,091
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 181
Population: 59,190
Below 24 yrs. old: 52.03%
Refugee population: 7
Urban population: 77.8%
GDP/Capita: \$4,091
Unemployment: 36% (2006 est.)
Below Poverty Line: N/A
Literacy Rate: 98.3% (2011)
Avg. Years of Education: 11.1 (M), 10.7 (F)

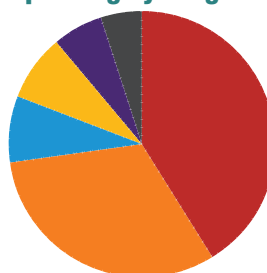
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: 39%
Mobile Connections: 11%
Social Media Penetration: 39%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

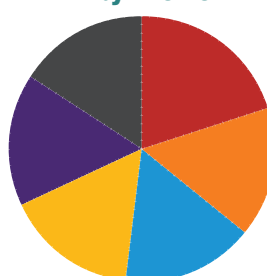
Total FY 2020 | DP (.7): \$1,621,808 | Supplemental: \$500,000

Spending by Program



Support for Mission Initiatives: \$25,961.00
Cultural Programs (Post Generated): \$19,813.00
Post-Generated Exchanges: \$5,520.00
Digital Outreach: \$5,367.00
Books / Publications: \$4,200.00
Media Programming: \$3,103.00

Percentage Allocation by Theme



Women's Empowerment: 19.92%
Information and Media Literacy: 16.09%
Food Security/Agriculture: 16.05%
Global Health: 16.05%
Human Rights: 16.05%
Promoting Study in the U.S. and Educational Exchanges: 15.85%



Micronesia



\$362,644

PD Spending FY20

548,914

Population

\$3,995

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 702

Population: 548,914

Below 24 yrs. old: 46.86%

Refugee population: 5 (2016)

Urban population: 22.9%

GDP/Capita: \$3,995

Unemployment: 16.2% (2010 est.)

Below Poverty Line: 26.7% (2000 est.)

Literacy Rate: N/A

Avg. Years of Education: N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: 160th (Mostly Unfree)

Good Country Index: Not Ranked

Media Freedom Index: Not Ranked

Internet Penetration: 35%

Mobile Connections: 22%

Social Media Penetration: 31%

Most Used SNS: Not Ranked

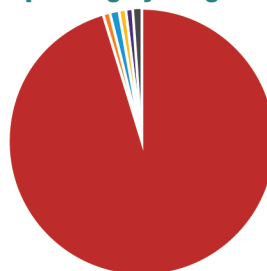
Global Soft Power: Not Ranked

Gender Inequality: Not Ranked

Public Diplomacy Spending

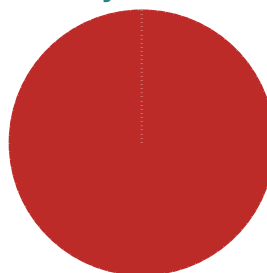
Total FY 2020 | DP (.7): \$362,644 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$152,495.00
- Align Resources with Strategic Priorities: \$1,449.00
- Alumni Outreach: \$1,449.00
- Cultural Programs (Post Generated): \$1,449.00
- Digital Outreach: \$1,449.00
- Educational Advising: \$1,449.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 100.00%

Map Key: ■ Embassy ▲ Consulate

Mongolia



\$796,347

PD Spending FY20

3,278,290

Population

\$4,139

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,553,560

Population: 3,278,290

Below 24 yrs. old: 41.89%

Refugee population: 5 (2018)

Urban population: 68.7%

GDP/Capita: \$4,139

Unemployment: 4.3%

Below Poverty Line: 29.6% (2016 est.)

Literacy Rate: 99.2% (2020)

Avg. Years of Education: 9.7 (M), 10.7 (F)

Social & Media Indicators

Inclusive Internet Index: 64th

Social Progress Index: 79th

Corruption Perception Index: 111th (Tied)

Economic Freedom Index: 86th (Moderately Free)

Good Country Index: 78th

Media Freedom Index: 73rd

Internet Penetration: 68%

Mobile Connections: 136%

Social Media Penetration: 68%

Most Used SNS: Facebook

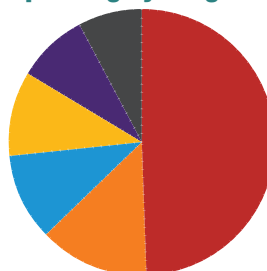
Global Soft Power: Not Ranked

Gender Inequality: 71st (Tied)

Public Diplomacy Spending

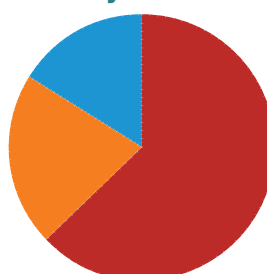
Total FY 2020 | DP (.7): \$796,347 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$188,715.00
- Education Initiatives (not English Language Programs): \$51,328.00
- Cultural Programs (Post Generated): \$41,368.00
- Digital Outreach: \$39,582.00
- English Language Programs (non-ECA): \$32,607.00
- Media Programming: \$28,954.00

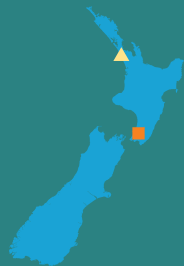
Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 63.27%
- Information and Media Literacy: 20.83%
- Democracy/Good Governance/Rule of Law: 15.89%



New Zealand



\$1,609,768
PD Spending FY20

4,822,233
Population

\$41,793
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 263,310
Population: 4,822,233
Below 24 yrs. old: 32.55%
Refugee population: 2,724
Urban population: 86.7%
GDP/Capita: \$41,793
Unemployment: 4.5%
Below Poverty Line: 15% (2016)
Literacy Rate: N/A
Avg. Years of Education: 12.9 (M), 12.7 (F)

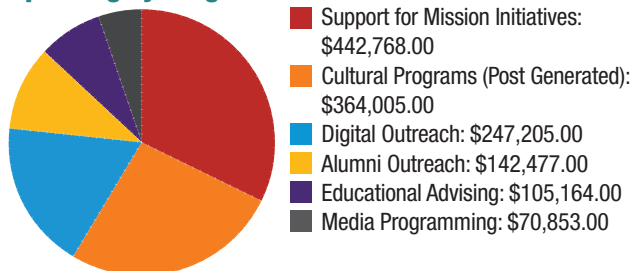
Social & Media Indicators

Inclusive Internet Index: 6th (Tied)
Social Progress Index: 12th
Corruption Perception Index: 1st (Tied)
Economic Freedom Index: 2nd (Free)
Good Country Index: 22nd
Media Freedom Index: 9th
Internet Penetration: 93%
Mobile Connections: 135%
Social Media Penetration: 75%
Most Used SNS: Facebook
Global Soft Power: 16th
Gender Inequality: 33rd

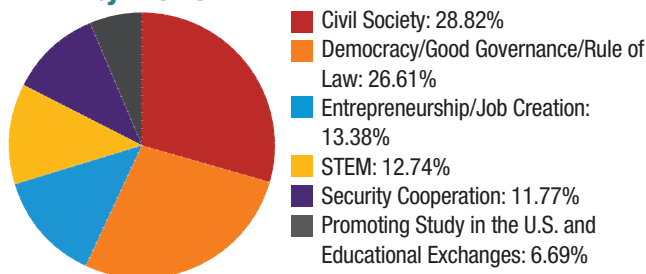
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,359,768 | Supplemental: \$250,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Palau



\$55,531
PD Spending FY20

18,094
Population

\$13,179
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 459
Population: 18,094
Below 24 yrs. old: 34.54%
Refugee population: 11 (2009)
Urban population: 81.0%
GDP/Capita: \$13,179
Unemployment: 1.7% (2015 est.)
Below Poverty Line: 24.9% (2006)
Literacy Rate: 96.6% (2015)
Avg. Years of Education: N/A (M), N/A (F)

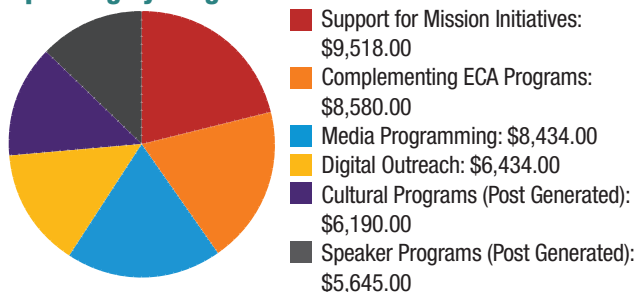
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: 94%
Mobile Connections: 150%
Social Media Penetration: 94%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

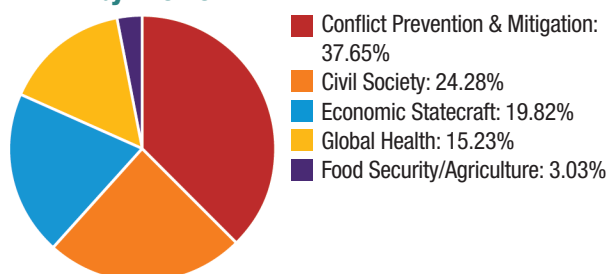
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$55,531 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





Papua New Guinea



\$379,408
PD Spending FY20

8,947,024
Population

\$2,595
GDP/Capita

Post also oversees programs in the Solomon Islands & Vanuatu. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 452,860
Population: 8,947,024
Below 24 yrs. old: 51.85%
Refugee population: 9,698
Urban population: 13.3%
GDP/Capita: \$2,595
Unemployment: 2.7%
Below Poverty Line: 37% (2002 est.)
Literacy Rate: 64.2% (2015)
Avg. Years of Education: 5.3 (M), 4.0 (F)

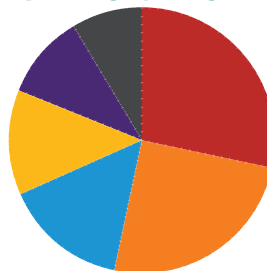
Social & Media Indicators

Inclusive Internet Index: 104th
Social Progress Index: 156th
Corruption Perception Index: 142nd (Tied)
78th (Tied) Solomon Islands
Economic Freedom Index: 103rd (Mostly Unfree)
122nd (Mostly Unfree) Solomon Islands
97th (Moderately Free) Vanuatu
Good Country Index: 142nd
Media Freedom Index: 46th
Internet Penetration: 12%
Mobile Connections: 32%
Social Media Penetration: 8.6%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 161st

Public Diplomacy Spending

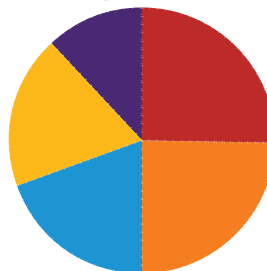
Total FY 2020 | DP (.7): \$379,408 | Supplemental: \$0

Spending by Program



Digital Outreach: \$74,291.00
Complementing ECA Programs: \$64,811.00
Cultural Programs (Post Generated): \$39,129.00
Media Programming: \$33,235.00
Alumni Outreach: \$26,715.00
Speaker Programs (Post Generated): \$22,010.00

Percentage Allocation by Theme



Women's Empowerment: 25.84%
Information and Media Literacy: 24.35%
Democracy/Good Governance/Rule of Law: 19.52%
Economic Statecraft: 18.82%
Promoting Study in the U.S. and Educational Exchanges: 11.47%

Map Key: ■ Embassy ▲ Consulate

Philippines



\$1,943,929
PD Spending FY20

109,581,078
Population

\$3,601
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 298,170
Population: 109,581,078
Below 24 yrs. old: 51.58%
Refugee population: 680
Urban population: 47.4%
GDP/Capita: \$3,601
Unemployment: 3.4%
Below Poverty Line: 21.6% (2017 est.)
Literacy Rate: 96.3 (2019)%
Avg. Years of Education: 9.2 (M), 9.6 (F)

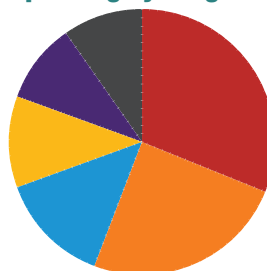
Social & Media Indicators

Inclusive Internet Index: 68th (Tied)
Social Progress Index: 97th
Corruption Perception Index: 115th (Tied)
Economic Freedom Index: 73rd (Moderately Free)
Good Country Index: 84th
Media Freedom Index: 136th
Internet Penetration: 67%
Mobile Connections: 159%
Social Media Penetration: 67%
Most Used SNS: Facebook
Global Soft Power: 53rd
Gender Inequality: 104th

Public Diplomacy Spending

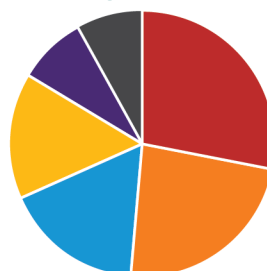
Total FY 2020 | DP (.7)\$1,735,929 | Supplemental: \$208,000

Spending by Program



Support for Mission Initiatives: \$512,294.00
GPA Programs: \$403,376.00
Media Programming: \$220,541.00
Cultural Programs (Post Generated): \$184,213.00
Alumni Outreach: \$159,171.00
Educational Advising: \$155,116.00

Percentage Allocation by Theme



Democracy/Good Governance/Rule of Law: 28.18%
Trade and Investment: 23.53%
Security Cooperation: 17.36%
CVE/Counterterrorism: 14.68%
Environment/Climate Change: 8.34%
Economic/Transnational/Crime, Narcotics, & Trafficking: 7.92%



Samoa



\$94,365
PD Spending FY20

198,414
Population

\$4,052
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,821
Population: 198,414
Below 24 yrs. old: 48.92%
Refugee population: 5 (2018)
Urban population: 17.9%
GDP/Capita: \$4,052
Unemployment: 8.9%
Below Poverty Line: 20.3% (2013)
Literacy Rate: 99.1% (2018)
Avg. Years of Education: N/A (M), N/A (F)

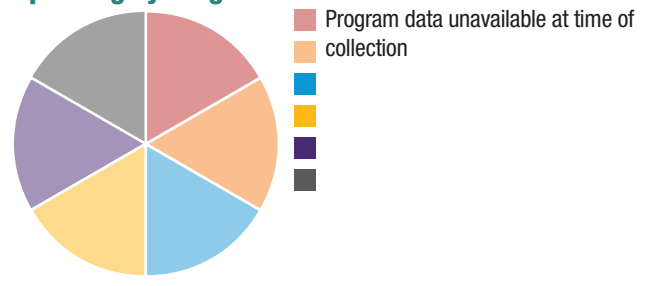
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: 89th (Moderately Free)
Good Country Index: 103rd
Media Freedom Index: 21st
Internet Penetration: 66%
Mobile Connections: 73%
Social Media Penetration: 66%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 81st

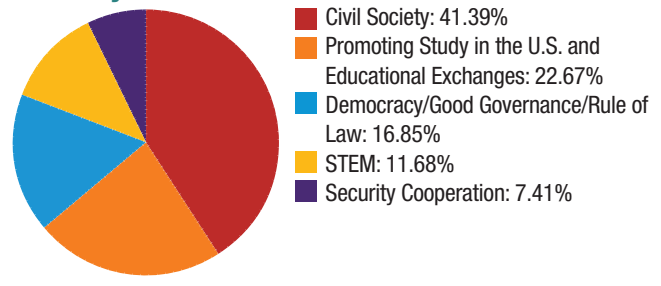
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$94,365 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Singapore



\$1,424,379
PD Spending FY20

5,850,342
Population

\$62,112
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 709
Population: 5,850,342
Below 24 yrs. old: 27.81%
Refugee population: 5 (2014)
Urban population: 100.0%
GDP/Capita: \$62,112
Unemployment: 5.2%
Below Poverty Line: ~ 10%
Literacy Rate: 97.5% (2019)
Avg. Years of Education: 12.1 (M), 11.2 (F)

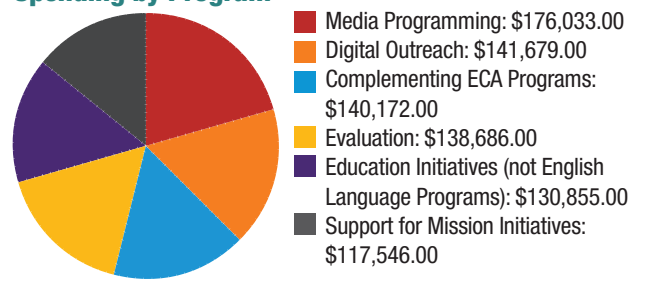
Social & Media Indicators

Inclusive Internet Index: 12th (Tied)
Social Progress Index: 30th
Corruption Perception Index: 3rd (Tied)
Economic Freedom Index: 1st (Free)
Good Country Index: 13th
Media Freedom Index: 158th
Internet Penetration: 88%
Mobile Connections: 147%
Social Media Penetration: 79%
Most Used SNS: Facebook
Global Soft Power: 20th
Gender Inequality: 12th (Tied)

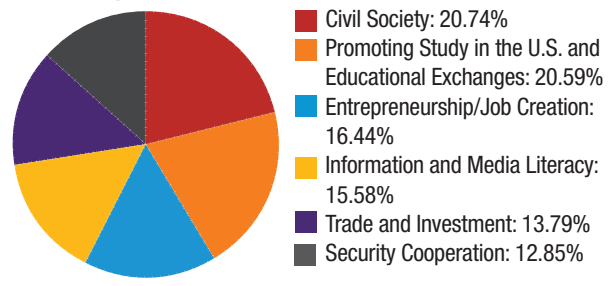
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,424,379 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





South Korea



\$4,469,769
PD Spending FY20

51,269,185
Population

\$32,305
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 97,489
Population: 51,269,185
Below 24 yrs. old: 22.77%
Refugee population: 3,196
Urban population: 81.4%
GDP/Capita: \$32,305
Unemployment: 4.1%
Below Poverty Line: 14.4% (2016 est.)
Literacy Rate: 98.0% (2019)
Avg. Years of Education: 12.9 (M), 11.4 (F)

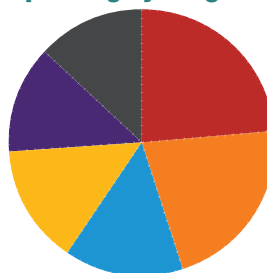
Social & Media Indicators

Inclusive Internet Index: 11th
Social Progress Index: 17th
Corruption Perception Index: 33rd (Tied)
Economic Freedom Index: 24th (Mostly Free)
Good Country Index: 28th
Media Freedom Index: 42nd
Internet Penetration: 96%
Mobile Connections: 118%
Social Media Penetration: 87%
Most Used SNS: Facebook
Global Soft Power: 11th
Gender Inequality: 11th

Public Diplomacy Spending

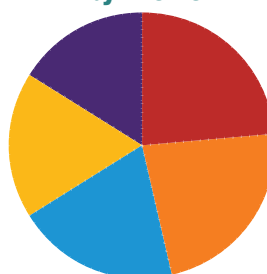
Total FY 2020 | DP (.7): \$4,469,769 | Supplemental: \$0

Spending by Program



Post-Generated Exchanges: \$588,842.00
Speaker Programs (Post Generated): \$530,249.00
Educational Advising: \$362,436.00
Alumni Outreach: \$354,503.00
Digital Outreach: \$323,591.00
Support for Mission Initiatives: \$322,768.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 24.18%
Security Cooperation: 22.85%
Trade and Investment: 19.65%
Combating Weapons of Mass Destruction/Destabilizing Conventional Weapons: 17.60%
Democracy/Good Governance/Rule of Law: 15.72%

Map Key: ■ Embassy ▲ Consulate

Thailand



\$2,360,107
PD Spending FY20

69,799,978
Population

\$7,674
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 510,890
Population: 69,799,978
Below 24 yrs. old: 29.47%
Refugee population: 97,556
Urban population: 51.4%
GDP/Capita: \$7,674
Unemployment: 1.0%
Below Poverty Line: 7.2% (2015 est.)
Literacy Rate: 93.8% (2018)
Avg. Years of Education: 8.2 (M), 7.7 (F)

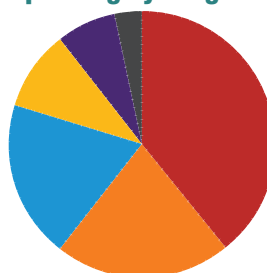
Social & Media Indicators

Inclusive Internet Index: 49th (Tied)
Social Progress Index: 71st
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 42nd (Moderately Free)
Good Country Index: 63rd
Media Freedom Index: 140th
Internet Penetration: 75%
Mobile Connections: 134%
Social Media Penetration: 75%
Most Used SNS: Facebook
Global Soft Power: 33rd
Gender Inequality: 80th

Public Diplomacy Spending

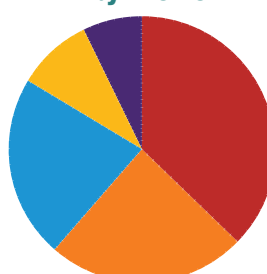
Total FY 2020 | DP (.7): \$2,339,759 | Supplemental: \$20,348

Spending by Program



Cultural Programs (Post Generated): \$740,395.00
Media Programming: \$405,223.00
Support for Mission Initiatives: \$359,090.00
Speaker Programs (Post Generated): \$182,281.00
Digital Outreach: \$139,254.00
Educational Advising: \$58,467.00

Percentage Allocation by Theme



Democracy/Good Governance/Rule of Law: 37.23%
Civil Society: 24.41%
Promoting Study in the U.S. and Educational Exchanges: 22.41%
Trade and Investment: 9.21%
CVE/Counterterrorism: 6.72%



Timor-Leste



\$382,308
PD Spending FY20

1,318,445
Population

\$1,273
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 14,870
Population: 1,318,445
Below 24 yrs. old: 60.28%
Refugee population: 17
Urban population: 31.3%
GDP/Capita: \$1,273
Unemployment: 5.1%
Below Poverty Line: 41.8% (2014 est.)
Literacy Rate: 68.1% (2018)
Avg. Years of Education: 5.6 (M), 3.8 (F)

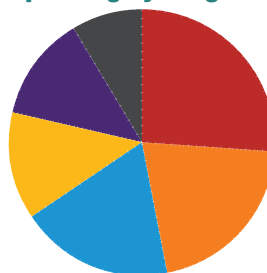
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 114th
Corruption Perception Index: 86th (Tied)
Economic Freedom Index: 170th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 78th
Internet Penetration: 39%
Mobile Connections: 111%
Social Media Penetration: 31%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

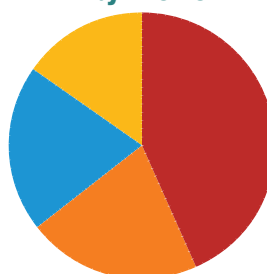
Total FY 2020 | DP (.7): \$262,308 | Supplemental: \$120,000

Spending by Program



- Complementing ECA Programs: \$55,909.00
- Cultural Programs (Post Generated): \$44,260.00
- Alumni Outreach: \$40,375.00
- Support for Mission Initiatives: \$27,566.00
- Digital Outreach: \$27,020.00
- English Language Programs (non-ECA): \$17,965.00

Percentage Allocation by Theme



- Civil Society: 43.41%
- Entrepreneurship/Job Creation: 21.16%
- Promoting Study in the U.S. and Educational Exchanges: 20.43%
- Democracy/Good Governance/Rule of Law: 15.00%

Map Key: ■ Embassy ▲ Consulate

Vietnam



\$2,968,763
PD Spending FY20

97,338,579
Population

\$3,758
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 310,070
Population: 97,338,579
Below 24 yrs. old: 37.83%
Refugee population: 990 (2011)
Urban population: 37.3%
GDP/Capita: \$3,758
Unemployment: 2.3%
Below Poverty Line: 8% (2017 est.)
Literacy Rate: 95.8% (2019)
Avg. Years of Education: 8.6 (M), 8.0 (F)

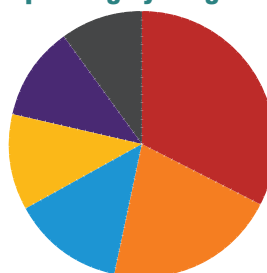
Social & Media Indicators

Inclusive Internet Index: 58th
Social Progress Index: 78th
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 90th (Moderately Free)
Good Country Index: 138th
Media Freedom Index: 175th
Internet Penetration: 70%
Mobile Connections: 150%
Social Media Penetration: 67%
Most Used SNS: Facebook
Global Soft Power: 47th
Gender Inequality: 65th (Tied)

Public Diplomacy Spending

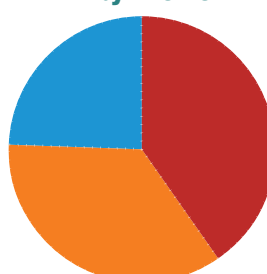
Total FY 2020 | DP (.7): \$2,718,763 | Supplemental: \$250,000

Spending by Program

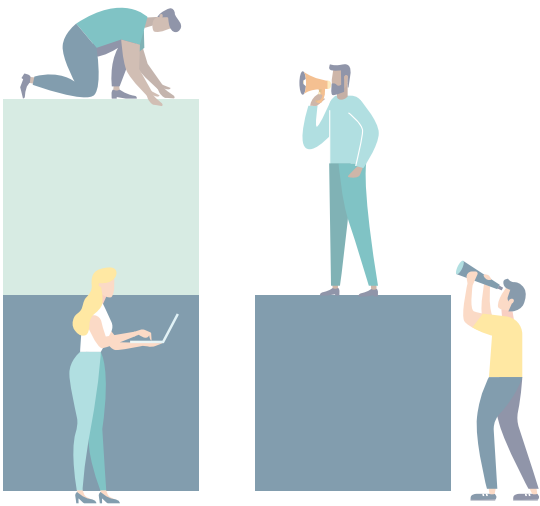


- GPA Programs: \$411,846.00
- Cultural Programs (Post Generated): \$264,407.00
- Educational Advising: \$171,839.00
- Digital Outreach: \$147,331.00
- Media Programming: \$145,206.00
- Complementing ECA Programs: \$124,525.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 40.26%
- Travel and Tourism: 35.65%
- Information and Media Literacy: 24.09%





U.S. Public Diplomacy in Europe and Eurasia



U.S. Embassy
Moscow, Russia



20 Years on the International Space Station

Russian and American International Space Station Crew Members
Celebrate 45th Anniversary of the Apollo Soyuz Docking





BUREAU OF EUROPEAN AND EURASIAN AFFAIRS (EUR)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$69.15 million	\$78.25 million	\$73.20 million	\$67.18 million	\$72.47 million
American Salaries	\$22.54 million	\$31.19 million	\$33.64 million	\$31.69 million	\$33.54 million
Supplemental	\$46.33 million	\$33.67 million	\$38.01 million	\$42.65 million	\$38.85 million
BBG/USAGM	\$61.03 million	\$62.84 million	\$65.85 million	\$71.02 million	\$74.10 million
Total	\$199.05 million	\$205.95 million	\$212.86 million	\$210.70 million	\$218.96 million

U.S. Public Diplomacy funding in Europe amounted to approximately \$109 million in 2020. This included \$67.18 million in D&CP .7 funds and \$42.65 million in supplemental funds, including Assistance for Europe, Eurasia, and Central Asia (AEECA) funds, of which approximately \$12.23 million supported programming in Russia, \$9.73 million in Ukraine, and \$6.14 million in Germany.

STRATEGIC OVERVIEW

U.S. public diplomacy programming in Europe and Eurasia strengthens the United States' strategic partnerships with some of its oldest and closest allies and builds mutual understanding and receptivity to U.S. policy objectives among the region's approximately 849 million people, including populations living in countries that challenge U.S. geopolitical interests. The State Department's Bureau of European and Eurasian Affairs (EUR) advances American prosperity and security by recognizing European countries and publics as force multipliers on issues of bilateral, regional, and international importance. Engagement with communities throughout Europe and Eurasia bolsters U.S. bilateral and multilateral partnerships, and reinforces American actions to enhance international stability, weaken persistent efforts by malign actors to discredit the United States, gain access to European markets, and confront global challenges, such as nuclear proliferation, terrorism, and organized crime. These partnerships promote shared interests of freedom, democracy, and rule of law that undergird U.S. national security.

Public diplomacy programs enable the United States to analyze, engage, inform, and influence European audiences in support of U.S. foreign policy goals. To mobilize its public diplomacy assets, EUR's Office of Press and Public Diplomacy (EUR/PPD) deploys a team of 181 Foreign Service Officers and 582 locally employed staff across 49 missions (75 U.S. embassies, consulates, and branches) and operates 174 American Spaces (libraries, cultural centers, and information resource centers), which feature a variety of public U.S.-sponsored programs and speakers.

U.S. FOREIGN POLICY GOALS

In alignment with the 2017 National Security Strategy, U.S. foreign policy goals in Europe and Eurasia were outlined in EUR's Joint Regional Strategy in 2019:

- Strengthen the Western Alliance by making Allies more able and willing to confront threats;
- Strengthen and balance the transatlantic trade and investment relationship;
- Secure Europe's eastern and southern frontiers;
- Promote American values to compete for positive influence against authoritarian rivals; and
- Align resources with strategic priorities.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

U.S. Public Diplomacy in Europe advances U.S. foreign policy goals and specifically seeks to:

- Defend against Russian and Chinese malign influence and counter disinformation;
- End protracted conflicts, increase stability, and restore sovereignty within the European space;
- Assert U.S. leadership on global issues, particularly those concerning national security;
- Create economic opportunities;
- Fight corruption; and
- Promote digital media outreach and strengthen media credibility.



Defending Against Russian and Chinese Malign Influence and Disinformation

Throughout 2020, EUR/PPD worked to combat Russia's anti-Western agenda throughout the Russian periphery and wider Europe. The Russian government sponsors a sophisticated \$1.4 billion-a-year propaganda apparatus at home and abroad that reaches an estimated 700 million people across 130 countries in more than 30 languages. The Russian government also funds think tanks and other outside organizations in neighboring states to promote false narratives, portray the West as a threat, and undermine trust in independent media, Western institutions, and democratic values.

In 2020, EUR/PPD also addressed the challenges presented by the outward-facing propaganda organs of the Chinese Communist Party and state, which portray oppressive domestic rule as just and economically advantageous, blame problems on foreign powers, and promote authoritarianism as a morally valid global development model. According to public sources, the PRC spends between \$6 and \$10 billion on such outlets, reaching a broad cross-section of the world's population.

EUR/PPD efforts to counter Russian and Chinese influence strategies included the distribution of resources to monitor and respond to propaganda, debunk myths, and convey policy messages to key audiences; programs to strengthen independent, credible media; and support for pro-democracy civil society groups. The United States works with a broad array of partners to counter Russian disinformation and Chinese propaganda, including multilateral institutions, allied governments, and nongovernmental organizations (NGOs). Finally, people-to-people exchanges focused on the creation of a positive narrative about the United States.

In addition to awarding numerous grants to implementing partners to address Russian and Chinese malign influence, the Global Engagement Center provided posts with funding to support campaigns that push back against Russian historical revisionism, build resiliency against Russian disinformation, and debunk PRC propaganda aimed at promoting commercial interests at the expense of European national security.

Supporting U.S. Interests in the Arctic

Recognizing that the United States is more secure both militarily and economically when it maintains durable and dependable transatlantic relationships, EUR enhanced its investment of PD resources in the Arctic region, specifically in Greenland. With the goal of fostering collaboration between education communities in the United States and Greenland, as well as expanding economic opportunities that are mutually beneficial, EUR/PPD launched the Arctic Education Alliance (AEA). The program fosters an innovative education partnership between organizations and universities in Greenland and the United States and promotes vocational education programs that support sustainable tourism, hospitality, and land and fisheries management in Greenland.

Funded through a cooperative agreement managed out of EUR/PPD, the University of Alaska Fairbanks and the Greenland Climate Research Centre at the Greenland Institute of Natural Resources (Pinngortitaleriffik) are leading the effort in collaboration with other institutions, including the University of Greenland (Ilisimatusarfik), Pennsylvania State University, and the University of Southern Maine. These institutions are working together to assess industry and vocational education needs within Greenland, develop a plan to build educational capacity to meet identified needs, and create curricula to support those efforts. The AEA also features an exchange program to bring Greenlandic students and higher education faculty members to Alaska to participate in workshops with partner organizations. The two-year project includes a sustainability plan to maintain collaboration after the initial program is complete and to ensure that Greenland and the United States realize lasting benefits.

Asserting U.S. Leadership on Global Issues—National Security

Countering radicalization remains a top EUR/PPD priority given the continued influence of foreign fighters from the Islamic State of Iraq and Syria (ISIS) and the vulnerability of marginalized populations in Europe. U.S. missions in Europe support a variety of public diplomacy programs through which European audiences, including susceptible youth, learn to reduce and mitigate conditions that give rise to extremist views in their communities. U.S. PD programs reinforce respect for religious and ethnic diversity and underscore the importance of tolerance in democratic societies.

EUR/PPD also partners with the GEC and local civil society and religious leaders to implement programs that engage vulnerable populations and counter the influence of foreign extremists. For instance, in cooperation with Partners for Democratic Change Slovakia, the Department of State's Bureau of Counterterrorism, and the Strong Cities Network, Embassy Bratislava funded a "Power of Cities" program aimed at strengthening the capacity of civil society leaders from the Slovak Republic and the Czech Republic to prevent ethnically motivated violent extremism. This program trains and mentors government officials and civil society leaders to recognize the signs of potential violence while demonstrating best practices for countering violent extremism. Along with U.S. experts, local program partners facilitated in-person and virtual workshops and offered participants the opportunity to compete for small grants to implement what they learned in their own communities.

Creating Economic Opportunities

The European region continues to play a key role in transatlantic economic relations, with seven EUR countries (Germany, United Kingdom, Switzerland, Ireland, the Netherlands, France, and Italy) among the top 15 trading partners of the United States in 2019. According to the U.S. Chamber of Commerce, the transatlantic economy generates \$5.5 trillion in total commercial sales a year and employs up to 16 million workers in mutually "onshored" jobs on both sides of the Atlantic. EUR's public diplomacy programs directly contribute to this mutually beneficial partnership, as they promote entrepreneurship, and encourage information sharing and best practices.



For example, Embassy Madrid partnered with the “Inspiring Girls Foundation Spain” to foster female leadership in the Spanish business and executive industries by creating the “Inspiring Girls American Space Club.” This organization aims to strengthen young women’s leadership skills through an innovative training program for youth ages 16-20 from Madrid, Barcelona, and Valencia, which host Mission Spain American Spaces. The club has become an interdisciplinary training program that incorporates monthly leadership development sessions specifically designed to inspire girls to pursue careers in economic development, entrepreneurship and technology innovation.

Fighting Corruption

U.S. PD programming is integral to the targeted action plans of 18 EUR embassies to oppose corruption in a strategic way, with particular focus on Eastern Europe and the Baltic States, where corruption threatens democratic institutions, economic growth, and regional security. In North Macedonia, Embassy Skopje funded a research project with the “Coalition All For Trials” (CAFT) organization to evaluate judicial independence, professionalism, and accountability, monitoring the proper implementation of the merit system for the appointment, promotion, and dismissal of judges. The project’s overall goal is to improve the functional independence and professionalism of the judiciary through the support of the practical implementation of the merit system for appointment, promotion, disciplinary responsibility, and dismissal of judges.

Project-related research will incorporate roundtable discussions and interviews with relevant stakeholders, such as judges and representatives from the judicial council, to prepare reports with findings and recommendations for pertinent authorities. The Skopje PD section’s work with CAFT will contribute to a broad effort to monitor the implementation of fair trial standards and create evidence-based policy documents, with special emphasis on fair trial standards as an elementary condition for building a democratic society.

Promoting Digital Media Outreach and Strengthening Media Credibility

Europe boasts one of the highest regional internet penetration rates. The proliferation of internet-connected devices has afforded Europeans immediate access to information through news portals and social media. However, Europe’s record on media freedom is complex. Individuals in the Baltics, Nordics, and Western Europe enjoy some of the freest media environments in the world, while press outlets in Eastern Europe, the Western Balkans, and former Soviet satellite states are more restricted. In these cases, the quantity of available digital media resources well exceeds their quality.

At the same time, the spread of digital disinformation remains an issue in these regions owing to singular entity-controlled networks of news portals, structural restriction on journalists, and demographic differences in media literacy, as well as economic incentives for individuals. Compounding this is the increasing divide between digital communications capacities of credible messengers, including governments, journalists, and civil society figures and the digital consumption habits of the general population.

EUR/PPD works to provide a credible, accessible, and engaging source for digital information through its embassies’ digital properties, ensuring that mission messaging remains relevant in a competitive and congested media environment. Additionally, EUR/PPD promotes digital connectivity and media credibility through programs like the “European Digital Diplomacy Exchange” and the “Digital Communication Network” that empower European content producers, as well as TechCamps that empower European media consumers.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

EUR’s PD programs include outreach efforts led by both Washington and posts across Europe and Eurasia that support a variety of U.S. foreign policy objectives. The following are examples of exemplary regional and single-country programs:

Strategic Communications (StratComm) Unit: Established shortly after the Russian invasion of Ukraine, StratComm was created in 2014 to drive EUR’s efforts to counter Russian disinformation. In 2019, this focus broadened to include initiatives aimed at countering Chinese propaganda. Working together with the EUR’s Russia desk, StratComm helped consolidate and expand the work of the Russian Influence Group, which is co-chaired by EUR and the U.S. European Command (EUCOM) and implements a whole-of-government response to disinformation, aligning interagency interests and resources with priority lines of effort.

This past year, the RIG added a specific line of effort creating an interagency mechanism to impose costs on purveyors of disinformation. StratComm produced resources to counter disinformation and organized biannual senior-level meetings of the Steering Board, led by the Bureau’s Assistant Secretary of State and EUCOM’s Commanding General. StratComm coordinated its efforts with the Global Engagement Center, which offered significant support to EUR efforts in 2020. Major StratComm initiatives in 2020 included the implementation of a pilot program designed to sow the seeds of doubt regarding Russian and Chinese disinformation sources in Europe, another pilot program designed to fill targeted information vacuums with positive material regarding the United States, and the deepening of messaging cooperation with key like-minded partners.

Amplifying Independent Voices in Journalism Across Europe: EUR/PPD funded a multi-country journalism fellowship in partnership with Embassy Prague and Radio Free Europe/ Radio Liberty (RFE/RL). The RFE/RL Regional Reporting Fellowship seeks to train aspiring journalists from the Western Balkans and Eastern Europe in professional, multi-platform, reporting practices and standards to strengthen independent, fact-based, ethical journalism in their countries. The eight-month long fellowship includes two weeks for professional development at RFE/RL’s headquarters in Prague. Fellows participating in the 2021 cycle can work alongside professional journalists at RFE/RL bureaus in Armenia, Belarus, Bosnia and Herzegovina, Georgia, Montenegro, Serbia, and Ukraine. In addition, fellows receive one-on-one mentoring and training by professional journalists and are fully integrated in the work of the bureaus. The program provides fellows with the opportunity to learn journalism ethics and to express fresh perspectives through their reporting.



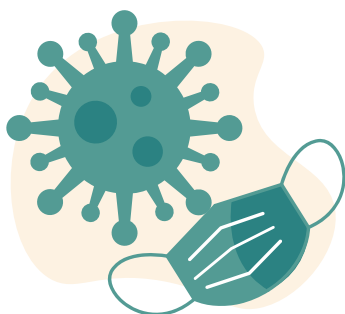
Bosnia and Herzegovina – Promoting Activism and Clean Environmental Practices: Through its Bosnian Youth Leadership (BOLD) Program, Embassy Sarajevo empowered youth to address the lack of infectious waste disposal systems that contributed to the spread of the Coronavirus in large cities. Named the BOLD ECO Act, the project aims to reduce infectious waste by creating a classification and disposal system that educates the general population on how proper handling, sorting, and waste disposal can protect and contribute to the community. Community members launched the project in Banja Luka, a city deeply affected by the pandemic. They developed a comprehensive system of managing infectious waste to raise public awareness about associated risks associated with infectious waste and hope to partner with the Embassy and socially responsible companies to expand the project in the future.

Moldova – Empowering USG Alumni Through Social Enterprise: Embassy Chisinau engaged its USG alumni network to address the urgency of supporting first responders during the pandemic. The “Help the Heroes” project provided moral and material support to doctors, nurses, and technical staff from the COVID-19 strategic centers in the Republic of Moldova by delivering daily meals to more than 150 first responders. The Embassy partnered with a local social enterprise founded by two USG exchange alumni that prepared and delivered boxed lunches to medical workers and technical staff during the peak of the pandemic. The “Help for Heroes” project allowed first responders to focus on the urgency of caring for patients without having to worry about essential needs such as food. Moreover, the project encouraged civic initiatives and promoted solidarity with the medical staff working in the Moldovan COVID-19 centers.

Ukraine – Enhancing Independent Media Reporting: Embassy Kyiv continues to support independent media networks through innovation and partnerships. In collaboration with *Ukrayinska Pravda*, one of Ukraine’s most prominent news websites, the “Innovations Media Lab” project enables local media outlets to use inventive reporting approaches for engaging audiences with quality content. The project seeks to raise awareness on human rights violations in the occupied territories of Ukraine, healthcare reform, anti-corruption, and transparency of state-owned enterprises through podcasts and documentaries. The ultimate purpose of the lab is to find new ways to make reporting on socially important topics more engaging, compelling, and interesting for Ukrainian audiences. Moreover, inventive laboratories such as the Innovations Media Lab will help editors find new formats to strengthen Ukrainian audience engagement and build connections.



Madeline Albright, Anders Fogh Rasmussen, and Ryan Heath Participate in the Virtual Copenhagen Democracy Summit



EUR Pandemic Program Initiatives

The restrictions on social interaction and travel resulting from the COVID-19 pandemic presented both challenges and opportunities in public diplomacy for U.S. embassies and consulates across Europe and Eurasia as they developed innovative virtual programs to maintain existing contacts and build new relationships. With the goal of providing regional audiences with access to consistent and credible information on health and safety throughout the crisis, EUR posts quickly organized supplemental virtual educational seminars for students at home, launched a performance series for those who could not attend arts and culture events, and shared resources on mental health and well-being for audiences adjusting to the COVID lockdown.

As the pandemic persisted, posts hosted English clubs, celebrated holidays, commemorated important anniversaries, covered U.S. elections, and participated in online conferences. EUR/PPD also coordinated a virtual Transatlantic speaker series with various posts hosting expert guests and others joining in the discussion. Some posts were able to hold limited in-person programming when local conditions allowed. Finally, the bureau organized its first ever virtual Secretary visits, which included publicly accessible meetings and engagements; and held discussions with think tanks and international organizations.

EUR/PPD continued to coordinate the European Digital Diplomacy Exchange (EDDE), an intergovernmental network initiative that bolsters the strategic messaging capabilities of 18 governments from across Europe. EDDE aims to foster trust, transparency, and accountability of government communicators in the eyes of foreign publics. To date, EUR has led several high-level trainings and consultations to better position foreign government partners to undertake these efforts. In 2020, EUR leveraged EDDE's credibility with tech sector leaders to expedite the efforts of participating governments to keep their citizens safe, which included working with Google and Apple to ensure the availability of government-developed COVID safety information and contact-tracing apps.



EUR POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Ukraine	\$1.82 million	\$9.78 million	\$1.81 million	\$6.56 million	\$2.54 million	\$10.1 million	\$2.24 million	\$9.67 million
2	Russia	\$5.80 million	\$8.68 million	\$4.91 million	\$6.33 million	\$5.07 million	\$6.78 million	\$5.29 million	\$6.12 million
3	Germany	\$5.95 million	\$173,514	\$6.18 million	\$150,320	\$6.27 million	\$0	\$5.64 million	\$0
4	Georgia	\$956,650	\$6.30 million	\$890,000	\$3.44 million	\$1.24 million	\$3.37 million	\$1.59 million	\$3.71 million
5	Albania	\$567,450	\$589,510	\$581,000	\$1.29 million	\$666,642	\$2.41 million	\$1.41 million	\$3.14 million
6	Serbia	\$1.13 million	\$2.39 million	\$1.14 million	\$2.49 million	\$1.23 million	\$2.48 million	\$1.63 million	\$2.86 million
7	Moldova	\$545,550	\$5.80 million	\$527,000	\$3.83 million	\$709,847	\$4.16 million	\$608,000	\$3.67 million
8	Bosnia and Herzegovina	\$1.04 million	\$4.13 million	\$1.07 million	\$3.30 million	\$1.22 million	\$3.51 million	\$1.10 million	\$3.13 million
9	Turkey	\$3.61 million	\$0	\$3.33 million	\$0	\$3.08 million	\$0	\$3.49 million	\$200,000
10	France and Monaco	\$3.51 million	\$0	\$3.60 million	\$0	\$3.76 million	\$0	\$3.58 million	\$0
11	Italy and San Marino	\$3.42 million	\$39,900	\$3.50 million	\$39,070	\$3.50 million	\$0	\$3.22 million	\$0
12	Spain and Andorra	\$2.65 million	\$54,645	\$2.71 million	\$56,350	\$2.68 million	\$0	\$2.82 million	\$0
13	Denmark	\$831,850	\$0	\$830,000	\$0	\$918,040	\$0	\$989,000	\$1.80 million
14	North Macedonia	\$746,850	\$648,272	\$738,000	\$1.32 million	\$780,939	\$1.07 million	\$876,400	\$1.90 million
15	United Kingdom	\$2.26 million	\$0	\$2.33 million	\$0	\$2.29 million	\$0	\$2.43 million	\$0
16	Armenia	\$795,750	\$1.46 million	\$634,000	\$1.59 million	\$771,230	\$1.62 million	\$762,200	\$1.51 million
17	Kosovo	\$411,950	\$2.88 million	\$516,000	\$1.80 million	\$594,825	\$1.70 million	\$551,100	\$1.70 million
18	Poland	\$1.97 million	\$226,030	\$2.02 million	\$293,600	\$2.34 million	\$0	\$2.00 million	\$0
19	Belgium	\$1.78 million	\$0	\$1.76 million	\$0	\$1.76 million	\$0	\$1.79 million	\$0
20	Greece	\$1.72 million	\$131,985	\$1.71 million	\$148,060	\$1.83 million	\$0	\$1.79 million	\$0
21	Azerbaijan	\$1.05 million	\$818,000	\$939,000	\$796,140	\$1.04 million	\$777,000	\$973,300	\$770,000



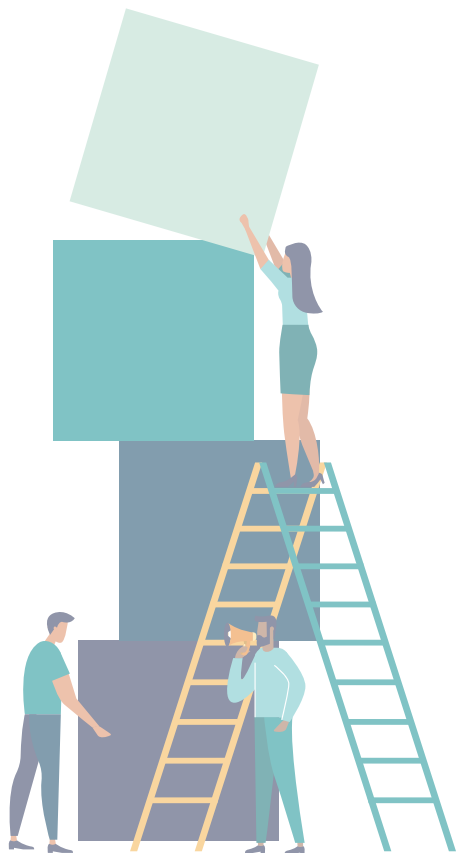
EUR POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
22	Austria	\$1.62 million	\$14,000	\$1.64 million	\$0	\$1.99 million	\$0	\$1.61 million	\$0
23	Montenegro	\$333,350	\$832,950	\$317,000	\$1.24 million	\$375,664	\$1.00 million	\$406,600	\$1.12 million
24	Czech Republic	\$1.56 million	\$32,957	\$1.42 million	\$38,380	\$1.49 million	\$0	\$1.41 million	\$0
25	Belarus	\$655,050	\$685,985	\$669,000	\$622,645	\$766,978	\$655,000	\$730,000	\$496,799
26	Netherlands	\$1.20 million	\$0	\$1.22 million	\$0	\$1.40 million	\$0	\$1.22 million	\$0
27	Slovakia	\$1.33 million	\$0	\$1.24 million	\$0	\$1.22 million	\$0	\$1.17 million	\$0
28	Croatia	\$1.14 million	\$62,300	\$1.13 million	\$65,610	\$1.23 million	\$0	\$1.14 million	\$0
29	Romania	\$1.24 million	\$87,645	\$1.22 million	\$69,860	\$1.32 million	\$506,250	\$1.06 million	\$0
30	European Union	\$918,500	\$65,000	\$1.05 million	\$67,600	\$972,590	\$0	\$989,500	\$0
31	Bulgaria	\$900,950	\$14,500	\$910,000	\$10,535	\$919,889	\$0	\$950,800	\$0
32	Hungary	\$953,850	\$39,100	\$956,000	\$42,860	\$963,807	\$0	\$944,000	\$0
33	Sweden	\$989,750	\$0	\$1.01 million	\$0	\$924,243	\$0	\$941,600	\$0
34	Finland	\$909,150	\$14,000	\$930,000	\$12,990	\$976,663	\$0	\$908,000	\$0
35	NATO	\$862,900	\$0	\$863,000	\$0	\$891,536	\$0	\$855,500	\$0
36	Portugal	\$844,450	\$166,550	\$843,000	\$117,295	\$1.19 million	\$0	\$825,200	\$0
37	Norway	\$821,450	\$0	\$798,000	\$0	\$790,578	\$0	\$755,600	\$0
38	Lithuania	\$584,850	\$27,550	\$581,000	\$37,440	\$779,528	\$0	\$750,300	\$0
39	Slovenia	\$957,050	\$0	\$699,000	\$0	\$692,110	\$0	\$693,100	\$0
40	Latvia	\$876,850	\$33,357	\$618,000	\$30,015	\$799,621	\$0	\$678,800	\$0
41	Estonia	\$638,250	\$160,885	\$659,000	\$65,615	\$920,996	\$0	\$664,800	\$0
42	Cyprus	\$680,550	\$54,960	\$631,000	\$34,630	\$635,709	\$0	\$636,200	\$0



EUR POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
43	Switzerland and Liechtenstein	\$594,250	\$0	\$559,000	\$0	\$564,105	\$0	\$627,100	\$0
44	Ireland	\$653,750	\$0	\$542,000	\$0	\$547,908	\$0	\$518,500	\$0
45	Iceland	\$508,250	\$0	\$504,000	\$0	\$478,059	\$0	\$461,700	\$0
46	OSCE	\$372,500	\$0	\$383,000	\$0	\$387,853	\$0	\$365,600	\$0
47	Luxembourg	\$389,250	\$0	\$373,000	\$0	\$371,140	\$0	\$350,400	\$0
48	Malta	\$177,850	\$0	\$150,000	\$0	\$152,205	\$0	\$146,100	\$0
49	Holy See	\$116,600	\$0	\$120,000	\$0	\$115,728	\$0	\$115,200	\$0





U.S. PUBLIC DIPLOMACY IN EUROPE AND EURASIA





Albania



\$4,550,000
PD Spending FY20

2,877,797
Population

\$5,160
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 27,400
Population: 2,877,797
Below 24 yrs. old: 32.99%
Refugee population: 120
Urban population: 62.1%
GDP/Capita: \$5,160
Unemployment: 11.7%
Below Poverty Line: 14.3% (2012 est.)
Literacy Rate: 98.1% (2018)
Avg. Years of Education: 10.6 (M), 9.7 (F)

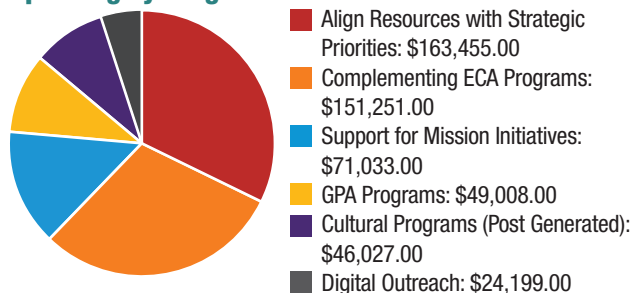
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 56th
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 66th (Moderately Free)
Good Country Index: 74th
Media Freedom Index: 84th
Internet Penetration: 72%
Mobile Connections: 143%
Social Media Penetration: 49%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 42nd

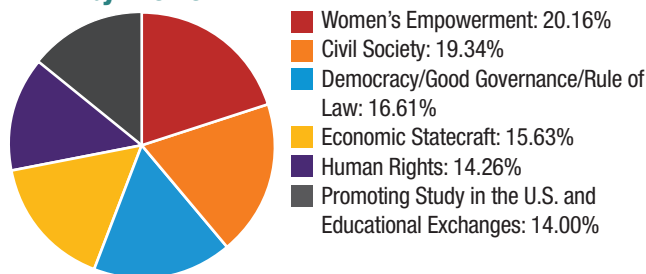
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,410,000 | Supplemental: \$3,140,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Armenia



\$2,272,200
PD Spending FY20

2,963,243
Population

\$4,426
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 28,470
Population: 2,963,243
Below 24 yrs. old: 30.27%
Refugee population: 17,980
Urban population: 63.3%
GDP/Capita: \$4,426
Unemployment: 20.2%
Below Poverty Line: 32% (2013 est.)
Literacy Rate: 99.8% (2020)
Avg. Years of Education: 11.3 (M), 11.3 (F)

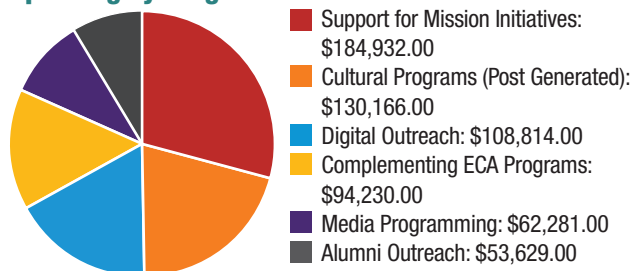
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 55th
Corruption Perception Index: 60th (Tied)
Economic Freedom Index: 32nd (Mostly Free)
Good Country Index: 50th
Media Freedom Index: 61st
Internet Penetration: 65%
Mobile Connections: 135%
Social Media Penetration: 51%
Most Used SNS: Odnoklassniki
Global Soft Power: Not Ranked
Gender Inequality: 54th

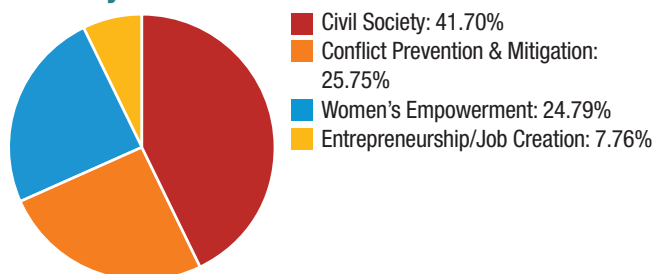
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$762,200 | Supplemental: \$1,510,000

Spending by Program



Percentage Allocation by Theme





Austria



\$1,610,000
PD Spending FY20

9,006,398
Population

\$54,820
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 82,523
Population: 9,006,398
Below 24 yrs. old: 24.37%
Refugee population: 135,951
Urban population: 58.7%
GDP/Capita: \$54,820
Unemployment: 5.8%
Below Poverty Line: 3% (2017 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.9 (M), 12.2 (F)

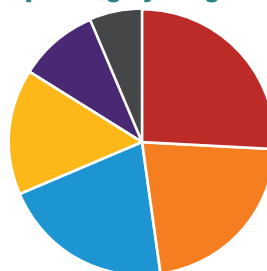
Social & Media Indicators

Inclusive Internet Index: 27th
Social Progress Index: 14th
Corruption Perception Index: 15th (Tied)
Economic Freedom Index: 25th (Mostly Free)
Good Country Index: 14th
Media Freedom Index: 18th
Internet Penetration: 88%
Mobile Connections: 149%
Social Media Penetration: 50%
Most Used SNS: Facebook
Global Soft Power: 23rd
Gender Inequality: 14th (Tied)

Public Diplomacy Spending

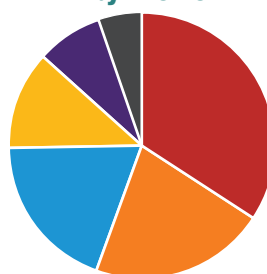
Total FY 2020 | DP (.7): \$1,610,000 | Supplemental: \$0

Spending by Program



Media Programming: \$436,683.00
Education Initiatives (not English Language Programs): \$368,491.00
Support for Mission Initiatives: \$350,275.00
Digital Outreach: \$258,648.00
Speaker Programs (Post Generated): \$160,557.00
Post-Generated Exchanges: \$107,589.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 34.09%
Promoting Study in the U.S. and Educational Exchanges: 20.74%
Civil Society: 19.48%
Human Rights: 12.11%
Security Cooperation: 8.26%
Trade and Investment: 5.32%

Map Key: ■ Embassy ▲ Consulate

Azerbaijan



\$1,743,300
PD Spending FY20

10,139,177
Population

\$4,403
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 82,670
Population: 10,139,177
Below 24 yrs. old: 36.01%
Refugee population: 1,109
Urban population: 56.4%
GDP/Capita: \$4,403
Unemployment: 6.3%
Below Poverty Line: 4.9% (2015 est.)
Literacy Rate: 99.8% (2019)
Avg. Years of Education: 10.9 (M), 10.2 (F)

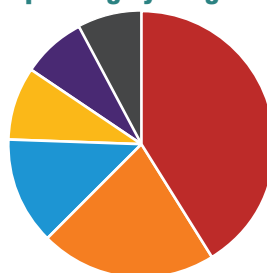
Social & Media Indicators

Inclusive Internet Index: 52nd
Social Progress Index: 107th
Corruption Perception Index: 129th (Tied)
Economic Freedom Index: 38th (Mostly Free)
Good Country Index: 113th
Media Freedom Index: 168th
Internet Penetration: 80%
Mobile Connections: 112%
Social Media Penetration: 37%
Most Used SNS: Odnoklassniki
Global Soft Power: 72nd
Gender Inequality: 73rd (Tied)

Public Diplomacy Spending

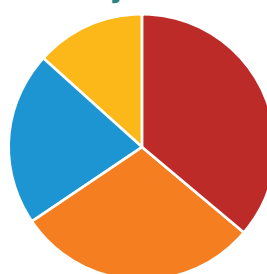
Total FY 2020 | DP (.7): \$973,300 | Supplemental: \$770,000

Spending by Program



Support for Mission Initiatives: \$358,179.00
Media Programming: \$186,646.00
Cultural Programs (Post Generated): \$111,756.00
Digital Outreach: \$77,232.00
Complementing ECA Programs: \$68,038.00
English Language Programs (non-ECA): \$66,242.00

Percentage Allocation by Theme



Civil Society: 36.00%
CVE/Counterterrorism: 29.66%
Women's Empowerment: 21.44%
Entrepreneurship/Job Creation: 12.89%



Belarus



\$1,226,799
PD Spending FY20

9,449,323
Population

\$6,513
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 202,988
Population: 9,449,323
Below 24 yrs. old: 25.68%
Refugee population: 2,725
Urban population: 79.5%
GDP/Capita: \$6,513
Unemployment: 5.3%
Below Poverty Line: 5.7% (2016 est.)
Literacy Rate: 99.9% (2019)
Avg. Years of Education: 12.4 (M), 12.2 (F)

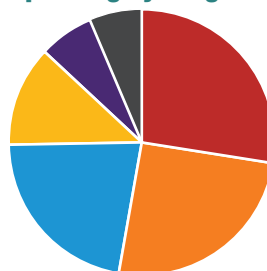
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 54th
Corruption Perception Index: 63rd (Tied)
Economic Freedom Index: 95th (Moderately Free)
Good Country Index: 61st
Media Freedom Index: 153rd
Internet Penetration: 79%
Mobile Connections: 126%
Social Media Penetration: 41%
Most Used SNS: VKontakte
Global Soft Power: Not Ranked
Gender Inequality: 31st (Tied)

Public Diplomacy Spending

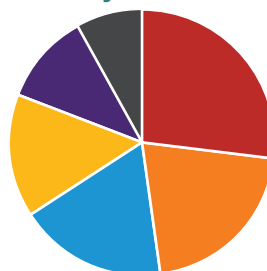
Total FY 2020 | DP (.7): \$730,000 | Supplemental: \$496,799

Spending by Program



- Cultural Programs (Post Generated): \$201,335.00
- Complementing ECA Programs: \$182,419.00
- Support for Mission Initiatives: \$159,622.00
- Media Programming: \$88,787.00
- Speaker Programs (Post Generated): \$48,303.00
- English Language Programs (non-ECA): \$46,121.00

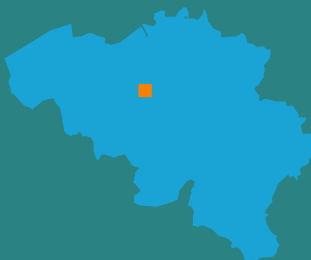
Percentage Allocation by Theme



- Information and Media Literacy: 26.74%
- Promoting Study in the U.S. and Educational Exchanges: 21.02%
- Civil Society: 18.07%
- Travel and Tourism: 14.86%
- Environment/Climate Change: 11.60%
- Entrepreneurship/Job Creation: 7.72%

Map Key: ■ Embassy ▲ Consulate

Belgium



\$1,790,000
PD Spending FY20

11,589,623
Population

\$50,050
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 30,280
Population: 11,589,623
Below 24 yrs. old: 28.42%
Refugee population: 61,662
Urban population: 98.1%
GDP/Capita: \$50,050
Unemployment: 6.0%
Below Poverty Line: 15.1% (2013 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.2 (M), 11.9 (F)

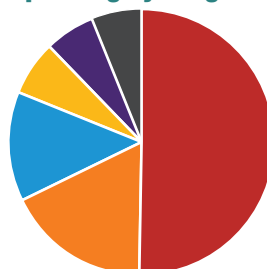
Social & Media Indicators

Inclusive Internet Index: 21st (Tied)
Social Progress Index: 16th
Corruption Perception Index: 15th (Tied)
Economic Freedom Index: 37th (Mostly Free)
Good Country Index: 16th
Media Freedom Index: 12th
Internet Penetration: 90%
Mobile Connections: 93%
Social Media Penetration: 65%
Most Used SNS: Facebook
Global Soft Power: 21st
Gender Inequality: 4th (Tied)

Public Diplomacy Spending

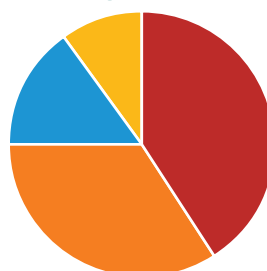
Total FY 2020 | DP (.7): \$1,790,000 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$1,592,741.00
- Media Programming: \$559,815.00
- Digital Outreach: \$416,728.00
- Speaker Programs (Post Generated): \$211,494.00
- Cultural Programs (Post Generated): \$194,740.00
- Audience Research: \$188,000.00

Percentage Allocation by Theme



- Religious Engagement: 41.06%
- Promoting Study in the U.S. and Educational Exchanges: 33.71%
- CVE/Counterterrorism: 15.02%
- Humanitarian Assistance; Disaster Mitigation: 10.21%



Bosnia and Herzegovina



\$4,230,000
PD Spending FY20

3,280,819
Population

\$6,536
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 51,200
Population: 3,280,819
Below 24 yrs. old: 24.01%
Refugee population: 5,241
Urban population: 49.0%
GDP/Capita: \$6,536
Unemployment: 16.9%
Below Poverty Line: 16.9% (2015 est.)
Literacy Rate: 98.5% (2015)
Avg. Years of Education: 10.9 (M), 8.9 (F)

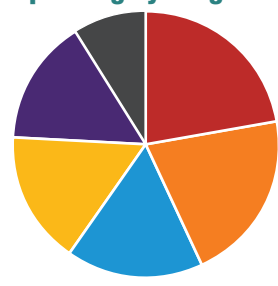
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 66th
Corruption Perception Index: 111th (Tied)
Economic Freedom Index: 82nd (Moderately Free)
Good Country Index: 62nd
Media Freedom Index: 58th
Internet Penetration: 72%
Mobile Connections: 105%
Social Media Penetration: 52%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 38th

Public Diplomacy Spending

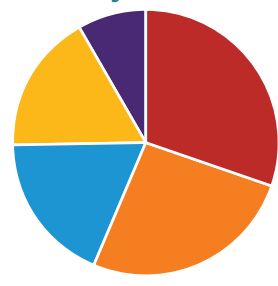
Total FY 2020 | DP (.7): \$1,100,000 | Supplemental: \$3,130,000

Spending by Program



- Cultural Programs (Post Generated): \$172,762.00
- Support for Mission Initiatives: \$163,992.00
- Education Initiatives (not English Language Programs): \$129,377.00
- Post-Generated Exchanges: \$125,779.00
- Complementing ECA Programs: \$117,383.00
- Inform Policy Making: \$68,969.00

Percentage Allocation by Theme



- Civil Society: 30.07%
- Economic Statecraft: 26.53%
- Human Rights: 18.57%
- Democracy/Good Governance/Rule of Law: 16.89%
- Security Cooperation: 7.95%

Map Key: ■ Embassy ▲ Consulate

Bulgaria



\$950,800
PD Spending FY20

6,948,445
Population

\$11,348
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 108,560
Population: 6,948,445
Below 24 yrs. old: 23.92%
Refugee population: 20,438
Urban population: 75.7%
GDP/Capita: \$11,348
Unemployment: 5.7%
Below Poverty Line: 23.4% (2016 est.)
Literacy Rate: 98.4% (2015)
Avg. Years of Education: 11.2 (M), 11.5 (F)

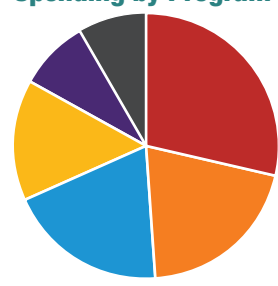
Social & Media Indicators

Inclusive Internet Index: 37th
Social Progress Index: 43rd
Corruption Perception Index: 69th (Tied)
Economic Freedom Index: 35th (Mostly Free)
Good Country Index: 21st
Media Freedom Index: 111th
Internet Penetration: 67%
Mobile Connections: 136%
Social Media Penetration: 56%
Most Used SNS: Facebook
Global Soft Power: 66th
Gender Inequality: 48th

Public Diplomacy Spending

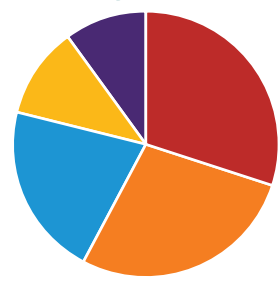
Total FY 2020 | DP (.7): \$950,800 | Supplemental: \$0

Spending by Program



- Cultural Programs (Post Generated): \$198,440.00
- Digital Outreach: \$140,432.00
- Media Programming: \$133,010.00
- Complementing ECA Programs: \$102,533.00
- Alumni Outreach: \$58,939.00
- Education Initiatives (not English Language Programs): \$56,622.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 29.63%
- Information and Media Literacy: 28.09%
- Civil Society: 20.94%
- Democracy/Good Governance/Rule of Law: 10.80%
- Entrepreneurship/Job Creation: 10.54%



Croatia



\$1,140,000
PD Spending FY20

4,105,267
Population

\$16,401
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 55,960
Population: 4,105,267
Below 24 yrs. old: 24.92%
Refugee population: 916
Urban population: 57.6%
GDP/Capita: \$16,401
Unemployment: 7.2%
Below Poverty Line: 19.5% (2015 est.)
Literacy Rate: 99.3% (2015)
Avg. Years of Education: 12.2 (M), 11.1 (F)

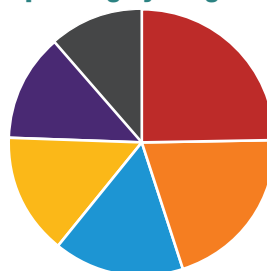
Social & Media Indicators

Inclusive Internet Index: 53rd (Tied)
Social Progress Index: 36th
Corruption Perception Index: 63rd (Tied)
Economic Freedom Index: 79th (Moderately Free)
Good Country Index: 39th
Media Freedom Index: 59th
Internet Penetration: 76%
Mobile Connections: 126%
Social Media Penetration: 51%
Most Used SNS: Facebook
Global Soft Power: 49th
Gender Inequality: 29th (Tied)

Public Diplomacy Spending

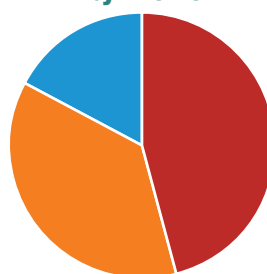
Total FY 2020 | DP (.7): \$1,140,000 | Supplemental: \$0

Spending by Program



Media Programming: \$199,726.00
Education Initiatives (not English Language Programs): \$163,570.00
Align Resources with Strategic Priorities: \$125,782.00
Support for Mission Initiatives: \$117,749.00
Alumni Outreach: \$102,727.00
Digital Outreach: \$91,182.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 45.58%
Entrepreneurship/Job Creation: 37.56%
Democracy/Good Governance/Rule of Law: 16.86%

Map Key: ■ Embassy ▲ Consulate

Cyprus



\$636,200
PD Spending FY20

1,207,359
Population

\$29,685
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 9,240
Population: 1,207,359
Below 24 yrs. old: 27.98%
Refugee population: 12,311
Urban population: 66.8%
GDP/Capita: \$29,685
Unemployment: 7.2%
Below Poverty Line: 14.7% (2018)
Literacy Rate: 99.1% (2015)
Avg. Years of Education: 12.3 (M), 12.1 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 29th
Corruption Perception Index: 42nd (Tied)
Economic Freedom Index: 33rd (Mostly Free)
Good Country Index: 12th
Media Freedom Index: 27th
Internet Penetration: 85%
Mobile Connections: 140%
Social Media Penetration: 83%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 21st (Tied)

Public Diplomacy Spending

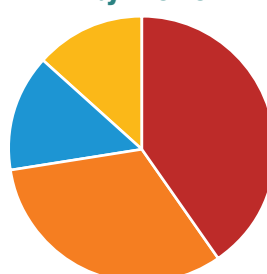
Total FY 2020 | DP (.7): \$636,200 | Supplemental: \$0

Spending by Program



Media Programming: \$132,081.00
Complementing ECA Programs: \$106,715.00
Cultural Programs (Post Generated): \$68,454.00
Support for Mission Initiatives: \$49,007.00
Align Resources with Strategic Priorities: \$36,124.00
Education Initiatives (not English Language Programs): \$35,001.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 40.30%
Entrepreneurship/Job Creation: 32.51%
Environment/Climate Change: 14.11%
Women's Empowerment: 13.07%



Czech Republic



\$1,410,000
PD Spending FY20

10,708,981
Population

\$25,990
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 77,220
Population: 10,708,981
Below 24 yrs. old: 24.37%
Refugee population: 2,054
Urban population: 74.1%
GDP/Capita: \$25,990
Unemployment: 2.9%
Below Poverty Line: 9.7% (2015 est.)
Literacy Rate: 99.0% (2011)
Avg. Years of Education: 12.9 (M), 12.5 (F)

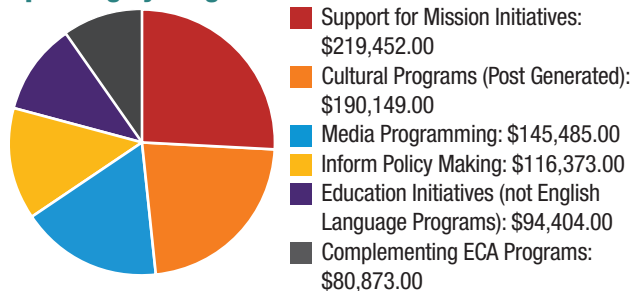
Social & Media Indicators

Inclusive Internet Index: 31st
Social Progress Index: 22nd
Corruption Perception Index: 49th (Tied)
Economic Freedom Index: 27th (Mostly Free)
Good Country Index: 27th
Media Freedom Index: 40th
Internet Penetration: 87%
Mobile Connections: 145%
Social Media Penetration: 53%
Most Used SNS: Facebook
Global Soft Power: 40th
Gender Inequality: 36th

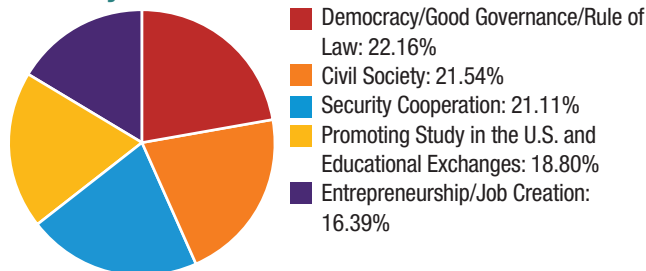
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,410,000 | Supplemental: \$0

Spending by Program

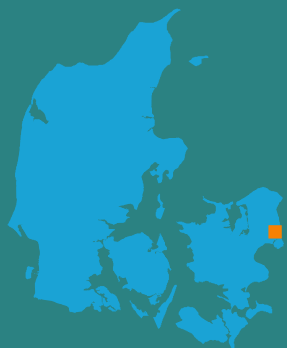


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Denmark



\$2,789,000
PD Spending FY20

5,792,202
Population

\$63,644
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 41,990
Population: 5,792,202
Below 24 yrs. old: 28.75%
Refugee population: 37,533
Urban population: 88.1%
GDP/Capita: \$63,644
Unemployment: 5.7%
Below Poverty Line: 13.4% (2011 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.4 (M), 12.8 (F)

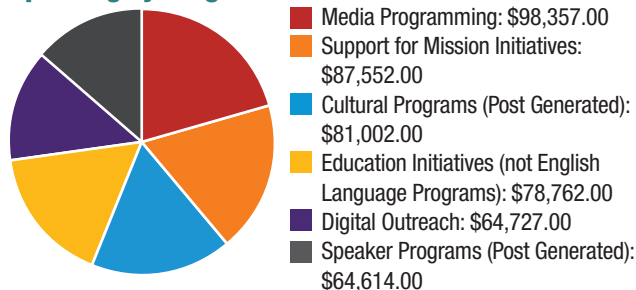
Social & Media Indicators

Inclusive Internet Index: 9th (Tied)
Social Progress Index: 3rd
Corruption Perception Index: 1st (Tied)
Economic Freedom Index: 10th (Mostly Free)
Good Country Index: 2nd
Media Freedom Index: 3rd
Internet Penetration: 98%
Mobile Connections: 154%
Social Media Penetration: 71%
Most Used SNS: Facebook
Global Soft Power: 15th
Gender Inequality: 2nd

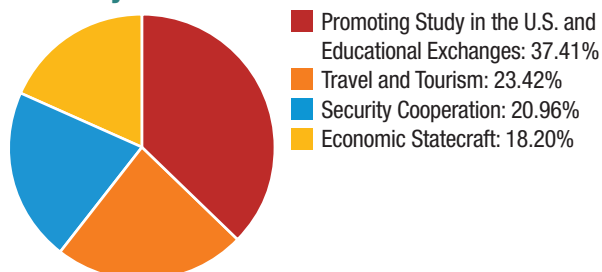
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$989,000 | Supplemental: \$1,800,000

Spending by Program



Percentage Allocation by Theme





Estonia



\$664,800
PD Spending FY20

1,326,535
Population

\$26,377
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 43,470
Population: 1,326,535
Below 24 yrs. old: 25.08%
Refugee population: 331
Urban population: 69.2%
GDP/Capita: \$26,377
Unemployment: 6.5%
Below Poverty Line: 21.1% (2016 est.)
Literacy Rate: 99.8% (2015)
Avg. Years of Education: 12.7 (M), 13.6 (F)

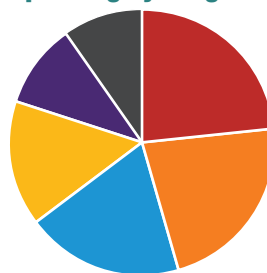
Social & Media Indicators

Inclusive Internet Index: 30th
Social Progress Index: 21st
Corruption Perception Index: 17th (Tied)
Economic Freedom Index: 8th (Mostly Free)
Good Country Index: 19th
Media Freedom Index: 14th
Internet Penetration: 90%
Mobile Connections: 136%
Social Media Penetration: 57%
Most Used SNS: Facebook
Global Soft Power: 54th
Gender Inequality: 21st (Tied)

Public Diplomacy Spending

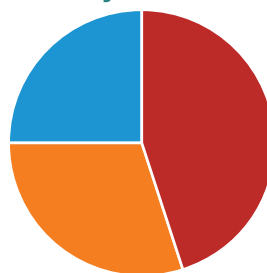
Total FY 2020 | DP (.7): \$664,800 | Supplemental: \$0

Spending by Program



Cultural Programs (Post Generated): \$118,803.00
Support for Mission Initiatives: \$112,372.00
Media Programming: \$98,296.00
Complementing ECA Programs: \$77,734.00
Digital Outreach: \$51,204.00
Speaker Programs (Post Generated): \$49,358.00

Percentage Allocation by Theme



Civil Society: 45.17%
STEM: 29.94%
Trade and Investment: 24.89%

Map Key: ■ Embassy ▲ Consulate

Finland



\$908,000
PD Spending FY20

5,540,720
Population

\$54,816
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 303,910
Population: 5,540,720
Below 24 yrs. old: 27.36%
Refugee population: 23,458
Urban population: 85.5%
GDP/Capita: \$54,816
Unemployment: 7.8%
Below Poverty Line: 12.2% (2019)
Literacy Rate: N/A
Avg. Years of Education: 12.6 (M), 13.0 (F)

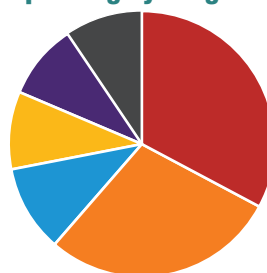
Social & Media Indicators

Inclusive Internet Index: 18th (Tied)
Social Progress Index: 2nd
Corruption Perception Index: 3rd (Tied)
Economic Freedom Index: 17th (Mostly Free)
Good Country Index: 6th
Media Freedom Index: 2nd
Internet Penetration: 95%
Mobile Connections: 179%
Social Media Penetration: 60%
Most Used SNS: Facebook
Global Soft Power: 18th
Gender Inequality: 7th

Public Diplomacy Spending

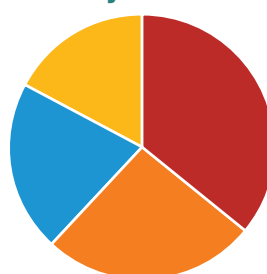
Total FY 2020 | DP (.7): \$908,000 | Supplemental: \$0

Spending by Program



Support for Mission Initiatives: \$208,520.00
Digital Outreach: \$180,482.00
Media Programming: \$65,796.00
Speaker Programs (Post Generated): \$58,870.00
Alumni Outreach: \$58,746.00
Private-Public Partnerships: \$57,889.00

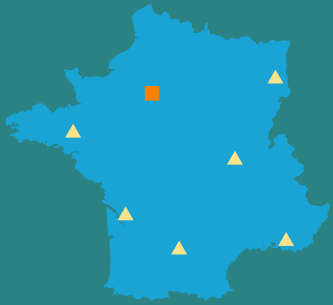
Percentage Allocation by Theme



Civil Society: 36.46%
Entrepreneurship/Job Creation: 25.69%
Environment/Climate Change: 20.61%
Trade and Investment: 17.24%



France



\$3,580,000
PD Spending FY20

65,273,511
Population

\$44,769
GDP/Capita

Post also oversees programs in Monaco. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 547,557
Population: 65,273,511
Below 24 yrs. old: 30.24%
Refugee population: 407,915
Urban population: 81.0%
GDP/Capita: \$44,769
Unemployment: 8.6%
Below Poverty Line: 14.2% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: 11.7 (M), 11.3 (F)

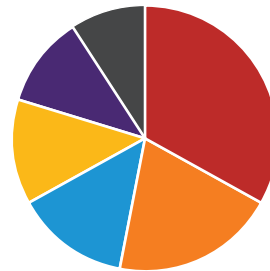
Social & Media Indicators

Inclusive Internet Index: 6th (Tied)
Social Progress Index: 19th
Corruption Perception Index: 23rd
Economic Freedom Index: 64th (Moderately Free)
Good Country Index: 7th
Media Freedom Index: 34th
Internet Penetration: 89%
Mobile Connections: 100%
Social Media Penetration: 60%
Most Used SNS: Facebook
Global Soft Power: 7th
Gender Inequality: 8th

Public Diplomacy Spending

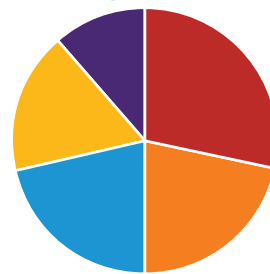
Total FY 2020 | DP (.7): \$3,580,000 | Supplemental: \$0

Spending by Program



Books / Publications: \$1,171,751.00
Cultural Programs (Post Generated): \$699,292.00
English Language Programs (non-ECA): \$488,673.00
Support for Mission Initiatives: \$456,263.00
Speaker Programs (Post Generated): \$389,078.00
Media Programming: \$314,990.00

Percentage Allocation by Theme



Economic Statecraft: 28.58%
CVE/Counterterrorism: 21.57%
Entrepreneurship/Job Creation: 21.05%
Civil Society: 17.38%
Security Cooperation: 11.42%

Map Key: ■ Embassy ▲ Consulate

Georgia



\$5,300,000
PD Spending FY20

3,989,167
Population

\$4,714
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 69,490
Population: 3,989,167
Below 24 yrs. old: 29.32%
Refugee population: 1,355
Urban population: 59.5%
GDP/Capita: \$4,714
Unemployment: 12.1%
Below Poverty Line: 9.2% (2010 est.)
Literacy Rate: 99.6% (2019)
Avg. Years of Education: 13.1 (M), 13.2 (F)

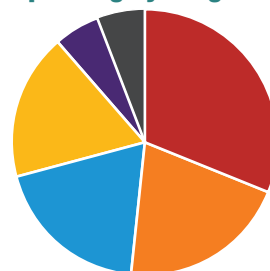
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 49th
Corruption Perception Index: 45th (Tied)
Economic Freedom Index: 12th (Mostly Free)
Good Country Index: 43rd
Media Freedom Index: 60th
Internet Penetration: 68%
Mobile Connections: 139%
Social Media Penetration: 68%
Most Used SNS: Odnoklassniki
Global Soft Power: Not Ranked
Gender Inequality: 76th

Public Diplomacy Spending

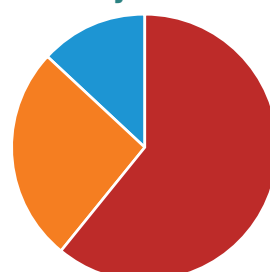
Total FY 2020 | DP (.7): \$1,590,000 | Supplemental: \$3,710,000

Spending by Program



Support for Mission Initiatives: \$276,528.00
Cultural Programs (Post Generated): \$180,733.00
Speaker Programs (Post Generated): \$169,401.00
Complementing ECA Programs: \$155,422.00
Media Programming: \$51,642.00
English Language Programs (non-ECA): \$49,180.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 61.19%
Civil Society: 25.64%
Promoting Study in the U.S. and Educational Exchanges: 13.17%



Germany



\$5,640,000
PD Spending FY20

83,783,942
Population

\$57,080
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 349,360
Population: 83,783,942
Below 24 yrs. old: 22.70%
Refugee population: 1,146,682
Urban population: 77.5%
GDP/Capita: \$57,080
Unemployment: 4.3%
Below Poverty Line: 16.7% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: 14.4 (M), 13.9 (F)

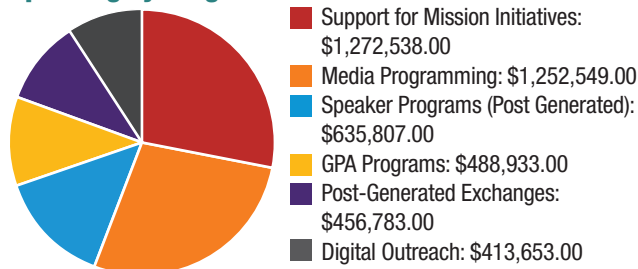
Social & Media Indicators

Inclusive Internet Index: 25th (Tied)
Social Progress Index: 10th
Corruption Perception Index: 9th (Tied)
Economic Freedom Index: 29th (Mostly Free)
Good Country Index: 3rd
Media Freedom Index: 11th
Internet Penetration: 93%
Mobile Connections: 132%
Social Media Penetration: 45%
Most Used SNS: Facebook
Global Soft Power: 1st
Gender Inequality: 20th

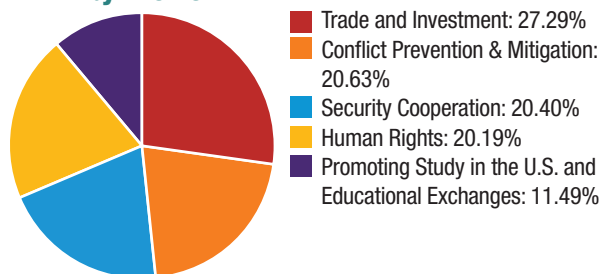
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$5,640,000 | Supplemental: \$0

Spending by Program

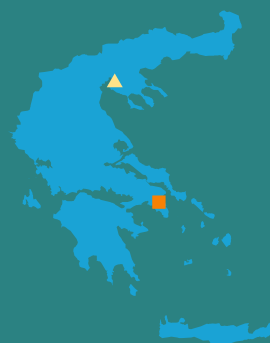


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Greece



\$1,790,000
PD Spending FY20

10,423,054
Population

\$20,520
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 128,900
Population: 10,423,054
Below 24 yrs. old: 24.87%
Refugee population: 80,454
Urban population: 79.7%
GDP/Capita: \$20,520
Unemployment: 16.9%
Below Poverty Line: 36% (2014 est.)
Literacy Rate: 97.9% (2018)
Avg. Years of Education: 10.8 (M), 10.3 (F)

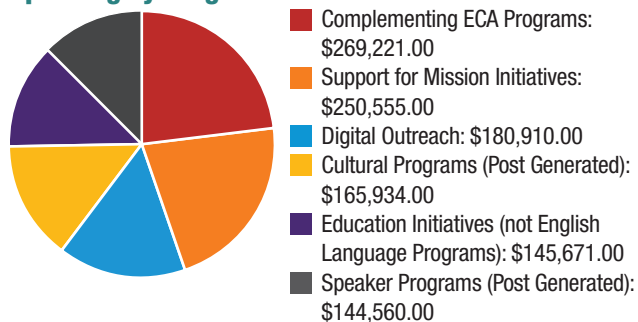
Social & Media Indicators

Inclusive Internet Index: 38th
Social Progress Index: 31st
Corruption Perception Index: 59th
Economic Freedom Index: 96th (Moderately Free)
Good Country Index: 46th
Media Freedom Index: 65th
Internet Penetration: 79%
Mobile Connections: 152%
Social Media Penetration: 59%
Most Used SNS: Facebook
Global Soft Power: 31st
Gender Inequality: 29th (Tied)

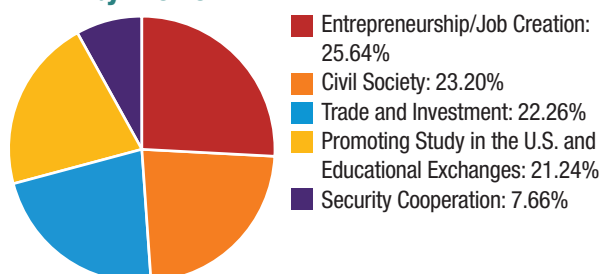
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,790,000 | Supplemental: \$0

Spending by Program

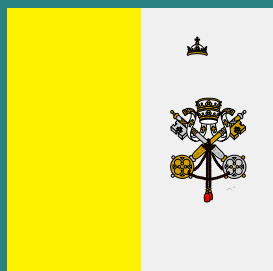


Percentage Allocation by Theme





Holy See



\$115,200

PD Spending FY20

801

Population

N/A

GDP/Capita

Demographics & Literacy

Geographical Area (Acres): 121
Population: 801
Below 24 yrs. old: N/A
Refugee population: 0
Urban population: 100.0%
GDP/Capita: N/A
Unemployment: N/A
Below Poverty Line: N/A
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

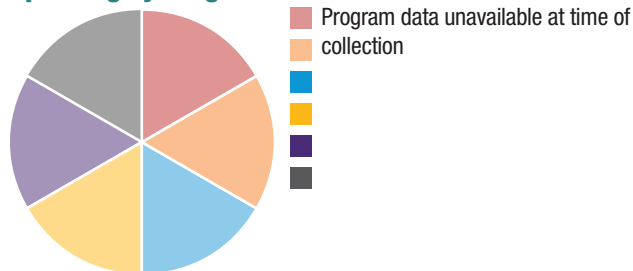
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: Not Ranked
Mobile Connections: Not Ranked
Social Media Penetration: Not Ranked
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

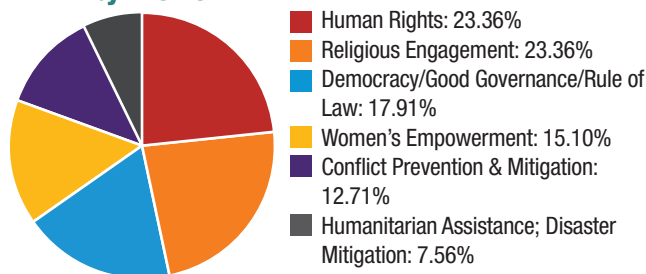
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$115,200 | Supplemental: \$0

Spending by Program

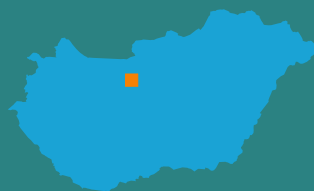


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Hungary



\$944,000

PD Spending FY20

9,660,351

Population

\$17,644

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 90,530
Population: 9,660,351
Below 24 yrs. old: 24.97%
Refugee population: 5,750
Urban population: 71.9%
GDP/Capita: \$17,644
Unemployment: 4.3%
Below Poverty Line: 14.9% (2015 est.)
Literacy Rate: 99.1% (2015)
Avg. Years of Education: 12.2 (M), 11.7 (F)

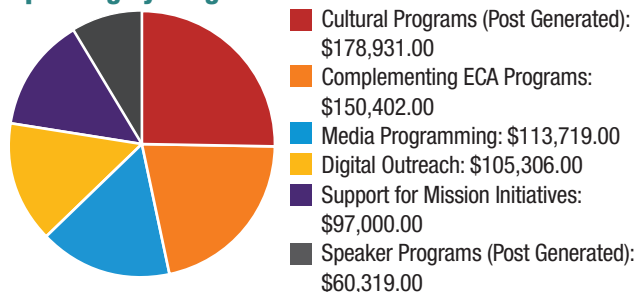
Social & Media Indicators

Inclusive Internet Index: 40th (Tied)
Social Progress Index: 42nd
Corruption Perception Index: 69th (Tied)
Economic Freedom Index: 55th (Moderately Free)
Good Country Index: 30th
Media Freedom Index: 89th
Internet Penetration: 79%
Mobile Connections: 120%
Social Media Penetration: 62%
Most Used SNS: Facebook
Global Soft Power: 43rd
Gender Inequality: 51st

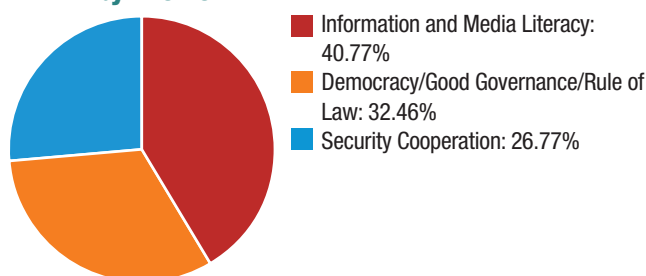
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$944,000 | Supplemental: \$0

Spending by Program

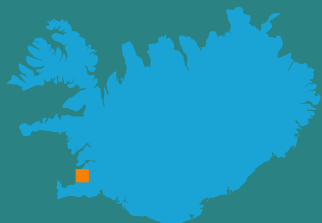


Percentage Allocation by Theme





Iceland



\$461,700
PD Spending FY20

341,243
Population

\$58,370
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 100,250
Population: 341,243
Below 24 yrs. old: 33.16%
Refugee population: 894
Urban population: 93.9%
GDP/Capita: \$58,370
Unemployment: 5.0%
Below Poverty Line: 8.8% (2017)
Literacy Rate: N/A
Avg. Years of Education: 13.0 (M), 12.6 (F)

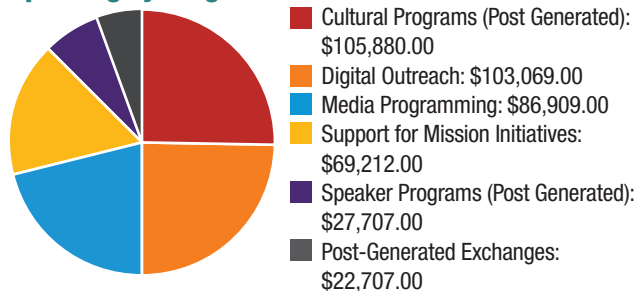
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 4th
Corruption Perception Index: 17th (Tied)
Economic Freedom Index: 11th (Mostly Free)
Good Country Index: 34th
Media Freedom Index: 15th
Internet Penetration: 99%
Mobile Connections: 145%
Social Media Penetration: 82%
Most Used SNS: Facebook
Global Soft Power: 30th
Gender Inequality: 9th

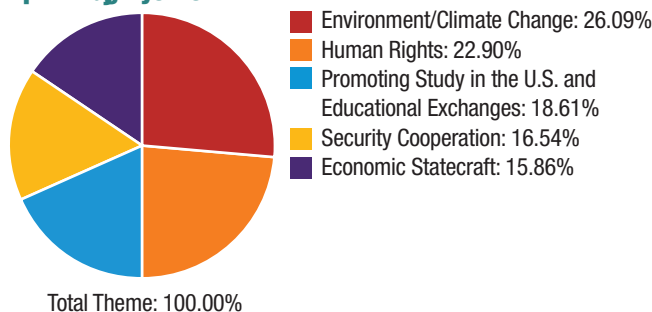
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$461,700 | Supplemental: \$0

Spending by Program

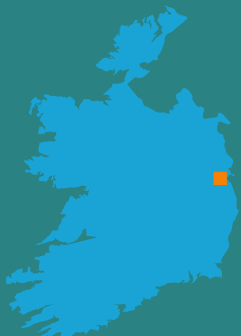


Percentage Allocation Spending by Theme



Map Key: ■ Embassy ▲ Consulate

Ireland



\$518,500
PD Spending FY20

4,937,786
Population

\$90,478
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 68,890
Population: 4,937,786
Below 24 yrs. old: 33.23%
Refugee population: 7,795
Urban population: 63.7%
GDP/Capita: \$90,478
Unemployment: 5.9%
Below Poverty Line: 8.2% (2013 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.4 (M), 12.9 (F)

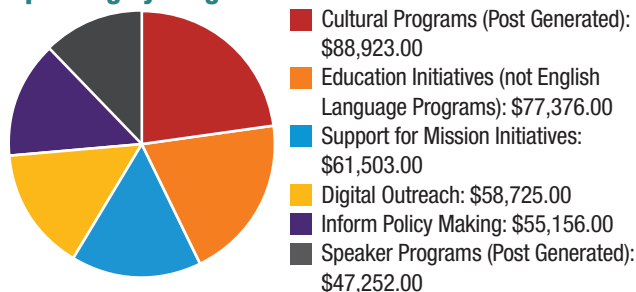
Social & Media Indicators

Inclusive Internet Index: 23rd
Social Progress Index: 13th
Corruption Perception Index: 20th
Economic Freedom Index: 5th (Free)
Good Country Index: 15th
Media Freedom Index: 13th
Internet Penetration: 87%
Mobile Connections: 97%
Social Media Penetration: 65%
Most Used SNS: Facebook
Global Soft Power: 29th
Gender Inequality: 23rd

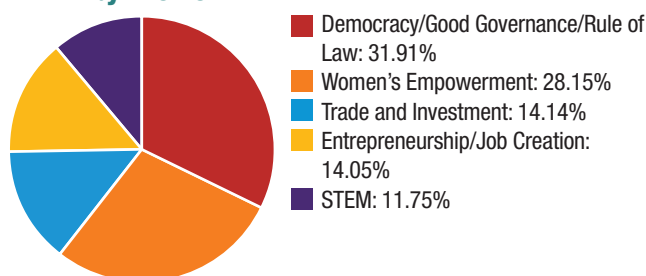
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$518,500 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





Italy



\$3,220,000
PD Spending FY20

60,461,826
Population

\$33,061
GDP/Capita

Post also oversees programs in San Marino. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 294,140
Population: 60,461,826
Below 24 yrs. old: 23.06%
Refugee population: 207,602
Urban population: 71.0%
GDP/Capita: \$33,061
Unemployment: 9.3%
Below Poverty Line: 29.9% (2012 est.)
Literacy Rate: 99.2% (2018)
Avg. Years of Education: 10.6 (M), 10.2 (F)

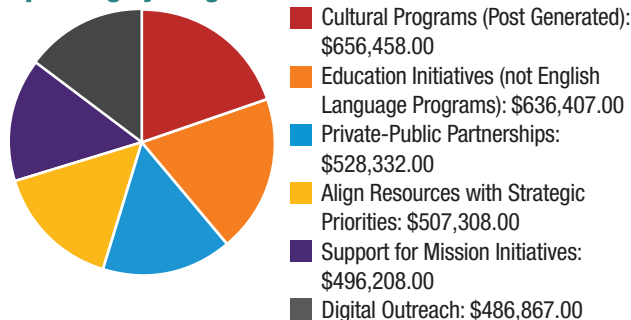
Social & Media Indicators

Inclusive Internet Index: ? (Tied)
Social Progress Index: 23rd
Corruption Perception Index: 52nd (Tied)
Economic Freedom Index: 68th (Moderately Free)
Good Country Index: 24th
Media Freedom Index: 41st
Internet Penetration: 82%
Mobile Connections: 133%
Social Media Penetration: 58%
Most Used SNS: Facebook
Global Soft Power: 19th
Gender Inequality: 14th (Tied)

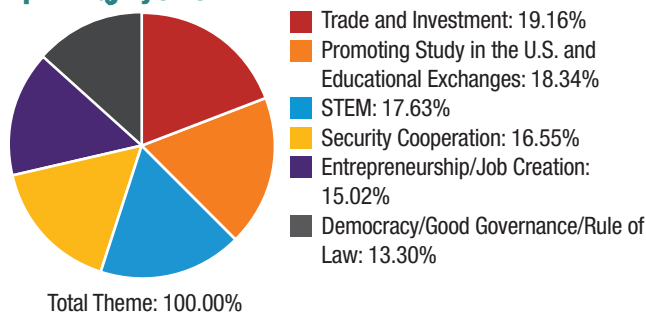
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$3,220,000 | Supplemental: \$0

Spending by Program



Percentage Allocation Spending by Theme



Map Key: ■ Embassy ▲ Consulate

Kosovo



\$2,251,100
PD Spending FY20

1,935,259
Population

\$4,753
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,887
Population: 1,935,259
Below 24 yrs. old: 41.02%
Refugee population: N/A
Urban population: 54.7% (2011)
GDP/Capita: \$4,753
Unemployment: 49.7% (2020 est.)
Below Poverty Line: 17.6% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

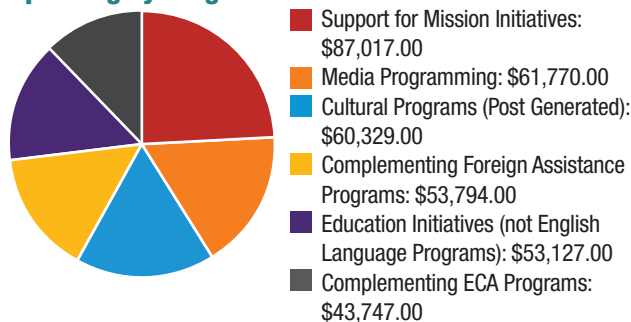
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 58th (Moderately Free)
Good Country Index: Not Ranked
Media Freedom Index: 70th
Internet Penetration: 89%
Mobile Connections: 93%
Social Media Penetration: 61%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

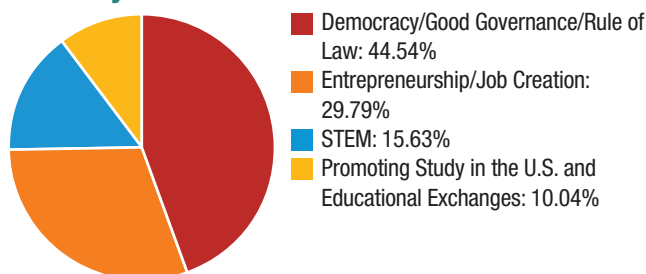
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$551,100 | Supplemental: \$1,700,000

Spending by Program



Percentage Allocation by Theme





Latvia



\$678,800

PD Spending FY20

1,886,198

Population

\$19,933

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 62,180

Population: 1,886,198

Below 24 yrs. old: 24.32%

Refugee population: 665

Urban population: 68.3%

GDP/Capita: \$19,933

Unemployment: 8.2%

Below Poverty Line: 25.5% (2015)

Literacy Rate: 99.9% (2018)

Avg. Years of Education: 12.6 (M), 13.4 (F)

Social & Media Indicators

Inclusive Internet Index: 32nd

Social Progress Index: 34th

Corruption Perception Index: 42nd (Tied)

Economic Freedom Index: 30th (Mostly Free)

Good Country Index: 36th

Media Freedom Index: 22nd

Internet Penetration: 86%

Mobile Connections: 135%

Social Media Penetration: 53%

Most Used SNS: VKontakte

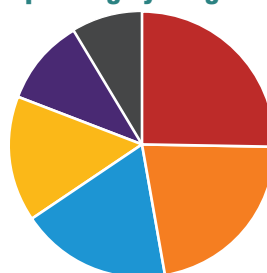
Global Soft Power: 80th

Gender Inequality: 41st

Public Diplomacy Spending

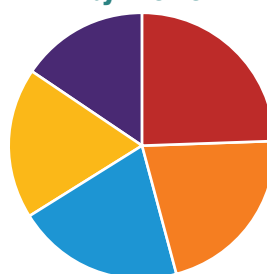
Total FY 2020 | DP (.7): \$678,800 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$126,519.00
- Cultural Programs (Post Generated): \$110,225.00
- Media Programming: \$91,272.00
- GPA Programs: \$76,272.00
- Speaker Programs (Post Generated): \$53,043.00
- Digital Outreach: \$42,519.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 24.35%
- Civil Society: 20.77%
- Information and Media Literacy: 20.39%
- Security Cooperation: 18.75%
- Entrepreneurship/Job Creation: 15.75%

Map Key: ■ Embassy ▲ Consulate

Lithuania



\$750,300

PD Spending FY20

2,722,289

Population

\$22,751

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 62,642

Population: 2,722,289

Below 24 yrs. old: 25.49%

Refugee population: 1,822

Urban population: 68.0%

GDP/Capita: \$22,751

Unemployment: 8.4%

Below Poverty Line: 22.2% (2015 est.)

Literacy Rate: 99.8% (2015)

Avg. Years of Education: 13.0 (M), 13.1 (F)

Social & Media Indicators

Inclusive Internet Index: 17th

Social Progress Index: 27th

Corruption Perception Index: 35th (Tied)

Economic Freedom Index: 15th (Mostly Free)

Good Country Index: 40th

Media Freedom Index: 28th

Internet Penetration: 81%

Mobile Connections: 147%

Social Media Penetration: 66%

Most Used SNS: Facebook

Global Soft Power: 79th

Gender Inequality: 34th

Public Diplomacy Spending

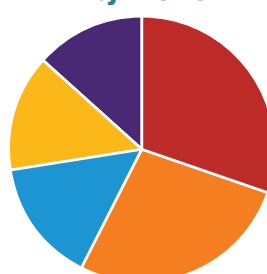
Total FY 2020 | DP (.7): \$750,300 | Supplemental: \$0

Spending by Program



- Complementing ECA Programs: \$94,918.00
- Cultural Programs (Post Generated): \$90,596.00
- Support for Mission Initiatives: \$63,693.00
- Media Programming: \$53,935.00
- Education Initiatives (not English Language Programs): \$50,796.00
- GPA Programs: \$41,604.00

Percentage Allocation by Theme



- Civil Society: 30.03%
- Human Rights: 27.11%
- Environment/Climate Change: 15.45%
- Promoting Study in the U.S. and Educational Exchanges: 13.80%
- Entrepreneurship/Job Creation: 13.61%



Luxembourg



\$350,400
PD Spending FY20

625,978
Population

\$125,922
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,430

Population: 625,978

Below 24 yrs. old: 28.51%

Refugee population: 2,548

Urban population: 91.5%

GDP/Capita: \$125,922

Unemployment: 7.0%

Below Poverty Line: 17.5% (2018)

Literacy Rate: N/A

Avg. Years of Education: 12.6 (M), 12.0 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 15th

Corruption Perception Index: 9th (Tied)

Economic Freedom Index: 18th (Mostly Free)

Good Country Index: 11th

Media Freedom Index: 17th

Internet Penetration: 97%

Mobile Connections: 134%

Social Media Penetration: 64%

Most Used SNS: Facebook

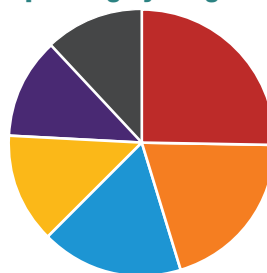
Global Soft Power: 32nd

Gender Inequality: 12th (Tied)

Public Diplomacy Spending

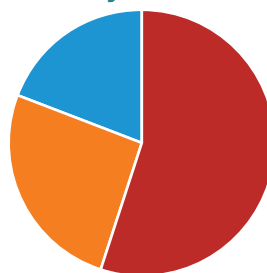
Total FY 2020 | DP (.7): \$350,400 | Supplemental: \$0

Spending by Program



- Complementing ECA Programs: \$64,908.00
- Cultural Programs (Post Generated): \$51,200.00
- Digital Outreach: \$44,506.00
- Education Initiatives (not English Language Programs): \$33,749.00
- Speaker Programs (Post Generated): \$31,095.00
- Media Programming: \$30,173.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 55.06%
- Economic Statecraft: 25.89%
- Trade and Investment: 19.05%

Map Key: ■ Embassy ▲ Consulate

Malta



\$146,100
PD Spending FY20

441,543
Population

\$32,099
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 320

Population: 441,543

Below 24 yrs. old: 24.71%

Refugee population: 8,908

Urban population: 94.7%

GDP/Capita: \$32,099

Unemployment: 4.1%

Below Poverty Line: 16.3% (2015 est.)

Literacy Rate: 94.5% (2018)

Avg. Years of Education: 11.6 (M), 11.1 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 28th

Corruption Perception Index: 52nd (Tied)

Economic Freedom Index: 36th (Mostly Free)

Good Country Index: 37th

Media Freedom Index: 81st

Internet Penetration: 91%

Mobile Connections: 153%

Social Media Penetration: 91%

Most Used SNS: Facebook

Global Soft Power: Not Ranked

Gender Inequality: 40th

Public Diplomacy Spending

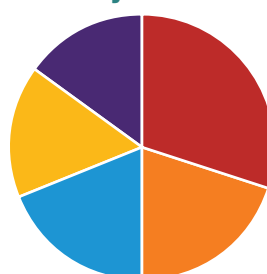
Total FY 2020 | DP (.7): \$146,100 | Supplemental: \$0

Spending by Program



- Post-Generated Exchanges: \$32,942.00
- Media Programming: \$21,709.00
- Cultural Programs (Post Generated): \$18,133.00
- Complementing ECA Programs: \$16,830.00
- Speaker Programs (Post Generated): \$14,724.00
- Digital Outreach: \$11,524.00

Percentage Allocation by Theme



- Women's Empowerment: 29.88%
- Democracy/Good Governance/Rule of Law: 19.90%
- Human Rights: 18.71%
- Security Cooperation: 16.17%
- Entrepreneurship/Job Creation: 15.35%



Moldova



\$4,278,000
PD Spending FY20

4,033,963
Population

\$4,527
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 32,890
Population: 4,033,963
Below 24 yrs. old: 29.58%
Refugee population: 417
Urban population: 42.8%
GDP/Capita: \$4,527
Unemployment: 4.7%
Below Poverty Line: 9.6% (2015 est.)
Literacy Rate: 99.4% (2015)
Avg. Years of Education: 11.6 (M), 11.8 (F)

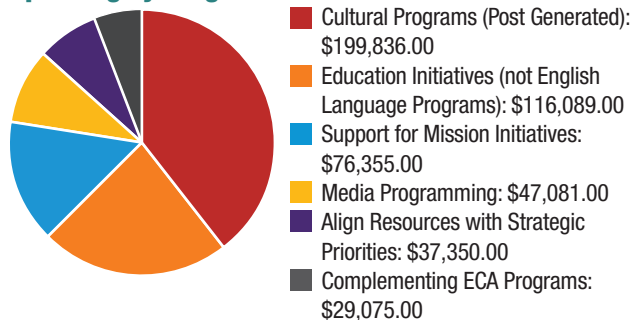
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 60th
Corruption Perception Index: 115th (Tied)
Economic Freedom Index: 85th (Moderately Free)
Good Country Index: 42nd
Media Freedom Index: 91st
Internet Penetration: 76%
Mobile Connections: 108%
Social Media Penetration: 35%
Most Used SNS: Odnoklassniki
Global Soft Power: Not Ranked
Gender Inequality: 46th (Tied)

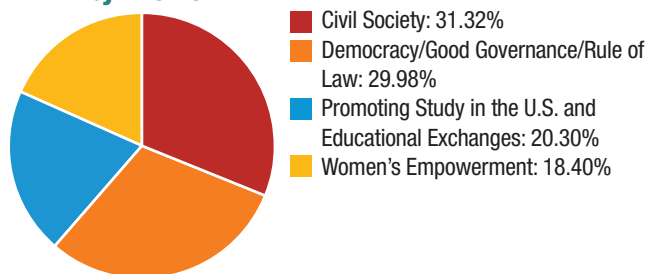
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$608,000 | Supplemental: \$3,670,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Montenegro



\$1,526,600
PD Spending FY20

628,066
Population

\$9,152
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 13,450
Population: 628,066
Below 24 yrs. old: 30.92%
Refugee population: 653
Urban population: 67.5%
GDP/Capita: \$9,152
Unemployment: 15.9%
Below Poverty Line: 8.6% (2013 est.)
Literacy Rate: 98.8% (2018)
Avg. Years of Education: 12.3 (M), 10.9 (F)

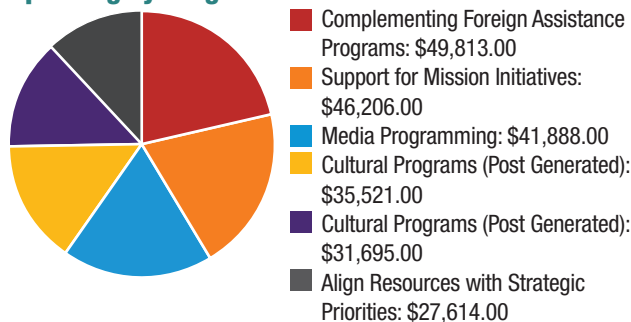
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 57th
Corruption Perception Index: 67th (Tied)
Economic Freedom Index: 80th (Moderately Free)
Good Country Index: 44th
Media Freedom Index: 105th
Internet Penetration: 74%
Mobile Connections: 191%
Social Media Penetration: 62%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 26th (Tied)

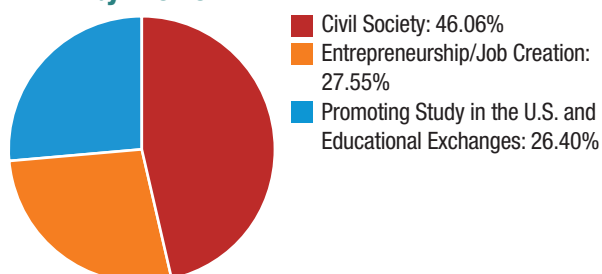
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$406,600 | Supplemental: \$1,120,000

Spending by Program



Percentage Allocation by Theme





Netherlands



\$1,220,000
PD Spending FY20

17,134,872
Population

\$58,029
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 33,690
Population: 17,134,872
Below 24 yrs. old: 28.02%
Refugee population: 94,417
Urban population: 92.2%
GDP/Capita: \$58,029
Unemployment: 4.1%
Below Poverty Line: 8.8% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.7 (M), 12.2 (F)

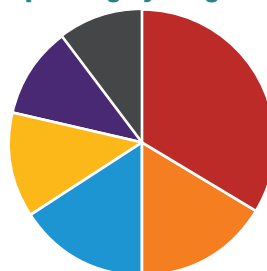
Social & Media Indicators

Inclusive Internet Index: 16th
Social Progress Index: 8th
Corruption Perception Index: 8th
Economic Freedom Index: 16th (Mostly Free)
Good Country Index: 5th
Media Freedom Index: 5th
Internet Penetration: 95%
Mobile Connections: 99%
Social Media Penetration: 64%
Most Used SNS: Facebook
Global Soft Power: 12th
Gender Inequality: 4th (Tied)

Public Diplomacy Spending

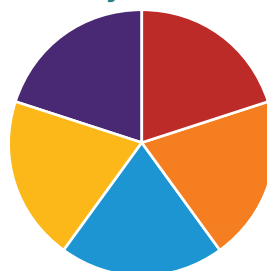
Total FY 2020 | DP (.7): \$1,220,000 | Supplemental: \$0

Spending by Program



Support for Mission Initiatives: \$315,058.00
Digital Outreach: \$153,553.00
Cultural Programs (Post Generated): \$149,028.00
Speaker Programs (Post Generated): \$120,769.00
Media Programming: \$102,891.00
Private-Public Partnerships: \$95,325.00

Percentage Allocation by Theme



Civil Society: 20.00%
CVE/Counterterrorism: 20.00%
Democracy/Good Governance/Rule of Law: 20.00%
Economic Statecraft: 20.00%
Entrepreneurship/Job Creation: 20.00%

Map Key: ■ Embassy ▲ Consulate

North Macedonia



\$2,776,400
PD Spending FY20

2,083,374
Population

\$6,933
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 25,220
Population: 2,083,374
Below 24 yrs. old: 28.81%
Refugee population: 354
Urban population: 58.5%
GDP/Capita: \$6,933
Unemployment: 18.4%
Below Poverty Line: 21.5% (2015 est.)
Literacy Rate: 98.4% (2020)
Avg. Years of Education: 10.2 (M), 9.4 (F)

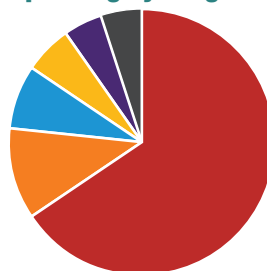
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 63rd
Corruption Perception Index: 111th (Tied)
Economic Freedom Index: 46th (Moderately Free)
Good Country Index: 32nd
Media Freedom Index: 92nd
Internet Penetration: 81%
Mobile Connections: 107%
Social Media Penetration: 53%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 37th

Public Diplomacy Spending

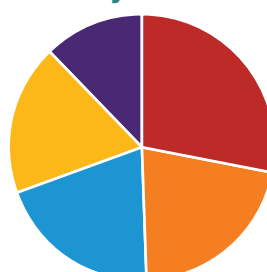
Total FY 2020 | DP (.7): \$876,400 | Supplemental: \$1,900,000

Spending by Program



Support for Mission Initiatives: \$366,380.00
Media Programming: \$62,095.00
Digital Outreach: \$43,111.00
Complementing Foreign Assistance Programs: \$31,757.00
Audience Research: \$27,344.00
Cultural Programs (Post Generated): \$27,268.00

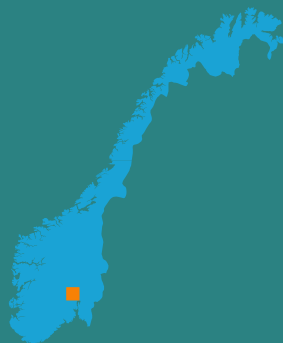
Percentage Allocation by Theme



Civil Society: 28.48%
Promoting Study in the U.S. and Educational Exchanges: 21.04%
CVE/Counterterrorism: 20.46%
Democracy/Good Governance/Rule of Law: 18.35%
Entrepreneurship/Job Creation: 11.68%



Norway



\$755,600

PD Spending FY20

5,421,241

Population

\$76,408

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 365,500

Population: 5,421,241

Below 24 yrs. old: 29.98%

Refugee population: 53,882

Urban population: 83.0%

GDP/Capita: \$76,408

Unemployment: 4.6%

Below Poverty Line: 12.7% (2018)

Literacy Rate: N/A

Avg. Years of Education: 12.8 (M), 13.0 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 1st

Corruption Perception Index: 7th

Economic Freedom Index: 28th (Mostly Free)

Good Country Index: 10th

Media Freedom Index: 1st

Internet Penetration: 98%

Mobile Connections: 112%

Social Media Penetration: 70%

Most Used SNS: Facebook

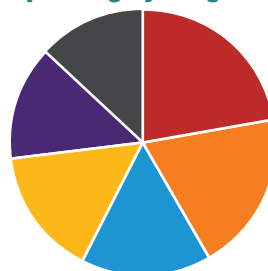
Global Soft Power: 14th

Gender Inequality: 6th

Public Diplomacy Spending

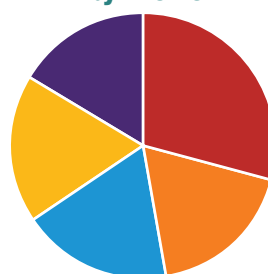
Total FY 2020 | DP (.7): \$755,600 | Supplemental: \$0

Spending by Program



- Digital Outreach: \$130,600.00
- Cultural Programs (Post Generated): \$111,850.00
- Educational Advising: \$90,764.00
- Post-Generated Exchanges: \$90,268.00
- Media Programming: \$80,061.00
- Support for Mission Initiatives: \$75,523.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 29.37%
- STEM: 18.23%
- Security Cooperation: 18.04%
- Civil Society: 18.00%
- Women's Empowerment: 16.36%

Map Key: ■ Embassy ▲ Consulate

Poland



\$2,000,000

PD Spending FY20

37,846,611

Population

\$16,739

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 306,190

Population: 37,846,611

Below 24 yrs. old: 24.63%

Refugee population: 12,658

Urban population: 60.0%

GDP/Capita: \$16,739

Unemployment: 3.5%

Below Poverty Line: 17.6% (2015 est.)

Literacy Rate: 99.8% (2015)

Avg. Years of Education: 12.4 (M), 12.5 (F)

Social & Media Indicators

Inclusive Internet Index: 12th (Tied)

Social Progress Index: 35th

Corruption Perception Index: 45th (Tied)

Economic Freedom Index: 41st (Moderately Free)

Good Country Index: 23rd

Media Freedom Index: 62nd

Internet Penetration: 81%

Mobile Connections: 137%

Social Media Penetration: 50%

Most Used SNS: Facebook

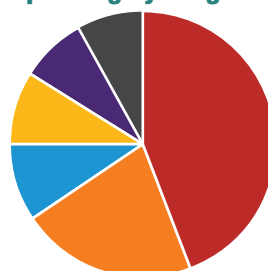
Global Soft Power: 38th

Gender Inequality: 28th

Public Diplomacy Spending

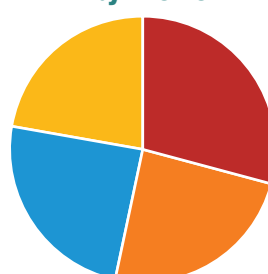
Total FY 2020 | DP (.7): \$2,000,000 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$619,102.00
- Cultural Programs (Post Generated): \$301,615.00
- Digital Outreach: \$132,390.00
- GPA Programs: \$124,918.00
- Media Programming: \$111,243.00
- Speaker Programs (Post Generated): \$110,963.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 28.99%
- Trade and Investment: 24.47%
- Energy: 24.38%
- Promoting Study in the U.S. and Educational Exchanges: 22.16%



Portugal



\$825,200
PD Spending FY20

10,196,709
Population

\$25,096
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 91,605
Population: 10,196,709
Below 24 yrs. old: 24.52%
Refugee population: 2,375
Urban population: 66.3%
GDP/Capita: \$25,096
Unemployment: 7.2%
Below Poverty Line: 19% (2015 est.)
Literacy Rate: 96.1% (2018)
Avg. Years of Education: 9.1 (M), 9.4 (F)

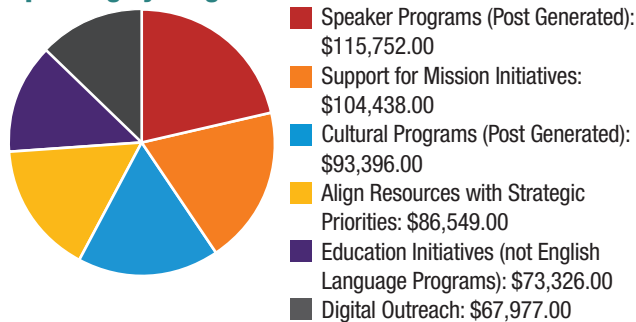
Social & Media Indicators

Inclusive Internet Index: 33rd
Social Progress Index: 25th
Corruption Perception Index: 33rd (Tied)
Economic Freedom Index: 52nd (Moderately Free)
Good Country Index: 35th
Media Freedom Index: 10th
Internet Penetration: 83%
Mobile Connections: 155%
Social Media Penetration: 69%
Most Used SNS: Facebook
Global Soft Power: 28th
Gender Inequality: 17th

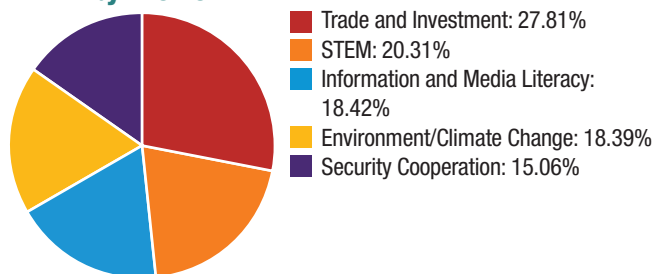
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$825,200 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Romania



\$1,060,000
PD Spending FY20

19,237,691
Population

\$14,916
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 230,080
Population: 19,237,691
Below 24 yrs. old: 24.43%
Refugee population: 3,860
Urban population: 54.2%
GDP/Capita: \$14,916
Unemployment: 4.8%
Below Poverty Line: 22.4% (2012 est.)
Literacy Rate: 98.8% (2018)
Avg. Years of Education: 11.4 (M), 10.8 (F)

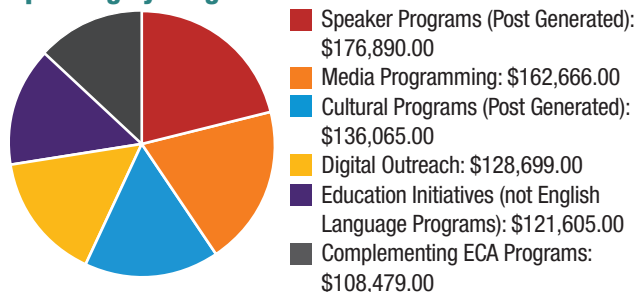
Social & Media Indicators

Inclusive Internet Index: 29th
Social Progress Index: 44th
Corruption Perception Index: 69th (Tied)
Economic Freedom Index: 43rd (Moderately Free)
Good Country Index: 57th
Media Freedom Index: 48th
Internet Penetration: 80%
Mobile Connections: 138%
Social Media Penetration: 57%
Most Used SNS: Facebook
Global Soft Power: 57th
Gender Inequality: 61st

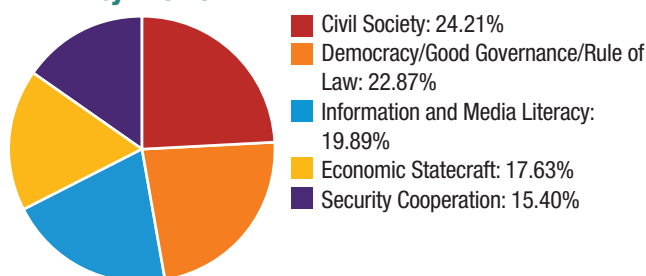
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,060,000 | Supplemental: \$0

Spending by Program

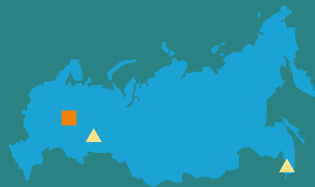


Percentage Allocation by Theme





Russia



\$11,410,000
PD Spending FY20

145,934,462
Population

\$10,792
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 16,376,870
Population: 145,934,462
Below 24 yrs. old: 26.78%
Refugee population: 42,413
Urban population: 74.8%
GDP/Capita: \$10,792
Unemployment: 5.7%
Below Poverty Line: 13.3% (2015 est.)
Literacy Rate: 99.7% (2018)
Avg. Years of Education: 12.1 (M), 11.9 (F)

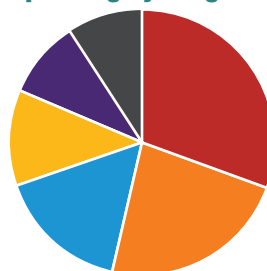
Social & Media Indicators

Inclusive Internet Index: 25th (Tied)
Social Progress Index: 62nd
Corruption Perception Index: 129th (Tied)
Economic Freedom Index: 92 (Moderately Free)
Good Country Index: 47th
Media Freedom Index: 149th
Internet Penetration: 81%
Mobile Connections: 163%
Social Media Penetration: 48%
Most Used SNS: VKontakte
Global Soft Power: 13th
Gender Inequality: 50th

Public Diplomacy Spending

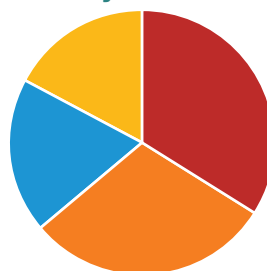
Total FY 2020 | DP (.7): \$5,290,000 | Supplemental: \$6,120,000

Spending by Program



Cultural Programs (Post Generated): \$1,247,139.00
English Language Programs (non-ECA): \$928,700.00
Post-Generated Exchanges: \$651,102.00
Educational Advising: \$475,000.00
Speaker Programs (Post Generated): \$382,661.00
GPA Programs: \$367,108.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 33.69%
Information and Media Literacy: 30.48%
Democracy/Good Governance/Rule of Law: 18.96%
Human Rights: 16.87%

Map Key: ■ Embassy ▲ Consulate

Serbia



\$4,490,000
PD Spending FY20

8,737,371
Population

\$8,444
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 87,460
Population: 8,737,371
Below 24 yrs. old: 25.11%
Refugee population: 26,427
Urban population: 56.4%
GDP/Capita: \$8,444
Unemployment: 9.1%
Below Poverty Line: 8.9% (2014 est.)
Literacy Rate: 99.5% (2019)
Avg. Years of Education: 10.6 (M), 10.8 (F)

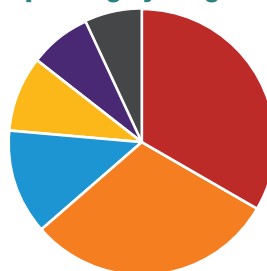
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 47th
Corruption Perception Index: 94th (Tied)
Economic Freedom Index: 54th (Moderately Free)
Good Country Index: 49th
Media Freedom Index: 93rd
Internet Penetration: 75%
Mobile Connections: 98%
Social Media Penetration: 42%
Most Used SNS: Facebook
Global Soft Power: 67th
Gender Inequality: 35th

Public Diplomacy Spending

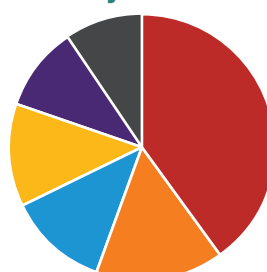
Total FY 2020 | DP (.7): \$1,630,000 | Supplemental: \$2,860,000

Spending by Program



Support for Mission Initiatives: \$283,300.00
Cultural Programs (Post Generated): \$256,615.00
GPA Programs: \$108,058.00
Complementing ECA Programs: \$75,905.00
Complementing Foreign Assistance Programs: \$65,616.00
Post-Generated Exchanges: \$57,257.00

Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 39.52%
Civil Society: 14.93%
Women's Empowerment: 12.66%
Human Rights: 12.56%
Entrepreneurship/Job Creation: 10.81%
Economic Statecraft: 9.52%



Slovakia



\$1,170,000
PD Spending FY20

5,459,642
Population

\$21,606
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 48,080
Population: 5,459,642
Below 24 yrs. old: 25.19%
Refugee population: 965
Urban population: 53.8%
GDP/Capita: \$21,606
Unemployment: 6.8%
Below Poverty Line: 12.3% (2015 est.)
Literacy Rate: N/A
Avg. Years of Education: 12.8 (M), 12.6 (F)

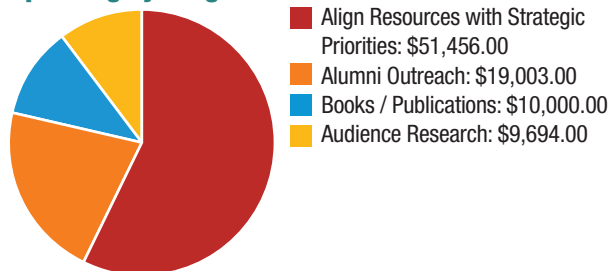
Social & Media Indicators

Inclusive Internet Index: 34th
Social Progress Index: 33rd
Corruption Perception Index: 60th (Tied)
Economic Freedom Index: 61st (Moderately Free)
Good Country Index: 31st
Media Freedom Index: 33rd
Internet Penetration: 83%
Mobile Connections: 147%
Social Media Penetration: 51%
Most Used SNS: Facebook
Global Soft Power: 69th
Gender Inequality: 45th

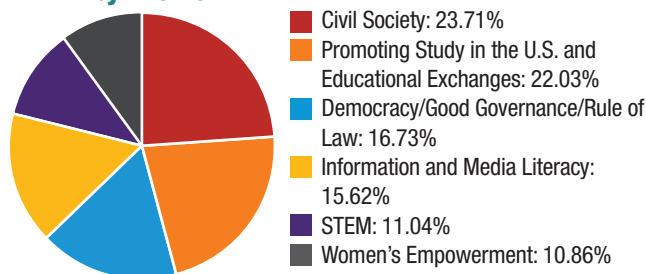
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,170,000 | Supplemental: \$0

Spending by Program

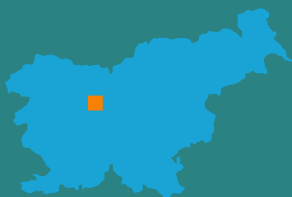


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Slovenia



\$693,100
PD Spending FY20

2,078,938
Population

\$28,734
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 20,142
Population: 2,078,938
Below 24 yrs. old: 23.85%
Refugee population: 741
Urban population: 55.1%
GDP/Capita: \$28,734
Unemployment: 5.2%
Below Poverty Line: 13.9% (2016 est.)
Literacy Rate: 99.7% (2015)
Avg. Years of Education: 12.7 (M), 12.6 (F)

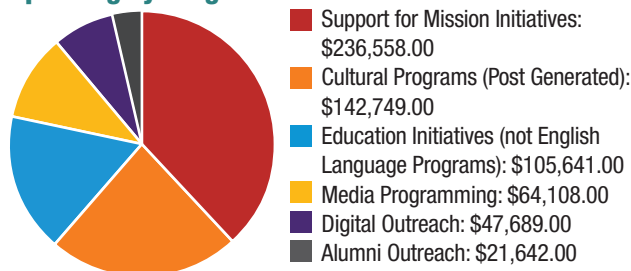
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 26th
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 48th (Moderately Free)
Good Country Index: 20th
Media Freedom Index: 32nd
Internet Penetration: 81%
Mobile Connections: 103%
Social Media Penetration: 53%
Most Used SNS: Facebook
Global Soft Power: 46th
Gender Inequality: 10th

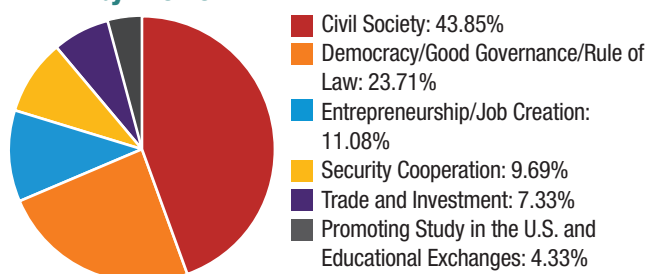
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$693,100 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





Spain



\$2,820,000

PD Spending FY20

46,754,778

Population

\$31,178

GDP/Capita

Post also oversees programs in Andorra. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 499,564

Population: 46,754,778

Below 24 yrs. old: 24.92%

Refugee population: 57,751

Urban population: 80.8%

GDP/Capita: \$31,178

Unemployment: 15.7%

Below Poverty Line: 21.1% (2012 est.)

Literacy Rate: 98.6% (2020)

Avg. Years of Education: 10.3 (M), 10.2 (F)

10.6 (M), 10.4 (F) Andorra

Social & Media Indicators

Inclusive Internet Index: 3rd

Social Progress Index: 20th

Corruption Perception Index: 32nd

Economic Freedom Index: 39th (Moderately Free)

Good Country Index: 9th

Media Freedom Index: 29th Spain, 37th Andorra

Internet Penetration: 91%

Mobile Connections: 116%

Social Media Penetration: 62%

Most Used SNS: Facebook

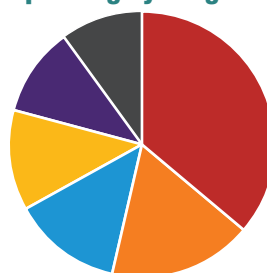
Global Soft Power: 22nd

Gender Inequality: 16th

Public Diplomacy Spending

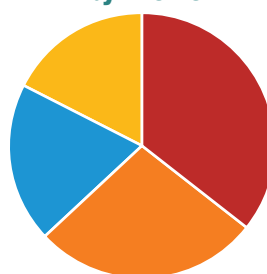
Total FY 2020 | DP (.7): \$2,820,000 | Supplemental: \$0

Spending by Program



- Education Initiatives (not English Language Programs): \$679,697.00
- Cultural Programs (Post Generated): \$323,523.00
- Digital Outreach: \$250,840.00
- Complementing ECA Programs: \$229,420.00
- Support for Mission Initiatives: \$200,876.00
- Media Programming: \$184,281.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 35.78%
- Entrepreneurship/Job Creation: 27.12%
- Security Cooperation: 19.62%
- CVE/Counterterrorism: 17.47%

Map Key: ■ Embassy ▲ Consulate

Sweden



\$941,600

PD Spending FY20

10,099,265

Population

\$57,659

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 407,310

Population: 10,099,265

Below 24 yrs. old: 28.51%

Refugee population: 253,787

Urban population: 88.0%

GDP/Capita: \$57,659

Unemployment: 8.4%

Below Poverty Line: 15% (2014 est.)

Literacy Rate: N/A

Avg. Years of Education: 12.4 (M), 12.7 (F)

Social & Media Indicators

Inclusive Internet Index: 1st

Social Progress Index: 7th

Corruption Perception Index: 3rd (Tied)

Economic Freedom Index: 21st (Mostly Free)

Good Country Index: 1st

Media Freedom Index: 4th

Internet Penetration: 96%

Mobile Connections: 146%

Social Media Penetration: 73%

Most Used SNS: Facebook

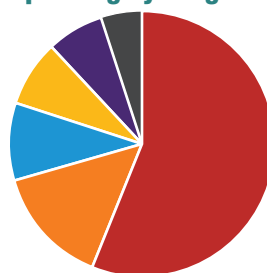
Global Soft Power: 9th

Gender Inequality: 3rd

Public Diplomacy Spending

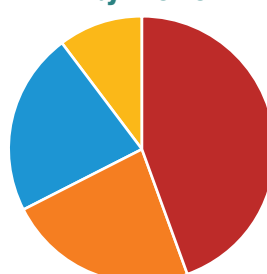
Total FY 2020 | DP (.7): \$941,600 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$408,770.00
- Digital Outreach: \$104,168.00
- Media Programming: \$69,960.00
- Cultural Programs (Post Generated): \$56,938.00
- Complementing ECA Programs: \$51,053.00
- Speaker Programs (Post Generated): \$35,163.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 43.82%
- Security Cooperation: 23.47%
- Trade and Investment: 22.53%
- Promoting Study in the U.S. and Educational Exchanges: 10.17%



Switzerland



\$627,100
PD Spending FY20

8,654,622
Population

\$90,357
GDP/Capita

Post also oversees programs in Liechtenstein. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 39,516
Population: 8,654,622
Below 24 yrs. old: 25.73%
Refugee population: 110,162
Urban population: 73.9%
GDP/Capita: \$90,357
Unemployment: 4.9%
Below Poverty Line: 6.6% (2014 est.)
Literacy Rate: N/A
Avg. Years of Education: 13.6 (M), 12.7 (F)

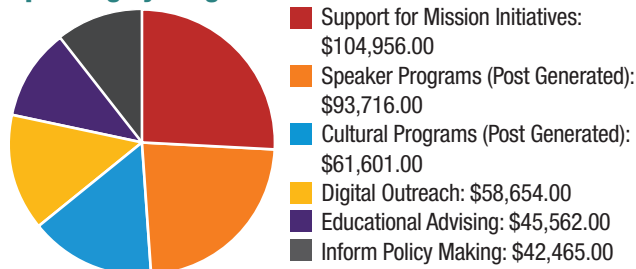
Social & Media Indicators

Inclusive Internet Index: 20th
Social Progress Index: 5th
Corruption Perception Index: 3rd (Tied)
Economic Freedom Index: 4th (Free)
Good Country Index: 17th
Media Freedom Index: 8th (24th Liechtenstein)
Internet Penetration: 96%
Mobile Connections: 121%
Social Media Penetration: 52%
Most Used SNS: Facebook
Global Soft Power: 5th
Gender Inequality: 1st

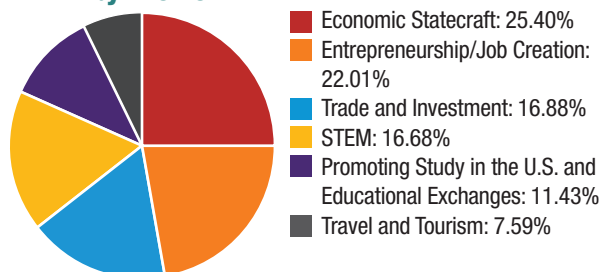
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$627,100 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Turkey



\$3,690,000
PD Spending FY20

84,339,067
Population

\$7,658
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 769,630
Population: 84,339,067
Below 24 yrs. old: 39.08%
Refugee population: 3,579,531
Urban population: 76.1%
GDP/Capita: \$7,658
Unemployment: 13.9%
Below Poverty Line: 21.9% (2015 est.)
Literacy Rate: 96.7% (2019)
Avg. Years of Education: 9.0 (M), 7.3 (F)

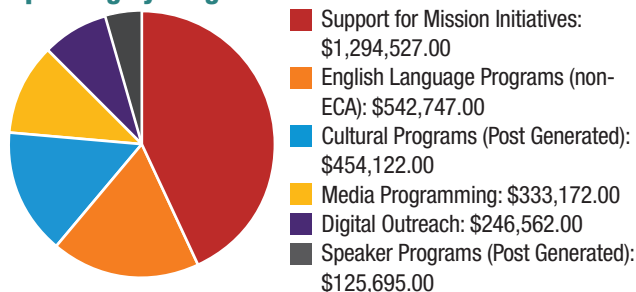
Social & Media Indicators

Inclusive Internet Index: 59th
Social Progress Index: 87th
Corruption Perception Index: 86th (Tied)
Economic Freedom Index: 76th (Moderately Free)
Good Country Index: 56th
Media Freedom Index: 154th
Internet Penetration: 74%
Mobile Connections: 92%
Social Media Penetration: 64%
Most Used SNS: Facebook
Global Soft Power: 27th
Gender Inequality: 68th (Tied)

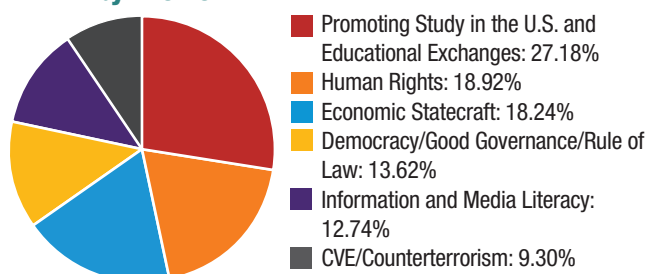
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$3,490,000 | Supplemental: \$200,000

Spending by Program



Percentage Allocation by Theme





Ukraine



\$11,910,000
PD Spending FY20

43,733,762
Population

\$3,614
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 579,290
Population: 43,733,762
Below 24 yrs. old: 25.44%
Refugee population: 2,166
Urban population: 69.6%
GDP/Capita: \$3,614
Unemployment: 9.5%
Below Poverty Line: 3.8% (2016 est.)
Literacy Rate: 99.8% (2015)
Avg. Years of Education: 11.3 (M), 11.3 (F)

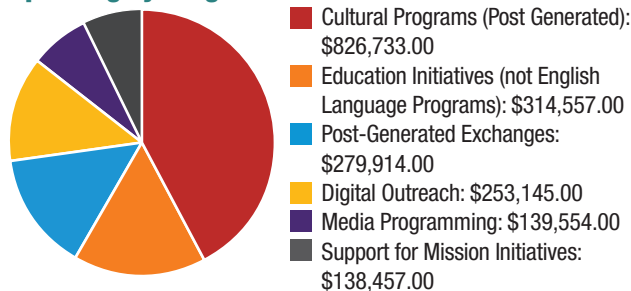
Social & Media Indicators

Inclusive Internet Index: 48th
Social Progress Index: 48th
Corruption Perception Index: 117th (Tied)
Economic Freedom Index: 127th (Mostly Unfree)
Good Country Index: 72nd
Media Freedom Index: 96th
Internet Penetration: 63%
Mobile Connections: 139%
Social Media Penetration: 43%
Most Used SNS: VKontakte
Global Soft Power: 61st
Gender Inequality: 52nd

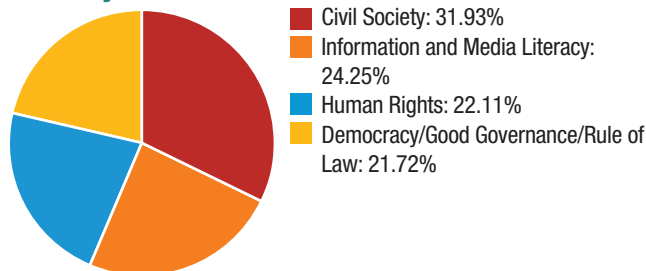
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$2,240,000 | Supplemental: \$9,670,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

United Kingdom



\$2,430,000
PD Spending FY20

67,886,011
Population

\$42,235
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 241, 930
Population: 67,886,011
Below 24 yrs. old: 29.12%
Refugee population: 133,083
Urban population: 83.9%
GDP/Capita: \$42,235
Unemployment: 4.3%
Below Poverty Line: 15% (2013 est.)
Literacy Rate: N/A
Avg. Years of Education: 13.2 (M), 13.2 (F)

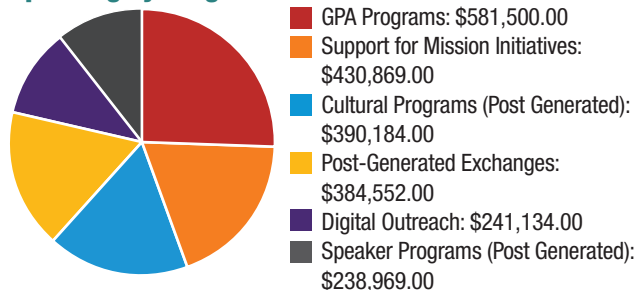
Social & Media Indicators

Inclusive Internet Index: 9th (Tied)
Social Progress Index: 18th
Corruption Perception Index: 11th (Tied)
Economic Freedom Index: 7th (Mostly Free)
Good Country Index: 8th
Media Freedom Index: 35th
Internet Penetration: 96%
Mobile Connections: 107%
Social Media Penetration: 66%
Most Used SNS: Facebook
Global Soft Power: 3rd
Gender Inequality: 31st (Tied)

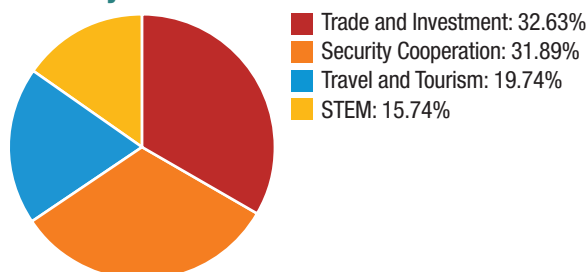
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$2,430,000 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





European Union (EU)



\$989,500

PD Spending FY20

N/A

Population

N/A

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): N/A
Population: N/A
Below 24 yrs. old: N/A
Refugee population: N/A
Urban population: N/A
GDP/Capita: N/A
Unemployment: N/A
Below Poverty Line: N/A
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

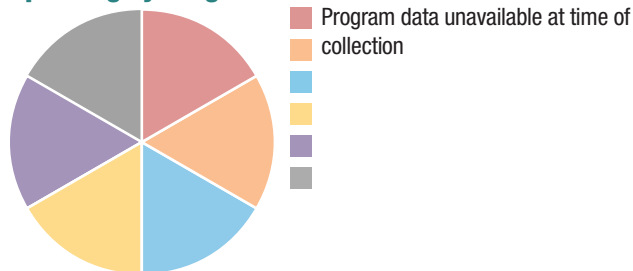
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: Not Ranked
Mobile Connections: Not Ranked
Social Media Penetration: Not Ranked
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

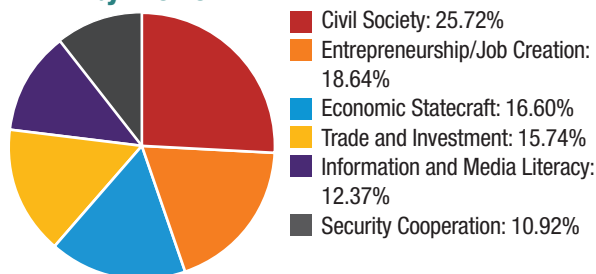
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$989,500 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

North Atlantic Treaty Organization (NATO)



\$855,500

PD Spending FY20

N/A

Population

N/A

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): N/A
Population: N/A
Below 24 yrs. old: N/A
Refugee population: N/A
Urban population: N/A
GDP/Capita: N/A
Unemployment: N/A
Below Poverty Line: N/A
Literacy Rate: N/A
Avg. Years of Education: N/A (M), N/A (F)

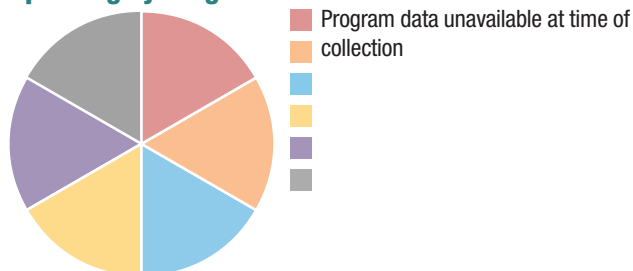
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: Not Ranked
Internet Penetration: Not Ranked
Mobile Connections: Not Ranked
Social Media Penetration: Not Ranked
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

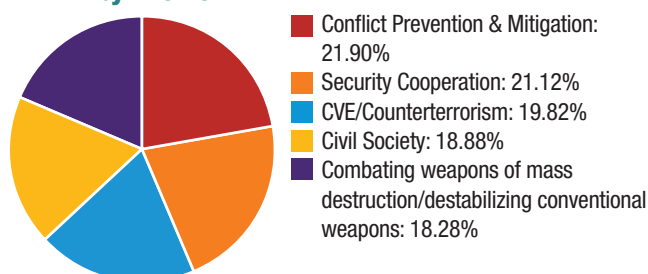
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$855,500 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





Organization for Security and Cooperation in Europe (OSCE)



\$365,600

PD Spending FY20

N/A

Population

N/A

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): N/A

Population: N/A

Below 24 yrs. old: N/A

Refugee population: N/A

Urban population: N/A

GDP/Capita: N/A

Unemployment: N/A

Below Poverty Line: N/A

Literacy Rate: N/A

Avg. Years of Education: N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: Not Ranked

Good Country Index: Not Ranked

Media Freedom Index: Not Ranked

Internet Penetration: Not Ranked

Mobile Connections: Not Ranked

Social Media Penetration: Not Ranked

Most Used SNS: Not Ranked

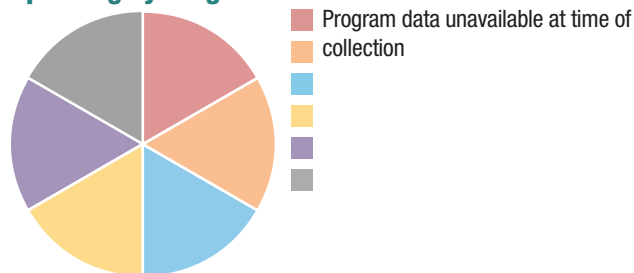
Global Soft Power: Not Ranked

Gender Inequality: Not Ranked

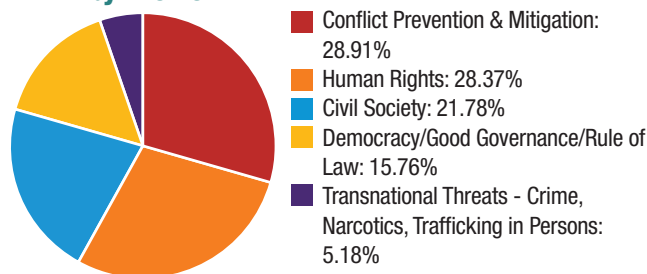
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$365,500 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate



U.S. Public Diplomacy Through International Organizations



U.N. Security Council Adopts Resolution 2575 on Persons with Disabilities in Armed Conflict





BUREAU OF INTERNATIONAL ORGANIZATIONS (IO)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$1.58 million	\$2.16 million	\$2.13 million	\$2.05 million	\$2.18 million
American Salaries	\$1.44 million	\$1.98 million	\$2.12 million	\$1.84 million	\$1.96 million
Supplemental	\$0	\$0	\$0	\$0	\$0
BBG/USAGM	\$0	\$0	\$0	\$0	\$0
Total	\$3.01 million	\$4.14 million	\$4.25 million	\$3.89 million	\$4.14 million

STRATEGIC OVERVIEW

The Bureau of International Organization Affairs (IO) and its six missions in New York, Geneva, Vienna, Rome, Montreal, and Nairobi, play a central role in U.S. efforts to advance U.S. interests through engagement in multilateral spaces. Multilateral diplomacy offers unique opportunities to drive global action on transnational issues. IO advocates for meaningful reforms to the UN system to reduce costs, improve performance, and minimize increases in U.S. assessed contributions. The IO bureau strives to ensure that the United Nations (UN) and other international organizations continue to demonstrate relevance grounded in efficiency and accountability.

The IO bureau and its missions work to advance key U.S. national interests and priorities. IO uses coordinated multilateral action to address and manage varied and complex challenges to international peace and security. These challenges include conflicts and instability in Ethiopia, Syria, Libya, Yemen, and beyond, as well as continued nuclear threats posted by the Democratic People's Republic of Korea, the malign activities of Iran in the Middle East, and Chinese influence in international organizations.

In addition, the IO bureau supports responses to active conflicts, post-conflict environments, threats to global health, violent extremism, and other dangers to international stability as led by the UN Security Council, the International Atomic Energy Agency, and the World Food Program. Other initiatives include peacekeeping and peace-building missions, humanitarian action, and efforts to address threats to airline safety and security through the International Civil Aviation Organization.

The bureau's Office of Public Affairs, Planning, and Coordination (IO/PPC) has eight staff members based in Washington, D.C., including four Foreign Service Officers and four Civil Service employees organized into three teams: press, public diplomacy, and congressional outreach. IO/PPC advances U.S. interests by communicating with global publics about U.S. priorities in international organizations; supporting outreach to Congress on U.S. multilateral activities; and furthering the effectiveness of international organizations. IO employs the convening power of the UN and other organizations to address challenges to international peace and security. Foreign Service Officers serve as Public Affairs Officers (PAOs) and Deputy PAOs at the U.S. missions to the UN in Geneva, Vienna, Rome, and New York. IO/PPC supports the public diplomacy needs of the U.S. missions to the UN in Montreal and Nairobi, which lack PD officers. Vienna and Rome coordinate closely with their tri-mission counterparts and other relevant missions. At the U.S. Mission to the UN in New York a mixture of Foreign Service, Civil Service, and politically appointed staff members collectively manage active communications efforts including press, targeted outreach, and social media operations.

U.S. FOREIGN POLICY GOALS

The IO bureau and its missions fall outside traditional bilateral lanes. While IO places value in continued PD engagement with UN personnel, civil society engaged on multilateral issues, and other discrete audiences, there is an increasing need to conduct outreach to global audiences, including on human rights, the climate crisis, nonproliferation, the COVID-19 pandemic, terrorism, food security, and more. The IO bureau ensures that the United Nations and other international organizations continue to demonstrate relevance grounded in efficiency and accountability, measured in services delivered, progress accelerated, and lives saved and improved.

Previously, IO's public diplomacy programs focused largely on strengthening relationships with the professional staff of the UN and other international organizations. However, the proliferation of global threats and transnational challenges, coupled with the evolution of communication technologies, resulted in a significant expansion of IO PD activities.

Of particular concern are Russia and China's efforts to move critical institutions away from the UN's foundational norms and values. IO/PPC addresses these challenges by strategic messaging via traditional and social media, collaboration with the field, and creative public diplomacy programming. This effort includes seizing opportunities to inject multilateral considerations into traditional bilateral diplomacy and expanding efforts to employ bilateral capacity to influence multilateral outcomes. It also requires strengthening multilateral training, highlighting multilateral promotion precepts, and cultivating a community of multilateral diplomats in both the civil and foreign service.



U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

IO and its missions use public diplomacy activities to highlight U.S. priorities and leadership in multilateral fora and advocate continuously for U.S. objectives through proactive press engagement, side events, educational exchanges, youth engagement programs, and speaker programs. Recognizing that IO faces the perennial challenge of devising effective public diplomacy activities on issues that are inherently global in nature, such as human rights and food security, IO is also pursuing “hybrid” PD programs, joint IO-bilateral programs that leverage IO funding by employing bilateral networks with shared goals. Active use of digital engagement platforms also plays an important role in these efforts. A member of the IO/PPC press team maintains the IO Twitter handle, and the IO/PPC team updates IO’s page on the State Department website on an as-needed basis. The overseas missions with PD officers including Geneva, Vienna, Rome, and New York maintain a Facebook page, a Twitter account, and/or Instagram and Flickr accounts. Neither Nairobi nor Montreal have dedicated public diplomacy staff, so these missions rely on bilateral PD staff for social media and website updates. IO continually works to assess the impact of these outreach tools and refine targets and messages to advance specific policy goals.

Like many bureaus, IO stretches its annual operating resources to the breaking point. Gradually declining resources over the last several years have limited IO’s ability to act creatively, particularly with respect to long-term PD programs. With additional resources, IO PD teams could respond more effectively to the growing threat of malign actors, focus on elections, appointments, and employment at international organizations to ensure greater American participation, extend longstanding U.S. global leadership in international organizations through a stronger alumni program, and better prepare for new challenges through increased staff flexibility and agility.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

UNGA: The launch of the annual UN General Assembly (UNGA)—marked by a high-level week featuring the U.S. President and other world leaders—dominates IO’s program calendar. Planning for UNGA activities commences in June and occupies significant IO and New York resources through December. Engagement includes traditional and social media, side events, youth engagement, and exchanges.

Space Camp – Highlighting American Innovation and Leadership in Space: The U.S. Mission to International Organizations in Vienna (UNVIE) developed a program series combining delegate outreach, youth outreach, and science and technology that emphasizes American leadership in space and American support for the UN Office for Outer Space Affairs (UNOOSA). The programming series was set to end in 2020, with 12 participants from strategically important countries to Space Camp in Huntsville, Alabama. However, owing to COVID-19 restrictions, PD officers at UNVIE shifted to virtual programming to maintain participant engagement, and only 10 of the original 12 participants will be able to travel to Huntsville.

The Neil Armstrong Space Suit: To commemorate the 50-year anniversary of the Apollo 11 Mission in 2019, the Smithsonian’s National Air & Space Museum in Washington, D.C. created 15 full-sized replica statues of Neil Armstrong’s Apollo 11 spacesuit for domestic display. In 2020, the Smithsonian donated one of the statues to UNVIE, the only statue to be sent overseas. UNVIE’s PD programming on U.S. leadership in outer space bolstered international support for current U.S. space policies related to management of space debris, space traffic, and promotion of the U.S. commercial space industry. The United States is building a coalition of like-minded countries to promote shared views on the peaceful uses of outer space through the Artemis Accords, which strengthen the current UN Outer Space Treaty rules and norms. Coordinated by PAS UNVIE and implemented by PAOs at bilateral missions, the Armstrong Space Suit traveled across Central and Eastern Europe and was displayed in museums in Austria, Germany, Slovenia, Hungary, Bulgaria, Slovakia and the Czech Republic.

Human Rights Programming – Leveraging Virtual Opportunities: The IO bureau has seen a significant increase in virtual programming. Most notably, the U.S. Mission to International Organizations in Geneva has taken advantage of on-line programming in the margins of the UN Human Rights Council, which convenes several times a year. Additionally, PD officers in Geneva have worked closely with colleagues across IO bureau and throughout the Department to convene side events focusing on issues such as the promotion of racial justice and impacts of the #metoo movement. PD officers also supported DC-based programming events, including the implications of the national security law in Hong Kong and transgender rights.



POST PROFILES

U.S. Mission to the United Nations in New York (USUN New York)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$29,100	\$11,800	\$14,300	\$16,300	\$6,500

USUN New York serves as the United States' delegation to the United Nations headquarters and leads the U.S. government's participation in the world body. In 1947, the United States Mission was created by an act of Congress to assist the President and the Department of State in conducting United States policy at the United Nations.

USUN New York plays a prominent role in defining and pursuing U.S. foreign policy priorities. The U.S. UN Ambassador's profile and advocacy on issues—such as international peace and security, UN reform and accountability, and human rights—create valuable public diplomacy opportunities.

Domestic and foreign media follow Security Council deliberations and actions closely, creating an important global platform for U.S. interests and diplomacy. The mission, in partnership with IO/PPC, amplifies those themes as an indication of renewed U.S. leadership designed to ensure that the UN contributes to U.S. national security and to commit the UN to improved performance and effectiveness.

U.S. Mission to the United Nations and Other International Organizations in Geneva (USUN Geneva)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$909,700	\$1.1 million	\$1.1 million	\$1.0 million	\$1.3 million

USUN Geneva advances U.S. policy within over 100 international organizations and manages U.S. relations with permanent missions representing over 160 different countries. Key partners include the International Committee of the Red Cross, UN High Commissioner on Refugees, the UN Human Rights Council, the World Trade Organization, the European Council for Nuclear Research (CERN), the International Telecommunications Union, the World Intellectual Property Organization, the International Organization for Migration, and some of the world's largest nongovernmental organizations.

Additionally, USUN Geneva supports Ambassador-level senior officials as representatives to the Conference on Disarmament and U.S. Special Representative for Biological and Toxin Weapons and the U.S. Permanent Representative to the World Trade Organization and Deputy U.S. Trade Representative. The mission also hosts U.S. government representatives from the Centers for Disease Control and Prevention (CDC), the Office of the U.S. Trade Representative, the Department of Health and Human Services (HHS), as well as an office of lawyers from the State Department's Office of Legal Affairs (L) to track and to shape evolving international laws and agreements.

USUN Geneva's Public Affairs Section creates programs around priority issues, highlighting U.S. commitment to human rights, gender equality, assistance to refugees, and UN reform. Panel events held on the margins of important meetings and discussions are particularly successful in promoting press coverage and dialogue on policy priorities such as the human rights abuses of the Chinese government against the Uighurs and the importance of protecting intellectual property. To reach its widely dispersed audiences, the mission also relies heavily on social media to distribute its messages and content to the world.

U.S. Mission to the United Nations Agencies in Rome (USUN Rome)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$154,300	\$166,900	\$153,600	\$152,900	\$164,600

At the center of international efforts to promote sustainable development and combat world hunger, USUN Rome serves as a vital link between Rome-based international food and agriculture organizations and the U.S. government. As the largest contributor to the UN system worldwide, the United States has a significant stake in ensuring that the organizations are well run and that their activities complement and enhance U.S. national and foreign policy objectives. With staff representing the Departments of State and Agriculture and the U.S. Agency for International Development, the mission works to advance UN efforts in the areas of emergency food aid, food safety standards, agriculture, fisheries, forests, and financing for rural development.



U.S. Mission to the International Organizations in Vienna (UNVIE)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$262,900	\$194,800	\$284,400	\$237,200	\$378,100

UNVIE advances the President's commitment to reduce global threats while creating opportunities for international cooperation in the peaceful use of nuclear and other advanced technologies. UNVIE also monitors the use of more than \$200 million in U.S. contributions to international organizations in Vienna. UNVIE's staff includes representatives from the Department of State, the Department of Energy, Brookhaven National Laboratory, and the Nuclear Regulatory Commission. UNVIE receives over 1,000 U.S. government and national laboratory visitors per year, from Cabinet members to working-level colleagues who participate in the work of Vienna-based international organizations or consult with UNVIE staff. UNVIE supports over 100 major policy meetings annually ranging in length from one day to two weeks.

In support of UNVIE's mission, the Public Affairs Section creates programs highlighting the U.S. commitment to combatting crime and corruption and championing gender equality and space exploration. Because the mission's audiences are geographically dispersed, UNVIE regularly reaches beyond international missions in Vienna to engage influential publics in their home countries, often partnering with bilateral missions to convey U.S. policy on issues ranging from outer space to peaceful uses of nuclear technology.

U.S. Mission to the International Civil Aviation Organization in Montreal (ICAO)

Created in 1944, the International Civil Aviation Organization (ICAO) promotes the safe and orderly development of civil aviation around the world. ICAO sets standards and regulations necessary for aviation safety, security, efficiency, and regularity, as well as for aviation environmental protection. Headquartered in Montreal, the organization has regional and sub-regional offices spread around the world, including in Bangkok, Dakar, Lima, Mexico City, and Paris.

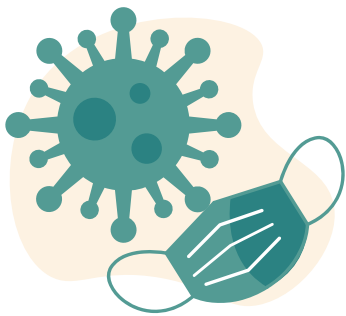
The U.S. Mission to the ICAO focuses on improving the safety, security, and sustainability of civil aviation through the establishment of internationally applicable standards in key civil aviation sectors. Chief among these efforts is helping developing countries to improve their national civil aviation systems and thus to meet international standards. The U.S. actively promotes continued reform at the ICAO to ensure whistleblower protection, efficient use of resources, and a renewed focus on key security standards. As there is no public diplomacy officer at this Mission, all public diplomacy initiatives are staffed by IO/PPC in Washington.

U.S. Mission to the United Nations in Nairobi (USUN Nairobi)

USUN Nairobi supports the U.S. representatives to the United States Permanent Mission to the UN Environment Program (UNEP) and UN Human Settlements Program (UN-HABITAT), both Nairobi-based organizations. The mission works cooperatively to advance environmental protections while reducing poverty and promoting sustainable economic growth, as well as to find sustainable solutions to the phenomenon of rapid urbanization. USUN Nairobi carries out this work through participation in the Committees of Permanent Representatives of UNEP and HABITAT, through informal consultations, and by serving as a link between these two Nairobi-based UN programs and the various parts of the U.S. government that engage with them. As there is no public diplomacy officer at this Mission, public diplomacy initiatives are supported by IO/PPC in Washington or the bilateral mission in Nairobi.



The Neil Armstrong Spacesuit Replica at the Children's Museum in Sofia, Bulgaria



Virtual Space Camp

In 2020, the U.S. Mission to the International Organizations in Vienna (UNVIE) partnered with the University of Alabama on an initiative to send 12 participants from six countries to Space Camp in Huntsville. The program built on the successes of UNVIE's past science exchanges for youth and sought to engage participants from Brazil, India, Jordan, Kazakhstan, Malaysia, and Senegal in real-world applications of STEM. When the emergence of COVID-19 and corresponding travel restrictions postponed the 2020 program, the University of Alabama in Huntsville coordinated virtual activities for the group, convening them for regular sessions in anticipation of a future in-person program at Science Camp.



U.S. Public Diplomacy in Near East Asia



University Students in the Middle East Partnership Initiative (MEPI) "Tomorrow's Leaders Program"





BUREAU OF NEAR EASTERN AFFAIRS (NEA)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$33.39 million	\$37.10 million	\$34.72 million	\$54.99 million	\$68.05 million
American Salaries	\$14.65 million	\$20.30 million	\$21.89 million	\$20.44 million	\$20.96 million
Supplemental	\$16.91 million	\$21.93 million	\$27.73 million	\$27.93 million	\$27.75 million
BBG/USAGM	\$93.12 million	\$92.50 million	\$79.46 million	\$68.00 million	\$79.40 million
Total	\$158.07 million	\$171.83 million	\$163.80 million	\$ 171.36 million	\$196.16 million

STRATEGIC OVERVIEW

The Bureau of Near Eastern Affairs (NEA) strategically employs the full range of PD programs to address the significant national security challenges facing the United States in the Middle East and North Africa. PD officers in the field, in collaboration with their embassy and D.C.-based colleagues, safeguard American interests and values in the region by engaging audiences across the political, economic, and regional spectrum, identifying, and strengthening ties with future leaders, and developing networks around mutual interests.

Young people between the ages of 15 and 29 make up more than 28 percent of the region's population, but job opportunities for this demographic are scarce. This dynamic makes U.S. exchange and study opportunities particularly attractive to young people—especially programs focused on educational opportunity, economic growth, English-language learning, and entrepreneurial skills. As evidence, the 2020 Open Doors report indicates that a total of 72,325 students from the region studied at U.S. institutions of higher learning during the 2019-2020 academic year.

PD officers at U.S. missions in the region work extensively with traditional media and social media platforms to present an accurate account of U.S. foreign policy and underscore shared values of peace, security, and prosperity. Through media and targeted education and outreach programs, PD officers also provide an alternative message of hope and opportunity to people vulnerable to radicalization. They do all of this in multiple languages, to include Arabic, Hebrew, French, Persian, Kurdish, and English.

NEA's PD efforts face serious challenges, namely suspicion of U.S. intentions, high-threat and high-risk security environments, and weakened civil society institutions. Opinion polling in nearly every NEA country reveals a deep mistrust of some aspects of U.S. policies, but relatively high regard for American society and values, particularly with respect to American culture, higher education, entrepreneurship, healthcare, and aspirations for rights and freedoms. Chronic instability and war have made public diplomacy work in Iran, Libya, Syria, and Yemen especially challenging. Nevertheless, regular PD engagement continues for audiences from those countries.

The COVID-19 crisis eliminated in-person PD programming and resulted in the temporary suspension of all exchange programs in the region since March 2020. U.S. schools experienced a 72% decrease in new international student enrollment in 2020 compared to 2019. Recovering from these programmatic halts will take time, with significant hurdles anticipated in re-starting some of them. However, while COVID-19 created unique challenges and difficulties for PD efforts, it also spurred creative uses of virtual or online programming during the pandemic.

The largest PD programs in FY 2021 were led by Embassy Baghdad (\$9.0 million), Embassy Jerusalem – Embassy Branch Office Tel Aviv (\$4.58 million), Embassy Jerusalem – Palestinian Affairs Unit (\$3.96 million), Embassy Cairo (\$3.43 million), Embassy Riyadh (\$3.07 million), and Embassy Rabat (\$2.76 million). Congress funded activities in Iraq through the separate Overseas Contingency Operation supplemental appropriation that, in 2020, was converted to enduring funding.

Overseas, there are approximately 107 American Direct Hire PD positions and approximately 240 local staff positions at 25 Public Affairs Sections at embassies and consulates in the region. Domestically in Washington, there are 23 Foreign Service, Civil Service, and contract staff in the Office of Press and Public Diplomacy in the Bureau of Near Eastern Affairs (NEA/PPD).



U.S. FOREIGN POLICY GOALS

Long-standing issues of political legitimacy, a lack of effective democratic institutions, economic stagnation, and sectarian differences have led to violent insurgencies, conflict, and instability in the region. U.S. policy priorities in the region are to:

- Work with international allies and regional partners to isolate the Iranian regime, support Iranians seeking change, neutralize Iranian threats, and roll back Iranian influence;
- Work with partners to counter state disinformation and coercive influence originating from China, Russia, and Iran;
- Support normalization and diplomatic recognition agreements between Arab states and Israel, including Israeli ties with Bahrain, Morocco, and the United Arab Emirates;
- Counter threats to the United States and the region from violent extremist groups and their ideology, especially the Islamic State of Iraq and Syria (ISIS), Al Qaeda, and other terrorist groups;
- Promote U.S. commercial engagement, bilateral trade and investment, as well as support private sector-led economic growth and American and local job creation to address the region's persistent high unemployment, providing young people in the region with opportunities for the future;
- Support reforms across the Middle East and North Africa that enhance the rule of law, protections for human dignity and rights, supporting religious freedom, the professionalization of military and security services, and an open and free media;
- Strengthen civil society and nascent civil society groups and encourage governments to allow them to operate independent of government influence; and
- Advance the vision for Middle East peace while ensuring the long-term security of Israel.

In the Middle East, the U.S. maintains its commitment to Israel's security, while seeking to further Israel's integration with its neighbors and resuming the U.S. role as promoter of a viable two-state solution. The U.S. works with regional partners to deter Iranian aggression and threats to the sovereignty and territorial integrity of states in the region, disrupt al-Qaeda and related terrorist networks, and prevent an ISIS resurgence. The U.S. also seeks to address humanitarian crises, identify avenues to offer COVID-19 relief, and redouble efforts to resolve the complex armed conflicts that threaten regional stability.

U.S. policy in the Middle East and North Africa is driven by the conviction that the use of military force does not offer a lasting solution to the region's challenges. For this reason, the U.S. has withdrawn its support for offensive military operations in Yemen, opting instead to back United Nations efforts to end the war there. Ultimately, the U.S. aims to de-escalate regional tensions and create space for people throughout the Middle East to realize their aspirations. To that end, the U.S. will right-size its military presence to the level required to disrupt international terrorist networks, deter Iranian aggression, and protect other vital U.S. interests. Working with allies and partners, the U.S. will, additionally, use diplomacy to address the Iranian nuclear program and its other destabilizing activities.

Many countries in the region suffer from violence and unrest. In Yemen, as noted, the United States remains committed to supporting UN-led efforts to negotiate a lasting political solution to the conflict. In Libya, the United States advocates for a return to the UN-mediated political process and an immediate halt to the fighting. U.S. assistance to Libya supports stabilization, economic development, and governance programs there. In Syria, the United States seeks the enduring defeat of ISIS, including supporting stabilization and humanitarian efforts in liberated areas. The U.S. also favors a political solution to the conflict that will end the regime's violence directed at its own citizens, and the removal of Iranian-led forces from the country. Finally, the U.S. advocates for a negotiated, UN-led political resolution to the Syria conflict within the framework of UNSCR 2254 as the only legitimate means to achieve a lasting peace in Syria, which would, by extension, marginalize extremists and enable the safe, voluntary, and dignified return of refugees.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

A focus on soft power diplomacy enables the U.S. to maintain its standing as a regional leader with a vision for a rules-based international order that offers the best possible future not just for the U.S. middle class, but for the middle class of countries across the Middle East. In addition to supporting national stability, security, and prosperity objectives, NEA public diplomacy programming focuses on exposing and countering state disinformation and coercive influence that can harm regional partners as well as other allies' and U.S. interests. Dedicating resources for American presence in the region, research, analysis, and deployment of diplomatic, commercial, and public diplomacy outreach to address these threats remains a top priority.

All NEA bureau and post PD efforts directly support the National Security Strategy, the Department's Public Diplomacy Strategic Plan, and/or bureau and post strategic priorities. Priorities within these strategies include:

- Increasing foreign students at U.S. higher education institutions; strengthening university partnerships based on research, innovation, and job creation; and expanding of higher education in NEA that models critical thinking and freedom of speech;
- Promoting American society and values in education, good governance, rights and freedoms, and professional skills development;
- Leveraging and highlighting American economic, development, humanitarian, and security assistance, as well as cultural heritage preservation efforts; and
- Building on areas of shared values to strengthen people-to-people ties with U.S. exchange program alumni and other networks linking the region's peoples with the United States and the American people.



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

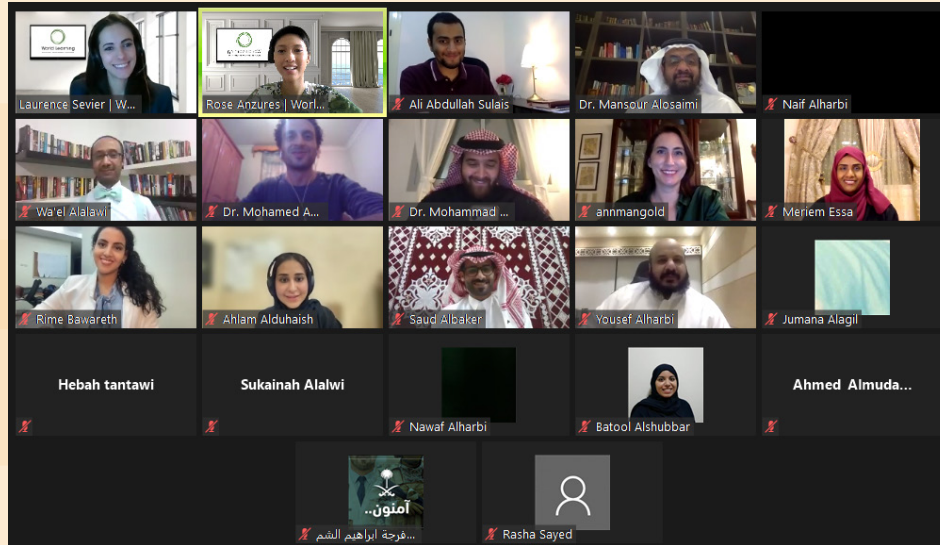
Algeria – English Language Expansion: With a massive youth population, high unemployment, and fatigue with its French colonial history, Algeria is ready to open to the world, to include expanding the use of English, widely considered by Algerians as the language of business, research, science, and technology. At the Algerian Government's request, the United States is helping Algeria to pivot its higher educational system toward increased use of English language instruction. NEA funded a \$500,000 grant to Columbia University's Teachers College, whose experts have worked in over 100 different countries on similar projects. This three-year project in Algeria will create a long-term strategy to expand and enhance the use of American English in higher education, a train-the-trainer program focused on English in science and technology, joint workshops with Algerian English experts on student-centered teaching, and curriculum development for proposed online undergraduate courses. Post has reported that promoting English language also counters Chinese and Russian influence in Africa's largest country and an important theatre in global strategic competition.

Bahrain – Women2Women Leadership Conference: The U.S. Embassy in Bahrain and Empower Peace, a U.S. NGO, in partnership with Bahrain's Ministry of Youth and Sports conducted the first on-line Women2Women (W2W) Bahrain Virtual Leadership Conference. W2W Bahrain brought together 77 emerging Bahraini female leaders between 15 to 18 years of age to participate in workshops, meet with established and influential women from various fields, and engage in team building activities. The W2W Bahrain curriculum focused on individual leadership development and skills building. In addition, W2W Bahrain recruited a diverse group of Bahraini professionals to lead discussions about key social issues, including gender equity, women in government, and the roles women play in society. W2W Bahrain concluded with a virtual graduation that recognized participants for their work and encouraged them to continue their involvement in programs that further their leadership opportunities.

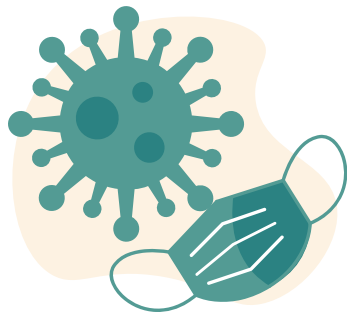
Egypt – Refurbishing the Imam Al-Shafi'i Mausoleum: The U.S. Embassy in Cairo, in partnership with the local Megawra Built Environment Collective, Egypt's Ministry of Tourism and Antiquities, and the Bureau of Educational and Cultural Affairs' Ambassadors Fund for Cultural Preservation, refurbished the Imam Al-Shafi'i Mausoleum in Cairo. The Al-Shafi'i Mausoleum's April 18 reopening, which coincided with World Heritage Day, signaled the U.S. government's commitment to the preservation of Egyptian and Islamic world cultural heritage. Built to mark the grave of Imam Muhammad al-Shafi'i, founder of one of the four major schools of Sunni jurisprudence, the mausoleum had been closed to the public since 2016. Through an investment of \$1.3 million, the U.S. government helped to conserve an important symbol of Egyptian religious history and architecture, develop local knowledge and expertise within Egypt's cultural sector through hands-on training and short-term employment, raise awareness of the value of Egypt's cultural heritage sites, and facilitate a high-quality, informative visitor experience for Egyptians, religious visitors, and international tourists.

Oman – Omania: In search of creative ways to promote diversity and inclusion within the Mission and in Oman – a conservative society that recognizes the need to advance women's and minority rights -- the Embassy Muscat Public Diplomacy team created Omania (Arabic for "Omani woman"), a sustained social media outreach campaign. Shortly after the initiative began, the Omani government introduced its own "Year of the Omani Woman" drive using post's hashtag. The program became a modest catalyst for change in Oman.

Qatar – the Qatar-USA Year of Culture: During the Qatar-USA 2021 Year of Culture, PAS Doha partnered with Qatari cultural and educational stakeholders to conduct an array of virtual and in-person programming. The events generated support for artists, musicians, educational institutions, sports figures, and other relevant stakeholders from the United States. The Year of Culture program also enabled the Mission to coordinate with multiple entities and organizations in Qatar, as well as with the Embassy of Qatar in Washington, DC, to deepen U.S. economic and commercial partnerships, and to strengthen the people-to-people ties between Americans and Qataris. While the pandemic curtailed many of the planned in-person programming, the Year of Culture continued virtually with multiple successful on-line engagement promoting U.S. culture and values.



NEA Virtual Exchange Alumni Conference in March 2021



Innovative Virtual PD Programming Across NEA

Cairo - Virtual Cybersecurity and Interreligious Engagement Programs: The U.S. Embassy in Cairo developed a virtual cybersecurity policy project with the University of Chicago's Cyber Policy Initiative at the Harris School of Public Policy in conjunction with the American University in Cairo. This initiative brought together 45 students and young professionals from Egypt and the U.S. for monthly group meetings as well as individual research and writing projects. Participants drafted a collaborative final white paper on recommendations for improving partnerships between the U.S. and Egypt in cybersecurity policy. Another virtual initiative, the Religions and Peace dialogue program for 40 religious influencers in the U.S. and Egypt, focused on civic engagement, diversity, and inclusion, conflict resolution, and peacebuilding.

Morocco – Higher Education Improvements: Embassy Rabat worked closely with Morocco's Ministry of Higher Education and other partners to support the Moroccan higher education system's reform agenda. The PAS initiative offered a U.S.-style bachelor's degree, supported teaching of English and use of English as a language of instruction, and provided soft skills training to improve youth employability. Because of the pandemic, Moroccan educators had to move from traditional lecture-based pedagogy to more student-centered online learning, as well as use continuous assessments to measure learning and adapt teaching materials. To help, Embassy Rabat partnered with Arizona State University's Mary Lou Fulton Teachers College to provide a series of nine webinars on theory and pedagogy in online learning and assessment. Specifically tailored to the needs of Moroccan educators, these webinars trained almost 2,000 unique users in a nine-month period.

Algeria – Online Engagement and Live Streaming: Embassy Algiers transitioned its in-person outreach to online platforms, live streaming close to one hundred talks on a range of subjects promoting U.S. society and values and highlighting U.S. policy priorities over the past year. Presentations specifically highlighted American values and addressed issues such as press freedom with National Public Radio's Peter Sagal and diversity with the Curator of the African American Museum of Music. In the pandemic period, Embassy Algiers experienced a record level of engagement on its YouTube platform and now has the most-followed YouTube channel of any U.S. embassy anywhere.

Saudi Arabia – Virtual Alumni Networking: The Covid pandemic postponed plans for a nationwide exchange alumni networking conference in Dhahran in the spring of 2020. Given keen interest among Saudi USG exchange alumni to network among themselves and renew ties with the U.S. Mission, the Public Diplomacy team in Saudi Arabia piloted the first "virtual" alumni conference in NEA, partnering with U.S.-based NGO World Learning to host a Virtual Exchange Alumni Conference in March 2021 for approximately 150 alumni. The conference, which focused on "Leadership and Innovation," included concurrent guest speaker presentations on each day (two in Arabic, one in English), along with networking sessions, and feedback has been overwhelmingly positive.



Lebanon and UAE—Culinary Diplomacy: In collaboration with Embassy Abu Dhabi, PAS Beirut conducted an online culinary development program offering weekly live virtual sessions, pre-recorded materials, and social media/WhatsApp exchanges. Participants learned how to manage a small business and overcome market barriers, shared tips on selling products in a fast-moving and competitive market, and discussed how to weather difficult economic times. The program became a powerful tool for engaging new audiences in remote areas of Lebanon where the challenges of the Covid pandemic and the country's economic collapse have generated new interest in agricultural and culinary initiatives. The program also promoted the United States as a partner of choice for UAE workforce development and economic diversification.

Amman: Faced with periodic pandemic lockdowns, curfews, and limits on group size for public and private gatherings, PAS Amman redeployed programs and projects online. Embassy Speakers program volunteers were trained to present via Zoom “at” American Corners, Access classrooms, and local clubs and venues. Post’s 2020 Elections programming went entirely virtual, making use of ECA Speakers, IVLP virtual webinars, and Facebook Live to share the story of American democracy. PAS Amman also piloted a new video podcast model that explored everything from LGBT rights to the culture of deaf persons in America. Finally, partner grantees who bring English, STEM, media literacy, and other virtual training to Jordanians and Syrian and other refugees living in Jordan added data plan stipends for program participants, making these services more accessible to populations coping with Covid-19’s economic downside.



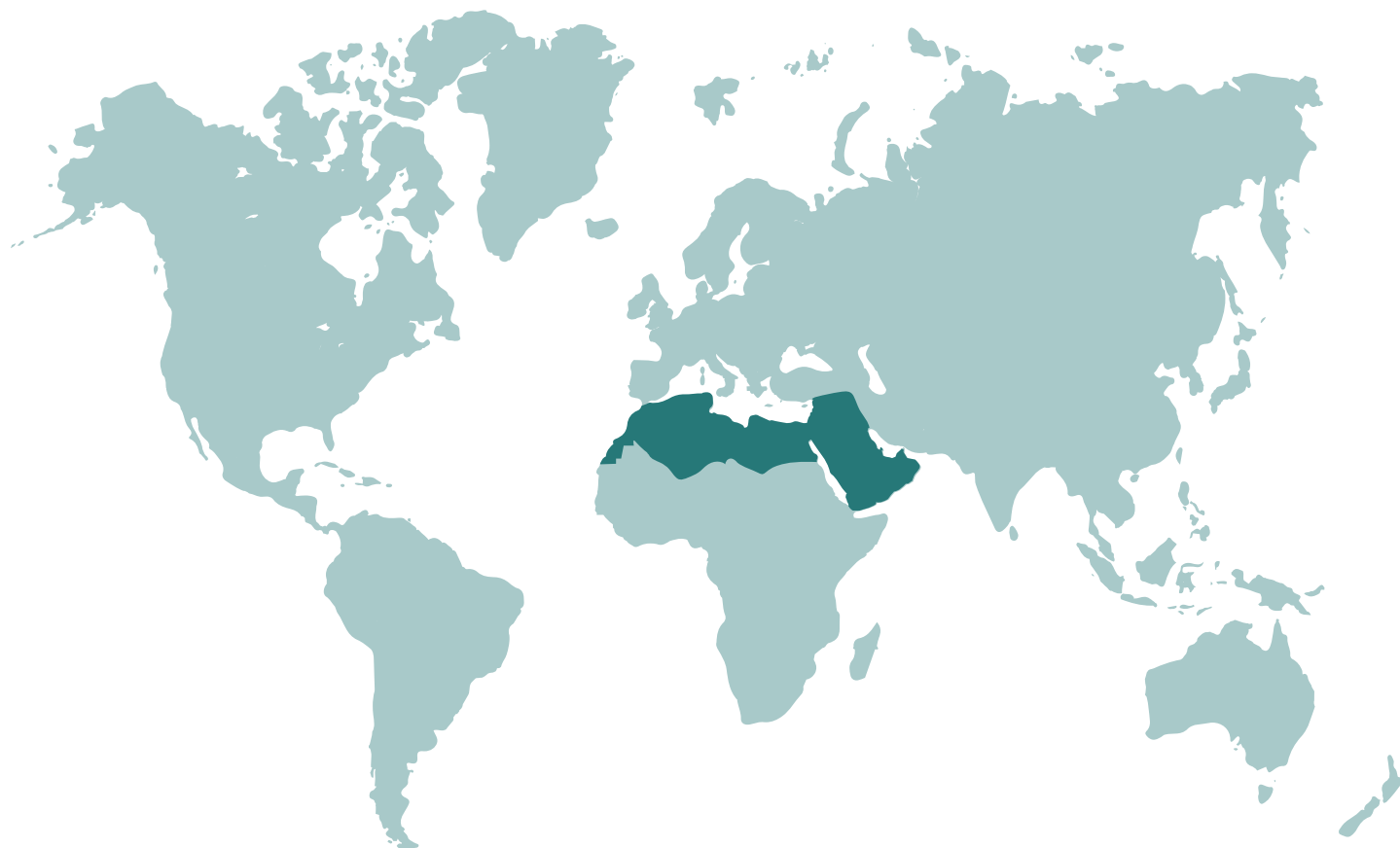
NEA POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Iraq	\$10.38 million	\$2.72 million	\$15.31 million	\$2.30 million	\$15.31 million	\$1.56 million	\$15.31 million	\$1.56 million
2	Israel	\$5.03 million	n/a	\$4.94 million	\$463,884	\$4.37 million	\$463,884	\$4.66 million	\$463,884
3	Egypt	\$3.29 million	n/a	\$4.01 million	\$1.40 million	\$3.10 million	\$1.40 million	\$3.33 million	\$1.40 million
4	Palestinian Territories	\$4.02 million	\$611,060	\$3.58 million	\$131,326	\$3.46 million	\$131,326	\$3.71 million	\$131,326
5	United Arab Emirates	\$1.99 million	\$53,592	\$2.30 million	\$569,536	\$1.64 million	\$569,536	\$2.23 million	\$569,536
6	Saudi Arabia	\$3.24 million	\$14,731	\$2.91 million	\$116,614	\$2.45 million	\$3116,614	\$2.66 million	\$116,614
7	Morocco	\$2.65 million	\$164,514	\$2.87 million	\$287,514	\$2.16 million	\$287,514	\$2.22 million	\$287,514
8	Jordan	\$2.08 million	\$537,555	\$2.38 million	\$517,046	\$1.27 million	\$517,046	\$1.41 million	\$517,046
9	Qatar	\$1.20 million	\$91,770	\$1.18 million	\$89,463	\$1.27 million	\$89,463	\$1.28 million	\$89,463
10	Lebanon	\$2.27 million	\$114,000	\$1.17 million	\$11,257	\$1.29 million	\$11,257	\$1.33 million	\$11,257
11	Yemen	\$791,570	n/a	\$1.0 million	n/a	\$1.08 million	n/a	\$1.09 million	n/a
12	Tunisia	\$1.06 million	\$86,170	\$1.44 million	\$110,408	\$870,000	\$110,408	\$957,330	\$110,408
13	Bahrain	\$897,131	\$16,300	\$884,483	\$32,669	\$952,745	\$32,669	\$983,375	\$32,669
14	Kuwait	\$763,095	\$51,703	\$853,835	\$45,463	\$921,410	\$45,463	\$931,896	\$45,463
15	Algeria	\$1.41 million	\$41,282	\$1.30 million	\$147,671	\$732,520	\$147,671	\$780,845	\$147,671
16	Oman	\$566,747	\$62,632	\$583,305	\$45,083	\$609,402	\$45,083	\$670,569	\$45,083
17	Libya	\$698,214	n/a	\$672,885	\$27,065	\$584,093	n/a	\$599,739	n/a
18	Syria	\$292,889	n/a	\$429,076	\$8,574	n/a	n/a	\$596,994	n/a





U.S. PUBLIC DIPLOMACY IN NEAR EAST ASIA





Algeria



\$928,516

PD Spending FY20

43,851,044

Population

\$3,449

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,381,740

Population: 43,851,044

Below 24 yrs. old: 43.51%

Refugee population: 98,599

Urban population: 73.7%

GDP/Capita: \$3,449

Unemployment: 12.8%

Below Poverty Line: 23% (2006 est.)

Literacy Rate: 81.4% (2018)

Avg. Years of Education: 8.3 (M), 7.7 (F)

Social & Media Indicators

Inclusive Internet Index: 86th

Social Progress Index: 90th

Corruption Perception Index: 104th

Economic Freedom Index: 162nd (Repressed)

Good Country Index: 122nd

Media Freedom Index: 146th

Internet Penetration: 52%

Mobile Connections: 114%

Social Media Penetration: 51%

Most Used SNS: Facebook

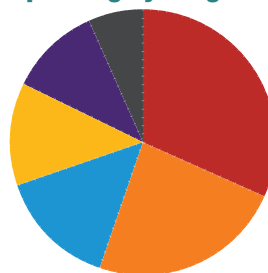
Global Soft Power: 74th

Gender Inequality: 103rd

Public Diplomacy Spending

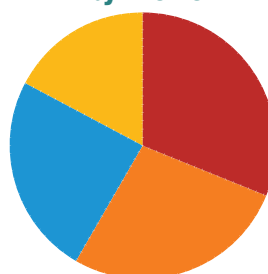
Total FY 2020 | DP (.7): \$780,845 | Supplemental: \$147,671

Spending by Program



- Support for Mission Initiatives: \$201,654.00
- Media Programming: \$149,990.00
- English Language Programs (non-ECA): \$92,574.00
- Speaker Programs (Post Generated): \$79,390.00
- Cultural Programs (Post Generated): \$68,958.00
- Complementing ECA Programs: \$41,921.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 31.09%
- Civil Society: 27.14%
- CVE/Counterterrorism: 24.25%
- Security Cooperation: 17.52%

Map Key: ■ Embassy ▲ Consulate

Bahrain



\$1,016,044

PD Spending FY20

1,701,575

Population

\$23,710

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 778

Population: 1,701,575

Below 24 yrs. old: 33.61%

Refugee population: 251

Urban population: 89.5%

GDP/Capita: \$23,710

Unemployment: 4.1%

Below Poverty Line: N/A

Literacy Rate: 97.5% (2018)

Avg. Years of Education: 9.7 (M), 9.1 (F)

Social & Media Indicators

Inclusive Internet Index: 45th

Social Progress Index: 96th

Corruption Perception Index: 78th (Tied)

Economic Freedom Index: 40th (Moderately Free)

Good Country Index: 101st

Media Freedom Index: 169th

Internet Penetration: 99%

Mobile Connections: 131%

Social Media Penetration: 84%

Most Used SNS: Facebook

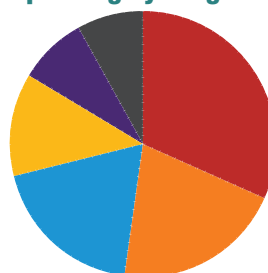
Global Soft Power: 65th

Gender Inequality: 49th

Public Diplomacy Spending

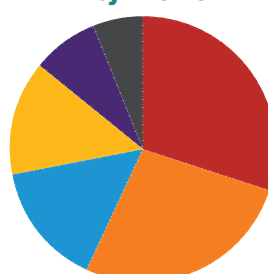
Total FY 2020 | DP (.7): \$983,375 | Supplemental: \$32,669

Spending by Program



- Cultural Programs (Post Generated): \$242,823.00
- Media Programming: \$155,716.00
- Alumni Outreach: \$144,549.00
- Speaker Programs (Post Generated): \$94,709.00
- VIP Press Support: \$63,336.00
- Educational Advising: \$60,382.00

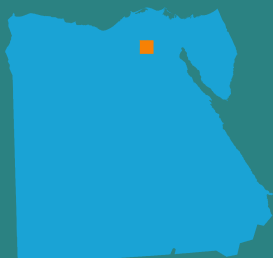
Percentage Allocation by Theme



- Information and Media Literacy: 29.76%
- Civil Society: 27.26%
- Entrepreneurship/Job Creation: 14.63%
- Trade and Investment: 14.44%
- Women's Empowerment: 7.80%
- Economic Statecraft: 6.11%



Egypt



\$4,730,000
PD Spending FY20

102,334,404
Population

\$3,606
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 995,450
Population: 102,334,404
Below 24 yrs. old: 51.63%
Refugee population: 258,391
Urban population: 42.8%
GDP/Capita: \$3,606
Unemployment: 10.4%
Below Poverty Line: 27.8% (2016 est.)
Literacy Rate: 71.2% (2017)
Avg. Years of Education: 8.1 (M), 6.8 (F)

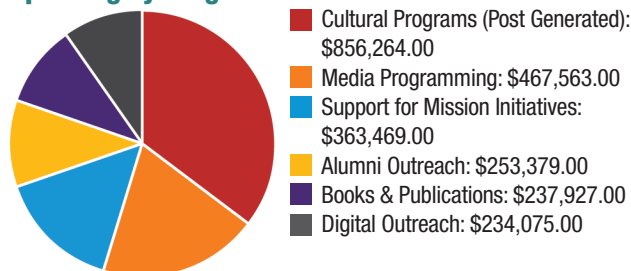
Social & Media Indicators

Inclusive Internet Index: 73rd
Social Progress Index: 109th
Corruption Perception Index: 117th
Economic Freedom Index: 130th (Mostly Unfree)
Good Country Index: 96th
Media Freedom Index: 166th
Internet Penetration: 54%
Mobile Connections: 91%
Social Media Penetration: 41%
Most Used SNS: Facebook
Global Soft Power: 34th
Gender Inequality: 108th

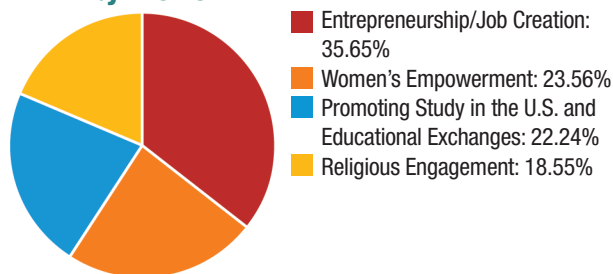
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$3,330,000 | Supplemental: \$1,400,000

Spending by Program

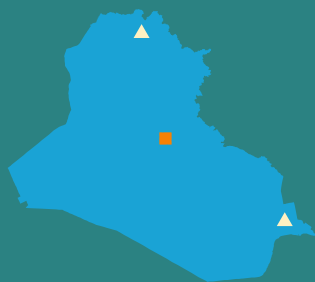


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Iraq



\$16,870,000
PD Spending FY20

40,222,493
Population

\$4,766
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 434,128
Population: 40,222,493
Below 24 yrs. old: 56.85%
Refugee population: 273,986
Urban population: 70.9%
GDP/Capita: \$4,766
Unemployment: 13.7%
Below Poverty Line: 23% (2014 est.)
Literacy Rate: 85.6% (2017)
Avg. Years of Education: 8.6 (M), 6.0 (F)

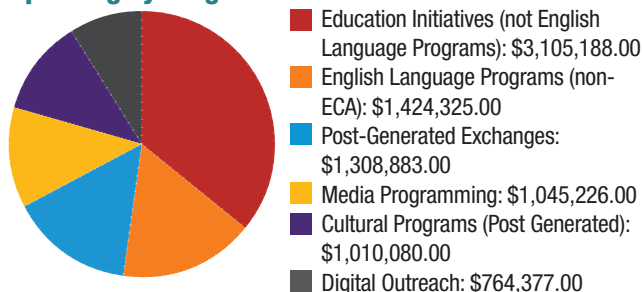
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 118th
Corruption Perception Index: 160th (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: 145th
Media Freedom Index: 162nd
Internet Penetration: 75%
Mobile Connections: 103%
Social Media Penetration: 53%
Most Used SNS: Facebook
Global Soft Power: 76th
Gender Inequality: 146th

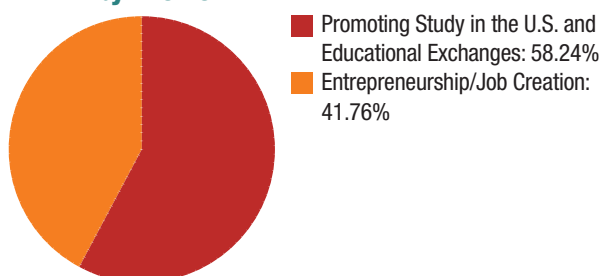
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$15,310,000 | Supplemental: \$1,560,000

Spending by Program



Percentage Allocation by Theme





Israel



\$5,123,884
PD Spending FY20

8,655,535
Population

\$43,439
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 21,640
Population: 8,655,535
Below 24 yrs. old: 42.43%
Refugee population: 16,107
Urban population: 92.6%
GDP/Capita: \$43,439
Unemployment: 4.6%
Below Poverty Line: 22% (2014 est.)
Literacy Rate: 97.8% (2011)
Avg. Years of Education: 13.0 (M), 13.1 (F)

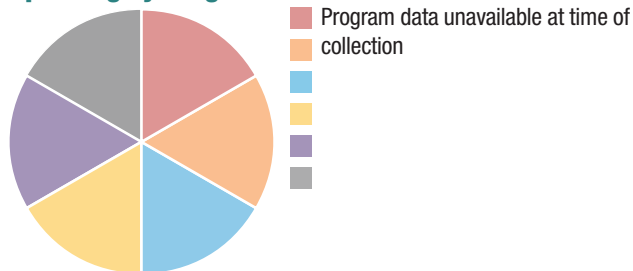
Social & Media Indicators

Inclusive Internet Index: 18th (Tied)
Social Progress Index: 32nd
Corruption Perception Index: 35th (Tied)
Economic Freedom Index: 26th (Mostly Free)
Good Country Index: 45th
Media Freedom Index: 88th
Internet Penetration: 84%
Mobile Connections: 118%
Social Media Penetration: 70%
Most Used SNS: Facebook
Global Soft Power: 25th
Gender Inequality: 26th (Tied)

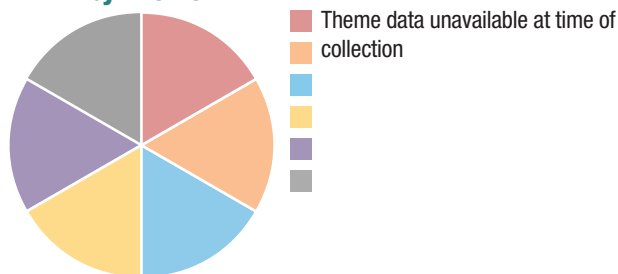
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$4,660,000 | Supplemental: \$463,884

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Jordan



\$1,927,046
PD Spending FY20

10,203,134
Population

\$4,346
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 88,780: \$
Population: 10,203,134
Below 24 yrs. old: 52.82%
Refugee population: 2,966,079
Urban population: 91.4%
GDP/Capita: \$4,346
Unemployment: 18.5%
Below Poverty Line: 14.2% (2002 est.)
Literacy Rate: 98.2% (2018)
Avg. Years of Education: 10.7 (M), 10.3 (F)

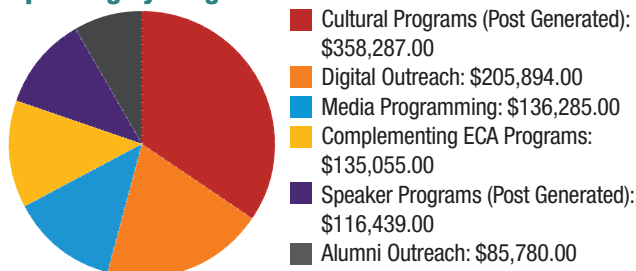
Social & Media Indicators

Inclusive Internet Index: 70th
Social Progress Index: 83rd
Corruption Perception Index: 60th (Tied)
Economic Freedom Index: 69th (Moderately Free)
Good Country Index: 85th
Media Freedom Index: 128th
Internet Penetration: 67%
Mobile Connections: 81%
Social Media Penetration: 56%
Most Used SNS: Facebook
Global Soft Power: 50th
Gender Inequality: 109th

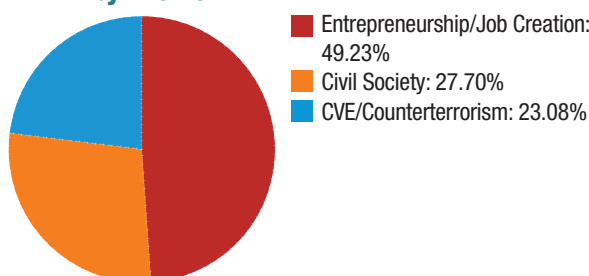
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,410,000 | Supplemental: \$517,046

Spending by Program



Percentage Allocation by Theme





Kuwait



\$977,359
PD Spending FY20

4,270,571
Population

\$23,138
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 17,820
Population: 4,270,571
Below 24 yrs. old: 39.25%
Refugee population: 686
Urban population: 100.0%
GDP/Capita: \$23,138
Unemployment: 6.8%
Below Poverty Line: N/A
Literacy Rate: 96.5% (2020)
Avg. Years of Education: 6.8 (M), 8.0 (F)

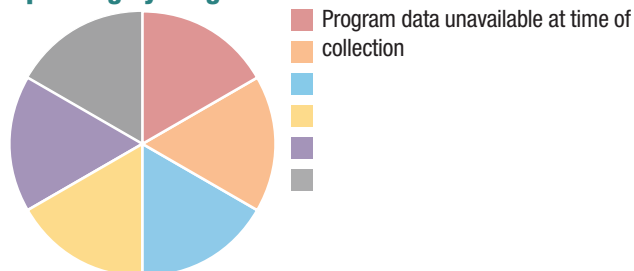
Social & Media Indicators

Inclusive Internet Index: 28th
Social Progress Index: 50th
Corruption Perception Index: 78th (Tied)
Economic Freedom Index: 74th (Moderately Free)
Good Country Index: 89th
Media Freedom Index: 109th
Internet Penetration: 99%
Mobile Connections: 174%
Social Media Penetration: 99%
Most Used SNS: Facebook
Global Soft Power: 42nd
Gender Inequality: 53rd

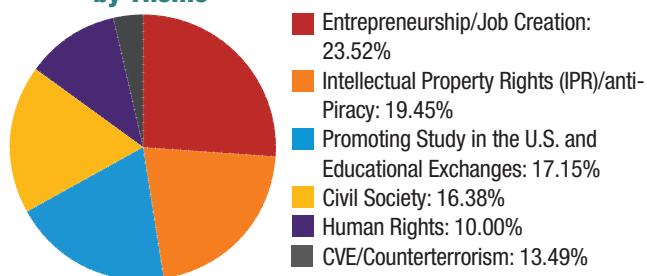
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$931,896 | Supplemental: \$45,463

Spending by Program

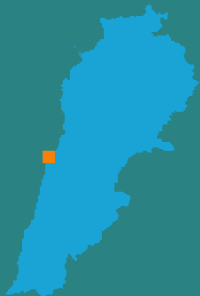


Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

Lebanon



\$1,341,257
PD Spending FY20

6,825,445
Population

N/A
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,230
Population: 6,825,445
Below 24 yrs. old: 35.73%
Refugee population: 1,392,174
Urban population: 88.9%
GDP/Capita: N/A
Unemployment: 6.6%
Below Poverty Line: 28.6% (2004 est.)
Literacy Rate: 95.1% (2018)
Avg. Years of Education: 8.9 (M), 8.5 (F)

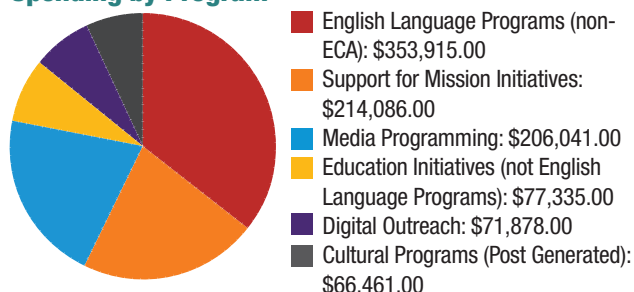
Social & Media Indicators

Inclusive Internet Index: 85th
Social Progress Index: 88th
Corruption Perception Index: 149th (Tied)
Economic Freedom Index: 154th (Mostly Unfree)
Good Country Index: 86th
Media Freedom Index: 102nd
Internet Penetration: 78%
Mobile Connections: 68%
Social Media Penetration: 60%
Most Used SNS: Facebook
Global Soft Power: 71st
Gender Inequality: 96th

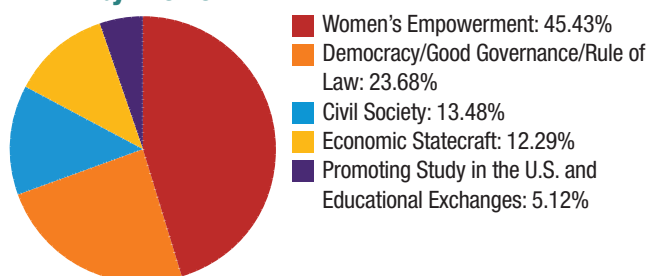
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,330,000 | Supplemental: \$11,257

Spending by Program



Percentage Allocation by Theme





Libya

U.S. Embassy Tripoli temporarily located in Tunis, Tunisia



\$599,739

PD Spending FY20

6,871,292

Population

\$4,732

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,759,540
Population: 6,871,292
Below 24 yrs. old: 48.86%
Refugee population: 4,730
Urban population: 80.7%
GDP/Capita: \$4,732
Unemployment: 19.4%
Below Poverty Line: ~ 33% (2020 est.)
Literacy Rate: 91.0% (2015)
Avg. Years of Education: 7.2 (M), 8.5 (F)

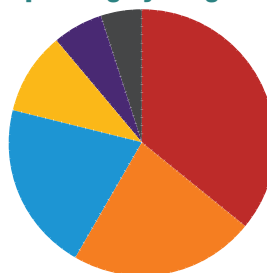
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 119th
Corruption Perception Index: 173rd
Economic Freedom Index: Not Ranked
Good Country Index: 149th
Media Freedom Index: 164th
Internet Penetration: 75%
Mobile Connections: 167%
Social Media Penetration: 75%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 56th (Tied)

Public Diplomacy Spending

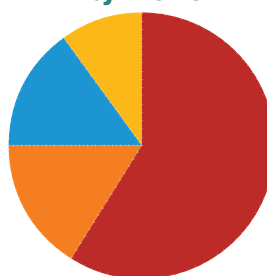
Total FY 2020 | DP (.7): \$599,739 | Supplemental: \$0

Spending by Program



Alumni Outreach: \$190,967.00
English Language Programs (non-ECA): \$120,120.00
Alumni Outreach: \$109,030.00
Education Initiatives (not English Language Programs): \$53,545.00
Digital Outreach: \$31,749.00
Educational Advising: \$25,765.00

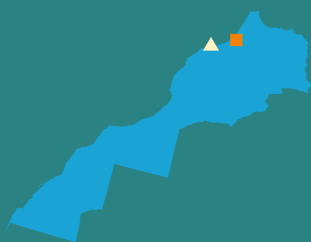
Percentage Allocation by Theme



Promoting Study in the U.S. and Educational Exchanges: 59.23%
Economic Statecraft: 16.01%
STEM: 14.94%
Information and Media Literacy: 9.82%

Map Key: ■ Embassy ▲ Consulate

Morocco



\$2,507,514

PD Spending FY20

36,910,560

Population

\$3,408

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 716,300
Population: 36,910,560
Below 24 yrs. old: 43.59%
Refugee population: 6,642
Urban population: 63.5%
GDP/Capita: \$3,408
Unemployment: 10.1%
Below Poverty Line: 15% (2007 est.)
Literacy Rate: 73.8% (2018)
Avg. Years of Education: 6.6 (M), 4.7 (F)

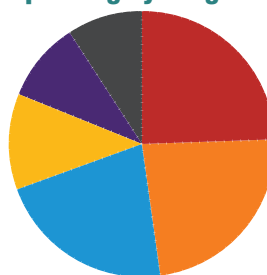
Social & Media Indicators

Inclusive Internet Index: 67th
Social Progress Index: 101st
Corruption Perception Index: 86th (Tied)
Economic Freedom Index: 81st (Moderately Free)
Good Country Index: 58th
Media Freedom Index: 133rd
Internet Penetration: 69%
Mobile Connections: 118%
Social Media Penetration: 49%
Most Used SNS: Facebook
Global Soft Power: 48th
Gender Inequality: 111th

Public Diplomacy Spending

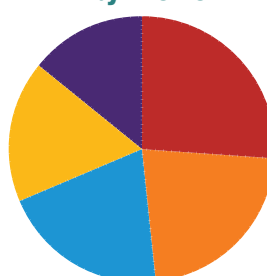
Total FY 2020 | DP (.7): \$2,220,000 | Supplemental: \$287,514

Spending by Program



Complementing ECA Programs: \$376,400.00
Cultural Programs (Post Generated): \$358,610.00
Support for Mission Initiatives: \$329,375.00
Media Programming: \$178,495.00
Digital Outreach: \$148,408.00
Align Resources with Strategic Priorities: \$140,319.00

Percentage Allocation by Theme



STEM: 25.93%
Civil Society: 22.58%
Economic Statecraft: 19.79%
Promoting Study in the U.S. and Educational Exchanges: 17.17%
Women's Empowerment: 14.52%



Oman



\$715,652
PD Spending FY20

5,106,626
Population

\$14,674
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 309,500
Population: 5,106,626
Below 24 yrs. old: 47.50%
Refugee population: 308
Urban population: 86.3%
GDP/Capita: \$14,674
Unemployment: 5.0%
Below Poverty Line: N/A
Literacy Rate: 95.7% (2018)
Avg. Years of Education: 9.4 (M), 10.6 (F)

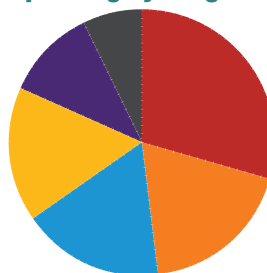
Social & Media Indicators

Inclusive Internet Index: 55th
Social Progress Index: 85th
Corruption Perception Index: 49th (Tied)
Economic Freedom Index: 71st (Moderately Free)
Good Country Index: 69th
Media Freedom Index: 135th
Internet Penetration: 92%
Mobile Connections: 124%
Social Media Penetration: 56%
Most Used SNS: Facebook
Global Soft Power: 51st
Gender Inequality: 68th (Tied)

Public Diplomacy Spending

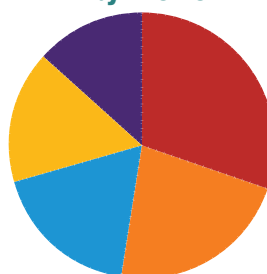
Total FY 2020 | DP (.7): \$670,569 | Supplemental: \$45,083

Spending by Program



Support for Mission Initiatives: \$148,622.00
Media Programming: \$94,111.00
Speaker Programs (Post Generated): \$87,903.00
Cultural Programs (Post Generated): \$81,887.00
Alumni Outreach: \$56,256.00
Post-Generated Exchanges: \$35,839.00

Percentage Allocation by Theme



Economic Statecraft: 30.34%
Security Cooperation: 21.73%
STEM: 18.53%
Entrepreneurship/Job Creation: 16.21%
Global Health: 13.20%

Map Key: ■ Embassy ▲ Consulate

Palestinian Territories



\$3,841,326
PD Spending FY20

5,101,414
Population

\$2,923
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 6,220
Population: 5,101,414
Below 24 yrs. old: 64.20% (Gaza)
52.06% (West Bank)
Refugee population: 2,319,073
(West Bank and Gaza)
Urban population: 76.7% (Gaza, 2020 est.)
76.7% (West Bank, 2020 est.)
GDP/Capita: \$2,923
Unemployment: 27.9% (Gaza, 2017 est.)
27.9% (West Bank, 2017 est.)
Below Poverty Line: 30% (Gaza, 2011 est.)
18% (West Bank, 2011 est.)
Literacy Rate: 97.5% (2020, West Bank)
Avg. Years of Education: 9.4 (M), 8.9 (F) (Palestine)

Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: Not Ranked
Corruption Perception Index: Not Ranked
Economic Freedom Index: Not Ranked
Good Country Index: Not Ranked
Media Freedom Index: 137th (Palestine)
Internet Penetration: 64% (Palestine)
Mobile Connections: 86% (Palestine)
Social Media Penetration: 54% (Palestine)
Most Used SNS: Facebook (Palestine)
Global Soft Power: Not Ranked
Gender Inequality: Not Ranked

Public Diplomacy Spending

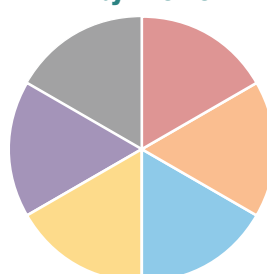
Total FY 2020 | DP (.7): \$3,710,000 | Supplemental: \$131,326

Spending by Program



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Program data unavailable at time of collection

Percentage Allocation by Theme



Theme data unavailable at time of collection
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Theme data unavailable at time of collection
Theme data unavailable at time of collection



Qatar



\$1,369,463
PD Spending FY20

2,881,053
Population

\$55,417
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 11,610
Population: 2,881,053
Below 24 yrs. old: 24.62%
Refugee population: 202
Urban population: 99.2%
GDP/Capita: \$55,417
Unemployment: 3.5%
Below Poverty Line: N/A
Literacy Rate: 98.8% (2018)
Avg. Years of Education: 9.4 (M), 11.3 (F)

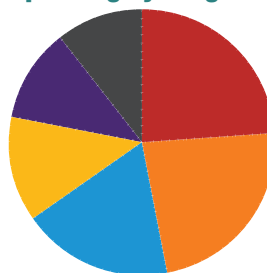
Social & Media Indicators

Inclusive Internet Index: 35th
Social Progress Index: 86th
Corruption Perception Index: 30th (Tied)
Economic Freedom Index: 31st (Mostly Free)
Good Country Index: 59th
Media Freedom Index: 129th
Internet Penetration: 99%
Mobile Connections: 152%
Social Media Penetration: 99%
Most Used SNS: Facebook
Global Soft Power: 26th
Gender Inequality: 43rd

Public Diplomacy Spending

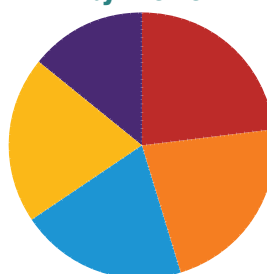
Total FY 2020 | DP (.7): \$1,280,000 | Supplemental: \$89,463

Spending by Program



- English Language Programs (Non -ECA): \$205,142.00
- Support for Mission Initiatives: \$199,025.00
- Cultural Programs (Post Generated): \$155,000.00
- Media Programming: \$110,622.00
- Books & Publications: \$96,603.00
- Align Resources with Strategic Priorities: \$90,661.00

Percentage Allocation by Theme



- CVE/Counterterrorism: 23.57%
- Trade and Investment: 22.18%
- Women's Empowerment: 20.03%
- Information and Media Literacy: 19.89%
- Promoting Study in the U.S. and Educational Exchanges: 14.33%

Map Key: ■ Embassy ▲ Consulate

Saudi Arabia



\$2,776,614
PD Spending FY20

34,813,871
Population

\$20,741
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,149,690
Population: 34,813,871
Below 24 yrs. old: 40.22%
Refugee population: 315
Urban population: 84.3%
GDP/Capita: \$20,741
Unemployment: 8.2%
Below Poverty Line: 12.7% (2017 est.)
Literacy Rate: 97.6% (2020)
Avg. Years of Education: 10.5 (M), 9.8 (F)

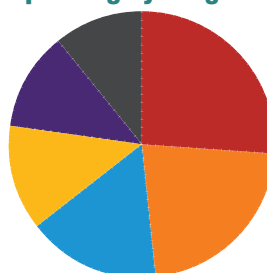
Social & Media Indicators

Inclusive Internet Index: 56th
Social Progress Index: 105th
Corruption Perception Index: 52nd (Tied)
Economic Freedom Index: 63rd (Moderately Free)
Good Country Index: 121st
Media Freedom Index: 170th
Internet Penetration: 93%
Mobile Connections: 116%
Social Media Penetration: 72%
Most Used SNS: Facebook
Global Soft Power: 24th
Gender Inequality: 56th (Tied)

Public Diplomacy Spending

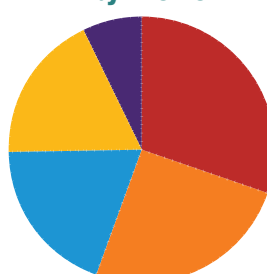
Total FY 2020 | DP (.7): \$2,660,000 | Supplemental: \$116,614

Spending by Program



- Post-Generated Exchanges: \$503,647.00
- Support for Mission Initiatives: \$421,513.00
- Media Programming: \$310,947.00
- Educational Advising: \$243,903.00
- Complementing ECA Programs: \$228,401.00
- Digital Outreach: \$202,040.00

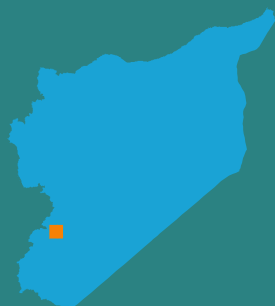
Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 30.29%
- Entrepreneurship/Job Creation: 24.79%
- Women's Empowerment: 18.92%
- Civil Society: 18.32%
- CVE/Counterterrorism: 7.67%



Syria



\$596,994

PD Spending FY20

17,500,658

Population

N/A

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 183,630

Population: 17,500,658

Below 24 yrs. old: 52.81%

Refugee population: 578,525

Urban population: 55.5%

GDP/Capita: N/A

Unemployment: 9.0%

Below Poverty Line: 82.5% (2014 est.)

Literacy Rate: 86.4% (2015)

Avg. Years of Education: 5.6 (M), 4.6 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 132nd

Corruption Perception Index: 178th

Economic Freedom Index: Not Ranked

Good Country Index: Not Ranked

Media Freedom Index: 174th

Internet Penetration: 47%

Mobile Connections: 83%

Social Media Penetration: 35%

Most Used SNS: Facebook

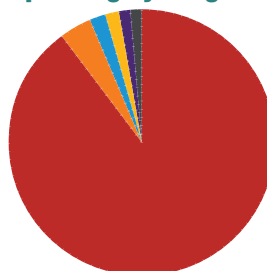
Global Soft Power: Not Ranked

Gender Inequality: 122nd

Public Diplomacy Spending

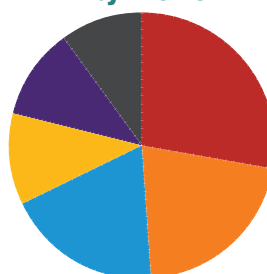
Total FY 2020 | DP (.7): \$596,994 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$509,599.00
- Cultural Programs (Post Generated): \$22,120.00
- English Language Programs (non-ECA): \$10,972.00
- Books & Publications: \$9,639.00
- Digital Outreach: \$8,747.00
- Private-Public Partnerships: \$7,054.00

Percentage Allocation by Theme



- Humanitarian Assistance; Disaster Mitigation: 27.90%
- CVE/Counterterrorism: 20.88%
- Human Rights: 19.54%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 10.92%
- Democracy/Good Governance/Rule of Law: 10.76%
- Religious Engagement: 10.01%

Map Key: ■ Embassy ▲ Consulate

Tunisia



\$1,067,738

PD Spending FY20

11,818,619

Population

\$3,380

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 155,360

Population: 11,818,619

Below 24 yrs. old: 38.18%

Refugee population: 1,732

Urban population: 69.6%

GDP/Capita: \$3,380

Unemployment: 16.7%

Below Poverty Line: 15.5% (2010 est.)

Literacy Rate: 81.8% (2015)

Avg. Years of Education: 8.0 (M), 6.5 (F)

Social & Media Indicators

Inclusive Internet Index: 72nd

Social Progress Index: 58th

Corruption Perception Index: 69th (Tied)

Economic Freedom Index: 119th (Mostly Unfree)

Good Country Index: 77th

Media Freedom Index: 72nd

Internet Penetration: 64%

Mobile Connections: 151%

Social Media Penetration: 62%

Most Used SNS: Facebook

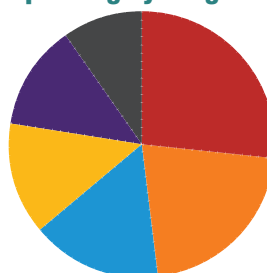
Global Soft Power: 84th

Gender Inequality: 65th (Tied)

Public Diplomacy Spending

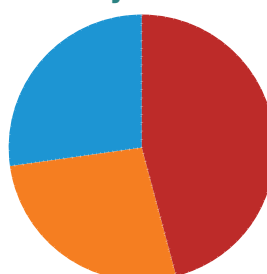
Total FY 2020 | DP (.7): \$957,330 | Supplemental: \$110,408

Spending by Program



- Cultural Programs (Post Generated): \$167,561.00
- Education Initiatives (not English Language Programs): \$133,448.00
- Complementing ECA Programs: \$98,610.00
- Media Programming: \$83,882.00
- English Language Programs (non-ECA): \$79,384.00
- GPA Programs: \$60,713.00

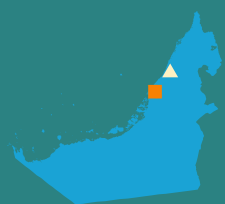
Percentage Allocation by Theme



- Economic Statecraft: 45.79%
- Promoting Study in the U.S. and Educational Exchanges: 27.23%
- Democracy/Good Governance/Rule of Law: 26.98%



United Arab Emirates



\$2,799,536
PD Spending FY20

9,890,402
Population

\$32,686
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 71,020
Population: 9,890,402
Below 24 yrs. old: 22.39%
Refugee population: 1,242
Urban population: 87.0%
GDP/Capita: \$32,686
Unemployment: 5.0%
Below Poverty Line: 19.5% (2003 est.)
Literacy Rate: 97.6% (2019)
Avg. Years of Education: 12.4 (M), 11.7 (F)

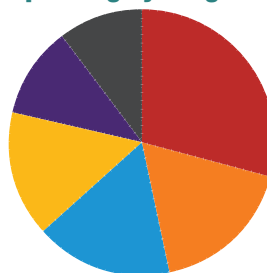
Social & Media Indicators

Inclusive Internet Index: 40th
Social Progress Index: 67th
Corruption Perception Index: 21st (Tied)
Economic Freedom Index: 14th (Mostly Free)
Good Country Index: 51st
Media Freedom Index: 131st
Internet Penetration: 99%
Mobile Connections: 187%
Social Media Penetration: 99%
Most Used SNS: Facebook
Global Soft Power: 17th
Gender Inequality: 18th

Public Diplomacy Spending

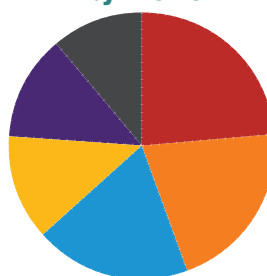
Total FY 2020 | DP (.7): \$2,230,000 | Supplemental: \$569,536

Spending by Program



Digital Outreach: \$494,907.00
Media Programming: \$295,508.00
English Language Programs (non-ECA): \$282,328.00
Educational Advising: \$258,815.00
Complementing ECA Programs: \$184,371.00
Support for Mission Initiatives: \$173,352.00

Percentage Allocation by Theme



Economic Statecraft: 15.06%
Promoting Study in the U.S. and Educational Exchanges: 12.93%
Security Cooperation: 11.76%
Civil Society: 8.37%
Trade and Investment: 8.20%
Combating Weapons of Mass Destruction/Destabilizing Conventional Weapons: 7.71%

Map Key: ■ Embassy ▲ Consulate

Yemen



\$1,090,000
PD Spending FY20

29,825,964
Population

\$572
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 527,970
Population: 29,825,964
Below 24 yrs. old: 60.42%
Refugee population: 268,503
Urban population: 37.9%
GDP/Capita: \$572
Unemployment: 13.4%
Below Poverty Line: 54% (2014 est.)
Literacy Rate: 70.1% (2015)
Avg. Years of Education: 5.1 (M), 2.9 (F)

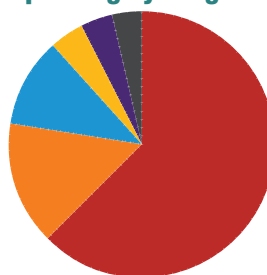
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 163rd
Corruption Perception Index: 176th (Tied)
Economic Freedom Index: Not Ranked
Good Country Index: 148th
Media Freedom Index: 167th
Internet Penetration: 27%
Mobile Connections: 60%
Social Media Penetration: 8.5%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 162nd

Public Diplomacy Spending

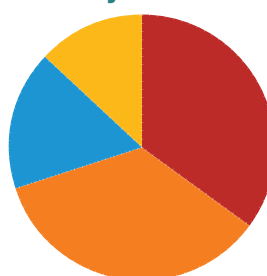
Total FY 2020 | DP (.7): \$1,090,000 | Supplemental: \$0

Spending by Program



Support for Mission Initiatives: \$608,681.00
Media Programming: \$144,063.00
Cultural Programs (Post Generated): \$104,343.00
Alumni Outreach: \$40,945.00
Complementing ECA Programs: \$38,185.00
English Language Programs (non-ECA): \$33,747.00

Percentage Allocation by Theme



Economic Statecraft: 34.95%
Democracy/Good Governance/Rule of Law: 34.49%
Humanitarian Assistance; Disaster Mitigation: 16.99%
Women's Empowerment: 13.56%



U.S. Public Diplomacy in South and Central Asia



The Harlem Globetrotters Engage in Sports Diplomacy in the Region





BUREAU OF SOUTH AND CENTRAL ASIAN AFFAIRS (SCA)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$25.97 million	\$28.29 million	\$24.76 million	\$45.79 million	\$46.60 million
American Salaries	\$13.16 million	\$18.32 million	\$19.72 million	\$18.31 million	\$19.26 million
Supplemental	\$66.12 million	\$54.12 million	\$85.18 million	\$44.7 million	\$38.70 million
BBG/USAGM	\$44.87 million	\$45.48 million	\$42.71 million	\$39.77 million	\$40.14 million
Total	\$150.12 million	\$146.21 million	\$172.37 million	\$148.57 million	\$144.70 million

STRATEGIC OVERVIEW

At the crossroads of Asia, Europe, and the Middle East, the South and Central Asia (SCA) region is home to roughly one-quarter of the world’s population, including one-third of the world’s Muslims and approximately 850 million people under the age of 30, making continued engagement in SCA vital to U.S. national security and regional stability. The SCA region is poised to fuel global economic growth and prosperity over the coming decades since economies in SCA have the potential to make up as much as 50 percent of the global gross domestic product, with about 500 million people throughout South and Central Asia projected to enter the middle class.

At the same time, the region also grapples with serious issues, such as severe climate change vulnerabilities, Russian and Chinese malign influence strategies, authoritarian practices, human rights violations, and violent extremism, all of which undermine regional stability, prosperity, and security. Democratic institutions remain fragile, and poverty is widespread. Additionally, pervasive corruption, lack of economic opportunities, particularly for women, and vulnerability to natural disasters challenge U.S. national interests throughout the region.

The SCA Bureau includes 13 countries – Afghanistan, Bangladesh, Bhutan, India, Kazakhstan, the Kyrgyz Republic, Maldives, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, and Uzbekistan – covered by 19 U.S. embassies and consulates. U.S. public diplomacy programming in these posts is managed by 93 American officers and more than 400 locally employed and contracted staff members.

U.S. FOREIGN POLICY GOALS

The SCA Bureau promotes a peaceful and prosperous South and Central Asia region with the United States positioned as a key partner. SCA supports a sustainable, inclusive political settlement in Afghanistan that benefits all Afghan people, welcomes India as a global and regional leader in security, stability, and development, and strives to strengthen the bilateral relationship with Pakistan. SCA works to foster a stable and prosperous Central Asia that is free to pursue political, economic, and security interests on its own terms, with partners of its choosing, connecting to global markets with strong, democratic institutions, the rule of law, and respect for human rights. SCA advocates for a free and open Indo-Pacific region comprised of nations that are independent, strong, and prosperous by engaging closely with South Asian partners to promote shared values and interests. SCA also supports the current administration’s priorities to mitigate the impact of the COVID-19 global pandemic and the risks created by climate change. Finally, SCA partners with civil society and host government leaders to develop equitable policies of environmental stewardship and economic growth while promoting U.S. lessons learned and clean technologies.

Throughout the region, Russia and China are major competitors for influence owing to geographic proximity, historical connections, and their respective geopolitical objectives. Russia’s strategic narrative seeks to discredit Western democracies and international organizations, creating chaos, and sowing distrust in the current international order. The People’s Republic of China, meanwhile, seeks to reshape the international order to its advantage by offering investment and collaboration to create “shared prosperity.”

Through diplomacy, advocacy, and assistance, SCA advances U.S. security and economic prosperity objectives. SCA’s commitment to diversity, equity, and inclusion is evident not only in the bureau’s values and working environment, but also in public diplomacy initiatives that support and empower partners from all backgrounds, identities, and thought communities, advance women’s empowerment, and forge new futures for disenfranchised youth and other underserved or at-risk populations.



U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

SCA's Office of Press and Public Diplomacy (SCA/PPD) prioritizes fostering relationships and building partnerships with key leaders in society, seeking to align these contacts' actions and voices more closely with U.S. national interests. By uniting and harnessing the collective power of these influencers through networks, SCA multiplies their positive impact. PD engagement focuses on networks including U.S. government alumni; like-minded partners among journalists, think tanks, academics and others engaged in the effort to expose and amplify concerns related to malign influence; tech-savvy youth in Central Asia; participants at American Spaces throughout the region; and diaspora leaders in the United States.

In support of prosperous, independent countries with strong democratic institutions, the rule of law, and respect for human rights, SCA PD offers a range of counter-disinformation programs and initiatives. Specifically, SCA addresses malign influence effects through people-to-people programs which promote the cultivation of influential local partners, improve fact-checking and investigative journalism skills, and empower local change makers working to improve economic, political, and human rights environments. SCA PD also offers media literacy training and increased English language capacity building to build individual resilience against disinformation effects.

Countries throughout SCA face intense vulnerabilities owing to climate change. SCA PD engagement seeks to mobilize citizen networks mitigating climate change; expand support from local populations and governments for the Paris Agreement; increase awareness for and adoption of renewable energy sources; activate ecosystems of innovation and collaboration in climate science; and improve the attractiveness of U.S. private sector solutions to climate-related challenges. The U.S. collaborative approach not only distinguishes itself from Russia's and China's pattern of disregard for the environment, but also helps to position the United States as a key partner in supporting the efforts of SCA countries to mitigate climate vulnerabilities.

SCA aims to increase the number of students who choose to study in the United States. These students, who contribute approximately \$10 billion to the U.S. economy each year, make up the fifth-largest goods and services export to the U.S. and support the United States' continued global leadership in innovation and technology. PD sections at U.S. embassies in the region lead efforts to create new partnerships that strengthen and expand sustainable initiatives such as university linkages, research collaboration, confidence-building measures, and student and faculty exchanges. Since even the most authoritarian regimes in Central Asia welcome improved English skills in their countries, English language programs engage citizens the United States would otherwise struggle to reach. In South Asia, building English capacity plays a critical role in increasing student, professional, and educational ties to the United States.

Cultural Heritage Preservation efforts strengthen the independence of partner countries by emphasizing U.S. respect for each nation's unique heritage, enhancing economic prosperity through expanded tourism eco-systems, encouraging tolerance of pluralistic societies, and strengthening local stewardship and protection of national patrimony. Cultural preservation promotes U.S. engagement in the region through non-commercial and non-militaristic means, which strengthens the perception of U.S. commitment to the values it aims to promote, namely inclusivity and respect for human rights as well as religious, ethnic, linguistic, and cultural diversity. The U.S. inclusive approach of working with local partners while meeting international preservation standards contrasts with the People's Republic of China, which fails to honor traditional architecture and utilizes Chinese rather than local labor resources.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Afghanistan – Lincoln Learning Centers Engage the Public: The Lincoln Learning Centers (LLCs), a network of 27 American Spaces across 24 provinces of Afghanistan, served as a platform for virtual and in-person outreach to over two million visitors each year. Mission-arranged programs included a series hosted by the U.S. Ambassador on Afghanistan peace negotiations and regular events with leading Afghan journalists to support increasingly fragile press freedoms. Cross-border virtual events including American Spaces in Pakistan and Central Asia promoted Afghanistan's connectivity with regional neighbors. In a September 2020 survey of LLC visitors, 80.3 percent indicated that LLCs boosted social harmony and unity, and 77.5 percent agreed that LLCs helped women play a more effective role in the community.

Bangladesh – The EMK Center Bolsters Student Media Literacy Skills: The Edward M. Kennedy Center for Public Service and the Arts (EMK Center), is an embassy-sponsored platform for dialogue with Bangladeshi youth strategically located in Dhaka's university district. In 2020, the EMK joined a local charity in co-hosting a media literacy training for 50 madrasa and high school students in Chattogram on how to identify fake news reports and counter radicalization. The EMK also provided digital media training, promoted arts and cultural events, conducted civil society capacity building, promoted community service, and connected with young entrepreneurs.

Central Asia – 48 Hour Film Race Empowers Emerging Filmmakers to Promote Positive Change: The 48 Hour Film Race (48HFR), a regional program based in Almaty, Kazakhstan, aims to bring together emerging filmmakers across Central Asia to build an innovative community network that creates and highlights diverse and unique stories resonant to the region. Launched in 2016, the 48HFR has continued to provide tools, training, and opportunities for amateur filmmakers to engage with American filmmakers through the American Film Showcase program and New York Film Academy to increase capacity in storytelling and practical/technical skills-building. In the past two years, aspiring filmmakers submitted over 600 short films shot over two days on themes from global health concerns to women's empowerment, demonstrating how the arts can address societal problems and promote positive change. In 2020, participants from all five Central Asia countries actively participated, with a significant increase in submissions from Turkmenistan, despite the pandemic. This investment in Central Asia's emerging community not only creates a space for a creative outlet for the region's influencers, but also serves to boost and build entrepreneurship and economic skills for the next generation. Future 48HFR will target greater participation rates from female filmmakers to further diversify the creative market in Central Asia.



India – Anti-Trafficking-in-Persons Conclaves Protect At-Risk Populations: U.S. Consulate Kolkata's signature initiative, the "Anti-Trafficking-in-Persons Conclave," brought together key anti-trafficking stakeholders to address new and ongoing challenges. This effort began in 2012 when anti-trafficking NGOs, youth organizations, and socially conscious businesses participated in panel discussions, workshops, and an anti-trafficking awareness procession through the center of town. The initial gathering concluded with the screening of the Indian premiere of the PBS documentary *Half the Sky*, featuring Kolkata's "red light" district and the extraordinary people fighting to break the cycle of trafficking and violence.

Targeted activities throughout the year culminated in annual conclaves, producing significant results such as legislative and judicial actions. The ninth annual anti-TIP Conclave in 2020 featured a U.S. speaker who addressed stakeholders in law enforcement, government, civil society, and private companies on technology solutions to combat trafficking. The U.S. Consulate hosted a storyteller to work with young victims of trafficking and conducted workshops in partnership with the "Shakti Vahini" NGO, bringing together youth activists who went on to form 22 anti-trafficking clubs across India. During the COVID-19 pandemic, these activists updated prevention messaging to alert their communities to new online recruiting methods, reaching over 100,000 at-risk young people.

India – Priya Raises Awareness of Best Public Health Practices: In response to the COVID-19 pandemic, the U.S. Mission to India utilized grants and outreach programs to communicate positive public health messages to vast public audiences. Working with Ram Devineni, an Indian American and alumnus of the U.S. government funded International Writing Program and owner of the Zero1 American Arts Incubator Program, the North India Office sponsored the creation of a comic book and an animated film, "Priya's Mask," to convince youth audiences to wear masks and socially distance. The lead character in "Priya's Mask" earned super-hero status through subsequent global media coverage.

The U.S. Consulate in Hyderabad also utilized radio programs and webinars for low-income communities to support public health awareness. Finally, the U.S. Consulate in Mumbai implemented a grant to spread awareness with thousands in low-income communities on handwashing, mask wearing, and social distancing. These public diplomacy programs spread information on how to effectively reduce the prevalence of COVID-19 while strengthening U.S.-India public health ties.

Nepal - Ambassador Highlights Transgender and Non-Binary Rights: The U.S. Embassy hosted a July 2020 event in which four Nepali activists shared perspectives and answered questions on topics pertinent to the local LGBTQI+ community. This panel was designed as a discussion forum on a sensitive but important topic, and the virtual platform generated 15,000 on-line engagements, including participants from Nepal, Bangladesh, Japan, and the United States.

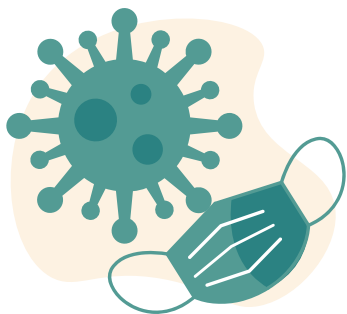
Pakistan - Virtual Engagement on COVID Builds Tangible University Partnerships: The Mission Pakistan COVID Speaker Series, an initiative led by Consulate General Karachi's Public Affairs Section, achieved three goals through collaboration with universities on COVID-related programs: (1) to demonstrate the United States as a partner in the fight against COVID in Pakistan; (2) to support the higher education sector's effort to adapt to a virtual learning environment; and (3) to deepen strategic relationships with key universities in Sindh province.

PAS Karachi began with a needs assessment of 30 strategically selected universities in its consular district to determine each institution's technological capacity and the type of COVID-related topics in greatest demand. To set a baseline for follow-on programming and to pique academic interest, the post worked with the Bureau of Educational and Cultural Affairs to distribute a series of pre-recorded virtual programs to help train 700 university administrators and teachers to use virtual teaching tools. PAS then reengaged those institutions through a COVID Speaker Series that brought U.S. experts to the Pakistani "classroom" on nine COVID-related topics identified by the universities during the initial needs-assessment. The COVID Speaker Series wrapped up with a two-part presentation of findings from a U.S.-Pakistan university partnership that explored the impact of the pandemic on the two countries.

The COVID Speaker Series ultimately reached over 100,000 users through Facebook Live and approximately 1,200 professionals, students, and teachers via Zoom. In addition, building on an existing university partnership between the University of Karachi and George Mason University, PAS Karachi funded the Parallel Pandemic Project to deepen and target virtual collaboration. Over six months, teams of students and professors from the two universities held virtual workshops, lectures, joint research, and wrote articles comparing the effects of COVID-19 in eight thematic areas: healthcare, family life, law, education, governance, media, religion, and economics. The resulting joint research lays the foundation for a multinational comparative project that will identify structural solutions to the global pandemic and build upon important lessons about how future pandemics can be averted.



The Afghan-U.S. Alumni Network Distributes Masks to Jalalabad Residents



Focus on Pandemic Disinformation

The prevalence of foreign malign influence in the SCA region increased last year, especially after the outbreak of the global COVID-19 pandemic. To strengthen and prioritize mitigation efforts across the spectrum of malign influence activities, the SCA bureau built a comprehensive understanding of each country's public information environment, surveyed posts on needs and gaps, and used that input to develop a PD strategy to counter malign influence in the region. The strategy utilized every available PD tool to strengthen ongoing efforts to increase the availability of accurate information, increase public awareness about disinformation and misinformation, and support local stakeholders.

At the outset of the pandemic, malign influence activities specific to the region attempted to elevate positive narratives for non-Western vaccine development and distribution, while simultaneously spreading conspiracy theories about vaccine production and raising doubts about the safety and efficacy of Western vaccines. Throughout 2020, SCA public affairs sections pushed back, highlighting the robust health assistance the United States provided to communities who needed it most. U.S. alumni, local fact-checking organizations, journalists, and academics independently challenged these narratives on several occasions. For example, an alumnus-led NGO in Bangladesh created and broadcasted a six-month medical call-in show to combat COVID-19 misinformation and share accurate health information. The program's 24 radio episodes, which were translated and rebroadcast in 19 local dialects, were also repackaged into 279 public service announcements and 200 short news stories. The programs reached eight million underserved listeners in rural Bangladesh and generated 26,000 calls and text messages.

Similarly, since October 2020, PAS Nur-Sultan has led a project called "ExpertsHub," which has trained 50 medical experts on how to engage with media and debunk pandemic related misinformation. In the face of intense vaccine skepticism in Kazakhstan, "ExpertsHub" played a crucial role in promoting vaccinations and support for evidence-based medicine, as well as encouraging other medical workers to talk openly to media outlets. In May 2020, five medical experts from "ExpertsHub" held a press round table to answer questions and debunk misinformation related to vaccinations. Such activities have made a substantive impact on the national public health narrative, promoting government accountability and the need for accurate public health information.



SCA POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Pakistan	\$16.84 million	\$17.00 million	\$16.84 million	\$17.50 million	\$16.83 million	\$10.00 million	\$16.84 million	\$12.00 million
2	Afghanistan	\$11.28 million	\$27.45 million	\$11.17 million	\$27.00 million	\$11.27 million	\$27.00 million	\$7.24 million	\$10.40 million
3	India	\$7.35 million	\$295,575	\$7.45 million	\$325,557	\$8.32 million	\$0	\$7.69 million	\$0
4	Uzbekistan	\$841,500	\$535,000	\$627,700	\$1.90 million	\$1.08 million	\$9.24 million	\$1.19 million	\$4.59 million
5	Kazakhstan	\$1.01 million	\$1.04 million	\$1.80 million	\$2.43 million	\$2.02 million	\$2.01 million	\$1.69 million	\$2.01 million
6	Kyrgyzstan	\$641,400	\$1.04 million	\$1.15 million	\$3.52 million	\$1.39 million	\$4.93 million	\$1.19 million	\$1.11 million
7	Tajikistan	\$872,000	\$1.31 million	\$752,000	\$4.60 million	\$1.10 million	\$950,000	\$1.22 million	\$940,000
8	Turkmenistan	\$659,700	\$1.19 million	\$659,700	\$1.39 million	\$970,901	\$1.22 million	\$853,915	\$1.14 million
9	Bangladesh	\$1.84 million	\$145,500	\$1.89 million	\$222,548	\$2.03 million	\$0	\$1.78 million	\$0
10	Nepal	\$900,700	\$816,085	\$900,700	\$583,000	\$1.33 million	\$0	\$977,325	\$0
11	Sri Lanka & Maldives	\$728,400	\$240,067	\$728,700	\$399,430	\$1.01 million	\$0	\$671,700	\$0

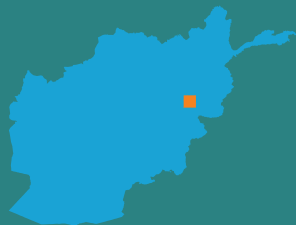


U.S. PUBLIC DIPLOMACY IN SOUTH AND CENTRAL ASIA





Afghanistan



\$17,674,000
PD Spending FY20

38,928,346
Population

\$505
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 652,860
Population: 38,928,346
Below 24 yrs. old: 61.88%
Refugee population: 72,227
Urban population: 26.0%
GDP/Capita: \$505
Unemployment: 11.7%
Below Poverty Line: 54.5% (2017 est.)
Literacy Rate: 43.0% (2018)
Avg. Years of Education: 6.0 (M), 1.9 (F)

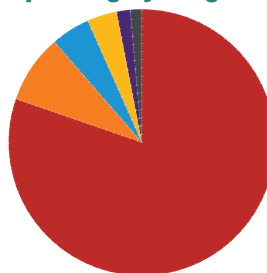
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 155th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 146th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 122nd
Internet Penetration: 20%
Mobile Connections: 70%
Social Media Penetration: 9.4%
Most Used SNS: Not Ranked
Global Soft Power: Not Ranked
Gender Inequality: 157th

Public Diplomacy Spending

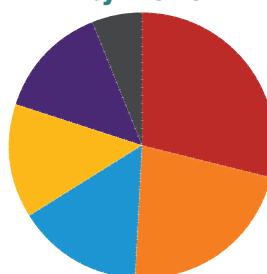
Total FY 2020 | DP (.7): \$7,274,000 | Supplemental: \$10,400,000

Spending by Program



- Complementing Foreign Assistance Programs: \$12,915,963.00
- Support for Mission Initiatives: \$1,334,015.00
- Cultural Programs (Post Generated): \$773,288.00
- Media Programming: \$606,250.00
- English Language Programs (non-ECA): \$246,683.00
- Complementing ECA Programs: \$201,796.00

Percentage Allocation by Theme



- CVE/Counterterrorism: 29.18%
- Women's Empowerment: 22.30%
- Economic Statecraft: 14.55%
- Civil Society: 14.33%
- Democracy/Good Governance/Rule of Law: 13.83%
- Promoting Study in the U.S. and Educational Exchanges: 5.80%

Map Key: ■ Embassy ▲ Consulate

Bangladesh



\$1,776,425
PD Spending FY20

164,689,383
Population

\$1,989
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 130,170
Population: 164,689,383
Below 24 yrs. old: 45.04%
Refugee population: 854,779
Urban population: 38.2%
GDP/Capita: \$1,989
Unemployment: 5.3%
Below Poverty Line: 24.3% (2016 est.)
Literacy Rate: 74.9% (2020)
Avg. Years of Education: 6.9 (M), 5.7 (F)

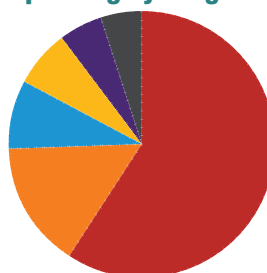
Social & Media Indicators

Inclusive Internet Index: 82nd
Social Progress Index: 121st
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 120th (Mostly Unfree)
Good Country Index: 107th
Media Freedom Index: 151st
Internet Penetration: 41%
Mobile Connections: 99%
Social Media Penetration: 22%
Most Used SNS: Facebook
Global Soft Power: 78th
Gender Inequality: 133rd (Tied)

Public Diplomacy Spending

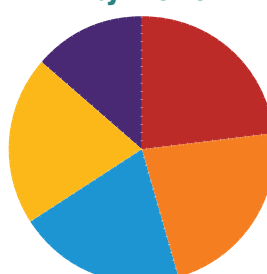
Total FY 2020 | DP (.7): \$1,776,425 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$916,616.00
- Education Initiatives (not English Language Programs): \$238,402.00
- Media Programming: \$129,281.00
- Digital Outreach: \$106,484.00
- Educational Advising: \$79,872.00
- Alumni Outreach: \$76,943.00

Percentage Allocation by Theme



- CVE/Counterterrorism: 24.29%
- Democracy/Good Governance/Rule of Law: 23.09%
- Intellectual Property Rights (IPR)/anti-Piracy: 20.71%
- Smart Sanctions: 20.71%
- Women's Empowerment: 13.88%



India



\$7,698,100
PD Spending FY20

1,380,004,385
Population

\$2,030
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,973,190
Population: 1,380,004,385
Below 24 yrs. old: 43.82%
Refugee population: 195,103
Urban population: 34.9%
GDP/Capita: \$2,030
Unemployment: 7.1%
Below Poverty Line: 21.9% (2011 est.)
Literacy Rate: 74.4% (2018)
Avg. Years of Education: 8.7 (M), 5.4 (F)

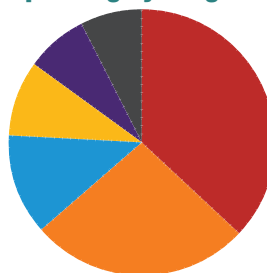
Social & Media Indicators

Inclusive Internet Index: 49th (Tied)
Social Progress Index: 115th
Corruption Perception Index: 86th (Tied)
Economic Freedom Index: 121st (Mostly Unfree)
Good Country Index: 53rd
Media Freedom Index: 142nd
Internet Penetration: 50%
Mobile Connections: 78%
Social Media Penetration: 29%
Most Used SNS: Facebook
Global Soft Power: 36th
Gender Inequality: 123rd

Public Diplomacy Spending

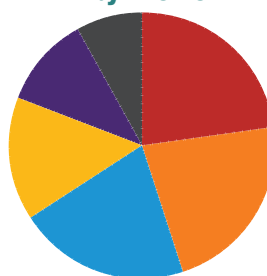
Total FY 2020 | DP (.7): \$7,698,100 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$2,122,577.00
- Complementing ECA Programs: \$1,531,760.00
- Cultural Programs (Post Generated): \$711,419.00
- Media Programming: \$520,058.00
- Education Initiatives (not English Language Programs): \$433,779.00
- Digital Outreach: \$422,057.00

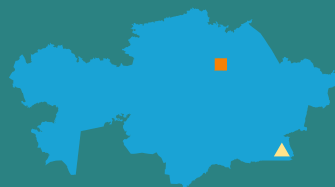
Percentage Allocation by Theme



- Civil Society: 23.29%
- Entrepreneurship/Job Creation: 21.76%
- Promoting Study in the U.S. and Educational Exchanges: 21.16%
- Democracy/Good Governance/Rule of Law: 14.71%
- Economic Statecraft: 11.46%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 7.62%

Map Key: ■ Embassy ▲ Consulate

Kazakhstan



\$3,701,873
PD Spending FY20

18,776,707
Population

\$9,454
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,699,700
Population: 18,776,707
Below 24 yrs. old: 39.10%
Refugee population: 518
Urban population: 57.7%
GDP/Capita: \$9,454
Unemployment: 6.1%
Below Poverty Line: 2.6% (2016 est.)
Literacy Rate: 99.8% (2018)
Avg. Years of Education: 11.9 (M), 10.9 (F)

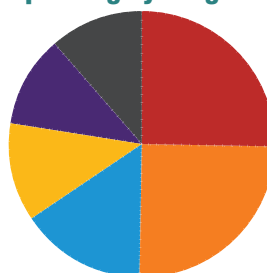
Social & Media Indicators

Inclusive Internet Index: 62nd
Social Progress Index: 64th
Corruption Perception Index: 94th (Tied)
Economic Freedom Index: 34th (Mostly Free)
Good Country Index: 97th
Media Freedom Index: 157th
Internet Penetration: 79%
Mobile Connections: 136%
Social Media Penetration: 51%
Most Used SNS: VKontakte
Global Soft Power: 75th
Gender Inequality: 44th

Public Diplomacy Spending

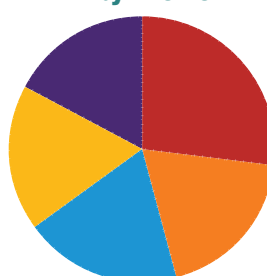
Total FY 2020 | DP (.7): \$1,696,873 | Supplemental: \$2,005,000

Spending by Program



- Complementing ECA Programs: \$382,859.00
- Cultural Programs (Post Generated): \$379,759.00
- Media Programming: \$231,784.00
- Digital Outreach: \$179,802.00
- Support for Mission Initiatives: \$169,771.00
- Alumni Outreach: \$168,753.00

Percentage Allocation by Theme



- Information and Media Literacy: 27.32%
- Civil Society: 18.84%
- Promoting Study in the U.S. and Educational Exchanges: 18.78%
- Women's Empowerment: 18.20%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 16.86%



Kyrgyzstan



\$2,302,852
PD Spending FY20

6,524,195
Population

\$1,269
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 191,800
Population: 6,524,195
Below 24 yrs. old: 46.09%
Refugee population: 347
Urban population: 36.9%
GDP/Capita: \$1,269
Unemployment: 7.9%
Below Poverty Line: 32.1% (2015 est.)
Literacy Rate: 99.6% (2018)
Avg. Years of Education: 11.0 (M), 11.2 (F)

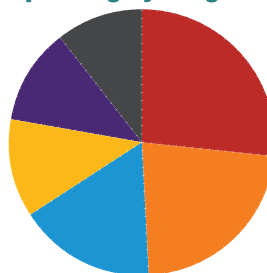
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 82nd
Corruption Perception Index: 124th (Tied)
Economic Freedom Index: 78th (Moderately Free)
Good Country Index: 70th
Media Freedom Index: 82nd
Internet Penetration: 47%
Mobile Connections: 150%
Social Media Penetration: 39%
Most Used SNS: Odnoklassniki
Global Soft Power: Not Ranked
Gender Inequality: 82nd (Tied)

Public Diplomacy Spending

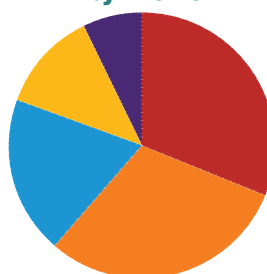
Total FY 2020 | DP (.7): \$1,192,852 | Supplemental: \$1,110,000

Spending by Program



- Support for Mission Initiatives: \$258,606.00
- Alumni Outreach: \$216,820.00
- GPA Programs: \$160,048.00
- Complementing Foreign Assistance Programs: \$116,596.00
- Cultural Programs (Post Generated): \$112,723.00
- English Language Programs (non-ECA): \$100,202.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 31.09%
- Democracy/Good Governance/Rule of Law: 30.38%
- STEM: 19.23%
- Information and Media Literacy: 11.99%
- CVE/Counterterrorism: 7.32%

Map Key: ■ Embassy ▲ Consulate

Nepal



\$977,325
PD Spending FY20

29,136,808
Population

\$1,165
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 143,350
Population: 29,136,808
Below 24 yrs. old: 49.29%
Refugee population: 19,570
Urban population: 20.6%
GDP/Capita: \$1,165
Unemployment: 4.4%
Below Poverty Line: 25.2% (2011 est.)
Literacy Rate: 67.9% (2018)
Avg. Years of Education: 5.8 (M), 4.3 (F)

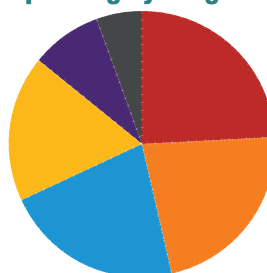
Social & Media Indicators

Inclusive Internet Index: 83rd (Tied)
Social Progress Index: 113th
Corruption Perception Index: 117th (Tied)
Economic Freedom Index: 157th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 112th
Internet Penetration: 35%
Mobile Connections: 148%
Social Media Penetration: 35%
Most Used SNS: Facebook
Global Soft Power: 95th
Gender Inequality: 110th

Public Diplomacy Spending

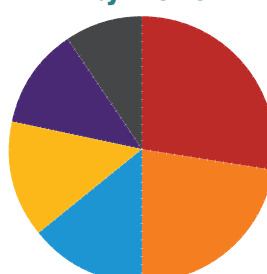
Total FY 2020 | DP (.7): \$977,325 | Supplemental: \$0

Spending by Program



- Cultural Programs (Post Generated): \$180,361.00
- Support for Mission Initiatives: \$165,658.00
- Complementing ECA Programs: \$162,359.00
- Digital Outreach: \$130,858.00
- Media Programming: \$62,871.00
- Align Resources with Strategic Priorities: \$41,094.00

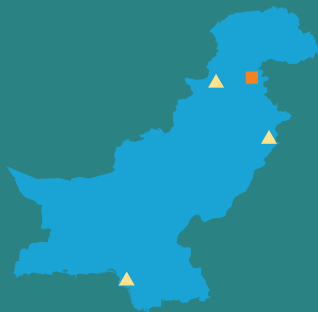
Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 26.85%
- Entrepreneurship/Job Creation: 22.51%
- Promoting Study in the U.S. and Educational Exchanges: 14.40%
- Conflict Prevention & Mitigation: 14.23%
- Humanitarian Assistance; Disaster Mitigation: 12.70%
- Information and Media Literacy: 9.31%



Pakistan



\$28,837,000
PD Spending FY20

220,892,340
Population

N/A
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 770,880
Population: 220,892,340
Below 24 yrs. old: 55.31%
Refugee population: 1,419,596
Urban population: 37.2%
GDP/Capita: N/A
Unemployment: 4.7%
Below Poverty Line: 29.5% (FY2013 est.)
Literacy Rate: 58% (2019)
Avg. Years of Education: 6.3 (M), 3.8 (F)

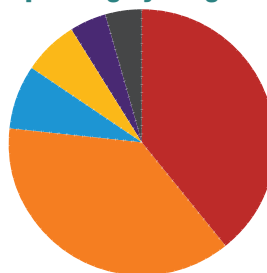
Social & Media Indicators

Inclusive Internet Index: 90th
Social Progress Index: 143rd
Corruption Perception Index: 124th (Tied)
Economic Freedom Index: 152nd (Mostly Unfree)
Good Country Index: 98th
Media Freedom Index: 145th
Internet Penetration: 35%
Mobile Connections: 75%
Social Media Penetration: 17%
Most Used SNS: Facebook
Global Soft Power: 63rd
Gender Inequality: 135th (Tied)

Public Diplomacy Spending

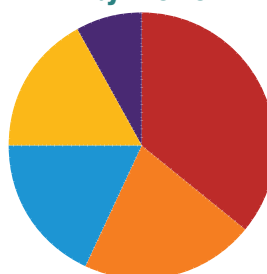
Total FY 2020 | DP (.7): \$16,837,000 | Supplemental: \$12,000,000

Spending by Program



- English Language Programs (non-ECA): \$5,575,875.00
- Support for Mission Initiatives: \$5,341,374.00
- Cultural Programs (Post Generated): \$1,076,426.00
- Post-Generated Exchanges: \$946,820.00
- Education Initiatives (not English Language Programs): \$635,462.00
- GPA Programs: \$623,435.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 35.63%
- CVE/Counterterrorism: 21.12%
- Civil Society: 17.63%
- Democracy/Good Governance/Rule of Law: 17.17%
- Promoting Study in the U.S. and Educational Exchanges: 8.45%

Map Key: ■ Embassy ▲ Consulate

Sri Lanka



\$671,700
PD Spending FY20

21,413,249
Population

\$3,927
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 62,710
Population: 21,413,249
Below 24 yrs. old: 37.69%
Refugee population: 1,041
Urban population: 18.7%
GDP/Capita: \$3,927
Unemployment: 4.8%
Below Poverty Line: 6.7% (2012 est.)
Literacy Rate: 92.3% (2019)
Avg. Years of Education: 10.6 (M), 10.6 (F)
(7.0 (M), 7.0 (F) Maldives)

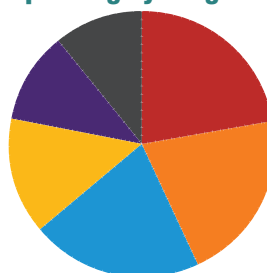
Social & Media Indicators

Inclusive Internet Index: 77th
Social Progress Index: 72nd
Corruption Perception Index: 94th (Tied)
(75th (Tied) Maldives)
Economic Freedom Index: 131st (Mostly Unfree)
(136th (Mostly Unfree) Maldives)
Good Country Index: 114th
Media Freedom Index: 127th (79th Maldives)
Internet Penetration: 47%
Mobile Connections: 149%
Social Media Penetration: 30%
Most Used SNS: Facebook
Global Soft Power: 70th
Gender Inequality: 90th (Tied)
(82nd (Tied) Maldives)

Public Diplomacy Spending

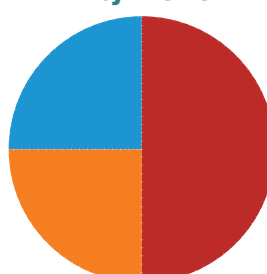
Total FY 2020 | DP (.7): \$671,700 | Supplemental: \$0

Spending by Program



- Complementing ECA Programs: \$92,044.00
- Media Programming: \$87,225.00
- Support for Mission Initiatives: \$86,868.00
- Education Initiatives (not English Language Programs): \$58,813.00
- English Language Programs (non-ECA): \$46,678.00
- Cultural Programs (Post Generated): \$44,406.00

Percentage Allocation by Theme

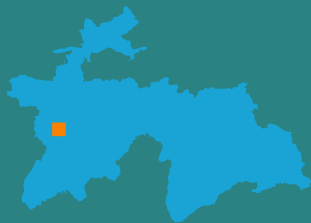


- Democracy/Good Governance/Rule of Law: 50.00%
- Civil Society: 25.00%
- Human Rights: 25.00%

Post also oversees programs in the Maldives. Country profile demographics and social indicators are for the primary country.



Tajikistan



\$2,159,960
PD Spending FY20

9,537,645
Population

\$851
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 138,790
Population: 9,537,645
Below 24 yrs. old: 49.56%
Refugee population: 3,788
Urban population: 27.5%
GDP/Capita: \$851
Unemployment: 7.5%
Below Poverty Line: 31.5% (2016 est.)
Literacy Rate: 99.8% (2015)
Avg. Years of Education: 11.3 (M), 10.2 (F)

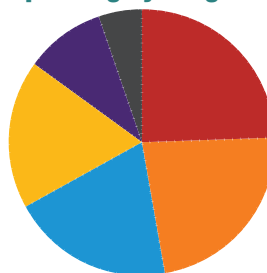
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 123rd
Corruption Perception Index: 149th (Tied)
Economic Freedom Index: 134th (Mostly Unfree)
Good Country Index: 119th
Media Freedom Index: 161st
Internet Penetration: 26%
Mobile Connections: 107%
Social Media Penetration: 7%
Most Used SNS: Odnoklassniki
Global Soft Power: Not Ranked
Gender Inequality: 70th

Public Diplomacy Spending

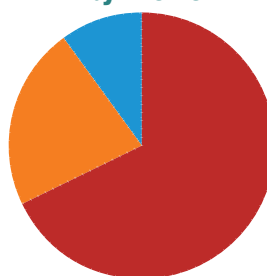
Total FY 2020 | DP (.7): \$1,219,960 | Supplemental: \$940,000

Spending by Program



- Complementing ECA Programs: \$230,888.00
- Media Programming: \$214,036.00
- English Language Programs (non-ECA): \$186,328.00
- Cultural Programs (Post Generated): \$168,211.00
- Support for Mission Initiatives: \$91,361.00
- Alumni Outreach: \$49,314.00

Percentage Allocation by Theme



- Civil Society: 68.05%
- CVE/Counterterrorism: 21.92%
- STEM: 10.03%

Map Key: ■ Embassy ▲ Consulate

Turkmenistan



\$1,988,915
PD Spending FY20

6,031,200
Population

\$8,874
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 469,930
Population: 6,031,200
Below 24 yrs. old: 41.92%
Refugee population: 21
Urban population: 52.5%
GDP/Capita: \$8,874
Unemployment: 4.4%
Below Poverty Line: 0.2% (2012 est.)
Literacy Rate: 99.7% (2015)
Avg. Years of Education: N/A (M), N/A (F)

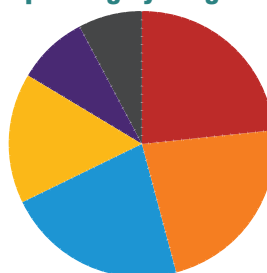
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 120th
Corruption Perception Index: 165th (Tied)
Economic Freedom Index: 167th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 179th
Internet Penetration: 26%
Mobile Connections: 80%
Social Media Penetration: 1.2%
Most Used SNS: Odnoklassniki
Global Soft Power: 99th
Gender Inequality: Not Ranked

Public Diplomacy Spending

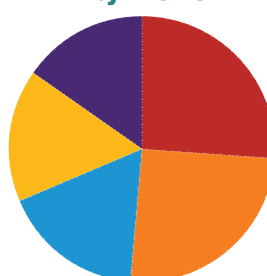
Total FY 2020 | DP (.7): \$853,915 | Supplemental: \$1,135,000

Spending by Program



- Cultural Programs (Post Generated): \$158,121.00
- Complementing ECA Programs: \$152,373.00
- Education Initiatives (not English Language Programs): \$147,775.00
- English Language Programs (non-ECA): \$105,070.00
- Books / Publications: \$58,940.00
- Educational Advising: \$51,007.00

Percentage Allocation by Theme



- Economic Statecraft: 26.15%
- Promoting Study in the U.S. and Educational Exchanges: 24.79%
- Human Rights: 17.24%
- Democracy/Good Governance/Rule of Law: 16.77%
- STEM: 15.05%



Uzbekistan



\$5,776,129
PD Spending FY20

33,469,203
Population

\$1,835
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 425,400
Population: 33,469,203
Below 24 yrs. old: 39.82%
Refugee population: 13
Urban population: 50.4%
GDP/Capita: \$1,835
Unemployment: 6.0%
Below Poverty Line: 14% (2016 est.)
Literacy Rate: 100% (2019)
Avg. Years of Education: 12.0 (M), 11.6 (F)

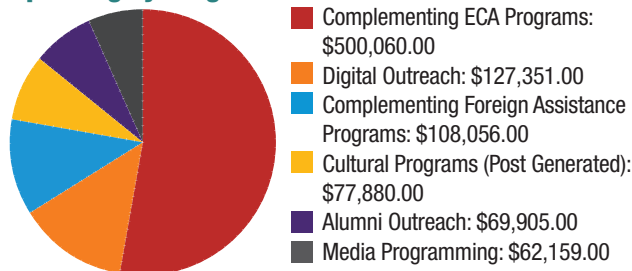
Social & Media Indicators

Inclusive Internet Index: 76th
Social Progress Index: 95th
Corruption Perception Index: 146th (Tied)
Economic Freedom Index: 108th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 156th
Internet Penetration: 55%
Mobile Connections: 76%
Social Media Penetration: 9.6%
Most Used SNS: Odnoklassniki
Global Soft Power: 81st
Gender Inequality: 62nd (Tied)

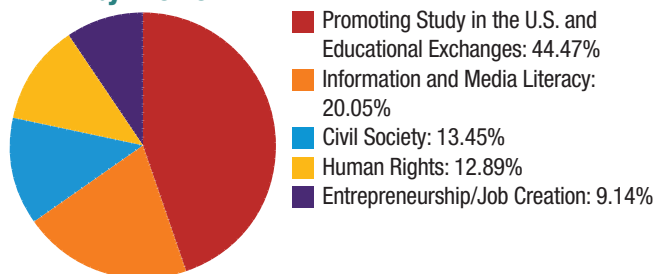
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$1,188,129 | Supplemental: \$4,588,000

Spending by Program



Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate





U.S. Public Diplomacy in the Western Hemisphere



U.S. Embassy Jamaica Discusses the Post COVID Future of Culture
and Entertainment on Tapia Live





BUREAU OF WESTERN HEMISPHERE AFFAIRS (WHA)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
DP (.7)	\$51.09 million	\$54.17 million	\$50.11 million	\$42.51 million	\$42.64 million
American Salaries	\$14.18 million	\$19.64 million	\$21.17 million	\$19.64 million	\$20.88 million
Supplemental	\$1.39 million	\$3.47 million	\$6.73 million	\$2.21 million	\$1.85 million
BBG/USAGM	\$22.95 million	\$22.86 million	\$24.28 million	\$24.10 million	\$22.41 million
Total	\$89.61 million	\$100.14 million	\$102.29 million	\$88.46 million	\$87.78 million

STRATEGIC OVERVIEW

U.S. diplomatic missions in the Bureau of Western Hemisphere Affairs (WHA) engage with governments, people, and institutions across the hemisphere to ensure the safety and prosperity of U.S. citizens and the advancement of inclusive U.S. interests in the region. The region’s public diplomacy activities, in alignment with the goals spelled out in the Public Diplomacy Strategic Plan (PDSP), aim to build networks of individuals, organizations, and states who share and advance democratic values and support U.S. policies; foster open and resilient information environments where democracies can thrive; and lead the dissemination of accurate information about U.S. policy and shared values.

With some exceptions, Canadian, Latin American, and Caribbean audiences are generally tech-savvy and active on digital platforms with baseline access from cell phones. Therefore, public diplomacy and information engagement take advantage of the benefits of connectivity to reach wider audiences across the region. U.S. diplomatic missions leverage professional and student exchanges to maintain a strong collaborative dialogue. Public diplomacy activities also mitigate negative perceptions and counter propaganda and disinformation online and beyond.

Owing to their strategic importance as regional powers and population centers, the U.S. missions in Brazil and Mexico received the highest public diplomacy funding in the Western Hemisphere in FY 2020, at \$5.07 million and \$ 4.49 million, respectively. Canada, Argentina, Bolivia, Colombia, Ecuador, and Peru ranged from \$2.70 million to \$1.86 million. Chile, Costa Rica, El Salvador, Guatemala, Panama, and Uruguay had budgets ranging from \$1.60 million to \$1 million. While the FY 2020 closure of Mission Caracas significantly reduced its financial resources, the Venezuela Affairs Unit (VAU) received \$1.4 million to sustain programming.

The Office of Public Diplomacy and Public Affairs in WHA (WHA/PDA) supports 123 American and 295 locally employed staff at 29 embassies and 23 consulates in 28 countries throughout the Western Hemisphere and at the Florida Regional Center in Miami. Budgets for WHA PD programs and staff, as well as the allocation of Educational and Cultural Affairs and other public diplomacy resources, remain constrained. WHA/PDA and PD sections across the region are also operating with personnel deficiencies, which limits the advancement of public diplomacy priorities. These deficiencies include the absence of sufficient manpower to address key regional priorities, insufficient resources to make professional and sustainable exchange connections, and the lack of training to take full advantage of available tools.

Nevertheless, public diplomacy practitioners across the region have risen to the challenges by developing novel and creative ways to advance U.S. policy goals. Innovative use of digital platforms and the engagement of partner networks, including the American Spaces Network, have supplemented limitations in core capacities.

U.S. FOREIGN POLICY GOALS

WHA’s U.S. foreign policy priorities are nested in the Interim National Security Strategic Guidance issued in March 2021 and the State/USAID Joint Regional Strategy for FY 2018-2022. The principal goal of U.S. engagement with the Western Hemisphere is to promote a prosperous, safe, and democratic region with which the United States can partner to advance shared interests globally and regionally. WHA’s regional priorities are advanced through efforts to counter illicit networks and criminal organizations; combat corruption; strengthen rule of law and judicial systems; improve democratic governance and restore democracy where threatened; deepen respect for human rights; promote diversity, racial equity, and inclusion; foster inclusive economic growth through increased trade and investment; promote energy security; increase collaboration to combat climate change; counter the malign influence of non-democratic countries and external actors; and engage publics and institutions, organizations, and businesses to advance U.S. policies, positions, and values.



U.S. diplomatic missions throughout the region seek to enhance economic opportunity and prosperity. WHA advances the U.S. trade agenda and fosters inclusive economic growth by seeking to promote transparent, fair business practices and good governance to eliminate corruption. Recognizing that educated workers invest in their local communities, stimulate economic growth, and foster entrepreneurship and innovation, the WHA Bureau places access to education and English language training, support for entrepreneurship, and people-to-people exchanges at the core of economic-related public diplomacy engagement in the Americas.

Maintaining a secure hemisphere remains one of the top priorities within WHA. Diplomatic missions continue to work hand in hand with partners to reduce irregular migration and disrupt the transnational criminal networks and trafficking routes that harm the hemisphere's citizens, undermine governance, and impact the investment climate. Partnerships with the nations of the Western Hemisphere help create tangible benefits for Americans, more secure communities for citizens in partner nations, and safe countries where people want to stay to build a better future.

After decades of stability and democracy that supported economic growth throughout most of the Americas, some leaders in the region are challenging democratic values through governance that is autocratic, opaque, and/or corrupt. The United States supports free, fair, timely, and transparent elections across the hemisphere, strong democratic institutions and the separation of powers, and the rule of law. The U.S. government opposes practices that threaten press freedom, including censorship, closures of media outlets, threats to journalists, unnecessarily burdensome regulations, and politically motivated legal challenges and works to expose and promote accountability for these practices.

Respect for universal human rights is both an enduring national interest and a WHA regional priority. Working through regional forums like the Organization of American States (OAS) and alongside leaders throughout the hemisphere, the bureau and its posts defend freedom and democracy and seek to end impunity; champion the Inter-American Democratic Charter; and support the aspirations of people throughout the hemisphere to choose their leaders in free and fair elections.

Disinformation and propaganda undermine efforts to maintain a secure, democratic, and economically prosperous hemisphere. The WHA Bureau collaborates with partners in the region to counter propaganda and disinformation, particularly where they are used as tools of foreign interference by state actors and their surrogates. Diplomatic missions work to empower partner governments, civil society organizations, and audiences to detect and counter disinformation and external influence operations. U.S. diplomatic engagement also supports transparency and the application of internationally recognized norms and sound business practices; highlights the values shared between the United States and the region; and educates audiences on how untrusted vendors, corrupt business practices, and disinformation efforts impact their interests.

U.S. PUBLIC DIPLOMACY PROGRAM OBJECTIVES

WHA's public diplomacy efforts focus on leveraging strategic communications and programming to advance U.S. national security, secure a democratic future for all citizens, foster inclusive economic growth and opportunity, ensure clean and secure energy sources, protect human rights, and promote diversity, equity and social inclusion.

The United States uses an integrated approach to build the capacity of institutions and individuals and to encourage economic inclusion for the most vulnerable and at risk, cooperating with its regional partners on workforce development, sustainable business practices, and small business development to support economic expansion. Programs that connect entrepreneurs – including youth, women, and minorities – with U.S. businesses, nongovernmental organizations, and educational partnership networks advance these efforts.

WHA public diplomacy outreach and exchange programs address the underlying causes of illicit trafficking, transnational crime, gender-based violence, and violent extremism, as well as the drivers of irregular migration from Central America. In El Salvador, Guatemala, and Honduras, PD programming helps to strengthen the institutions, communities, and networks that are critical to promoting prosperity and citizen security.

Traditional and social media outreach initiatives as well as targeted paid online advertising — implemented with Bureau of Global Public Affairs support — also promote public messaging campaigns aimed at discouraging irregular migration. Examples of such campaigns include *Raices Chapinas* in Guatemala and *#MexicoEsTuyo* in Mexico. WHA also supported exchange programs and journalist reporting tours that provided participants with an in-depth understanding of the application of U.S. migration policies and promoted collaboration and accurate information sharing throughout the region.

PD programs additionally support governments' commitment to education, with emphasis on exchange programs and partnerships, English Language Access programs, and effective use of and partnership with the Binational Centers that are present throughout the region. Overall, PD programs, media interviews, and social media messaging work not just to dissuade would-be irregular migrants but also to help build the capacity of Salvadorans, Guatemalans, and Hondurans so they can envision a fulfilling future at home.

WHA posts use messaging, programs, exchanges, and media literacy trainings to strengthen rule of law and improve democratic governance throughout the hemisphere. WHA missions promote media tours, media literacy training, and fellowships for journalists, support programs that promote transparency and accountability among government institutions, and honor changemakers like the International Women of Courage. In countries like Cuba and Venezuela, public diplomacy engagement focuses on increasing awareness of human rights, building people-to-people relationships, empowering individuals and communities through education and entrepreneurship, and improving access to information.



Operations at the U.S. Embassy in Caracas have been suspended since March 2019 owing to deteriorating economic and political conditions in Venezuela. However, limited in-country PD programming continues, with officers at the Venezuela Affairs Unit (VAU) in Bogotá providing oversight for ongoing activities such as public outreach and press responsibilities for Virtual U.S. Embassy Venezuela; ongoing contact with journalists, program partners, State Department program alumni, future grantees, and program participants; continued activities at American Spaces and other program venues; and monitoring of current grant outcomes.

To address regional vulnerability to state sponsored malign influence campaigns, WHA/PDA and the Global Engagement Center coordinate with embassies and partner governments to combat disinformation and to support complementary initiatives to build government and civil society organizations' capacity for detecting and countering disinformation. Additionally, to strengthen the regional information ecosystem, WHA/PDA and the GEC work with local partners to share analytical tradecraft, expertise, resources, and best practices in recognizing, understanding, and countering disinformation efforts by foreign state actors and their state and non-state surrogates in the region. GEC teams further support WHA public diplomacy efforts by funding a variety of counter disinformation programs across the region.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Young Leaders of the Americas Initiative (YLAI): The region's entrepreneurship professional exchange program expands ties between emerging entrepreneurs in the Western Hemisphere and their U.S. counterparts to support job creation and economic growth. Since its launch in 2015, 1,008 YLAI Fellows from 37 countries have built connections with 873 U.S. host businesses across 34 states. Program alumni and U.S. business hosts actively work across borders to expand connections between U.S. and regional organizations to spur entrepreneurship, trade, and job creation. The YLAI Network, an open digital platform for entrepreneurship resources, grew its membership by four percent in 2020. The platform now reaches over 50,000 young entrepreneurs throughout the region and serves as a professional networking and information-sharing venue. Members participate in campaigns linked with core U.S. policy priorities, from transparency and accountability to countering disinformation, and more than 29,000 unique members (representing 62 percent of the Network) engaged with policy-focused YLAI Network-wide campaign emails in 2020.

100,000 Strong in the Americas Innovation Fund: The 100,000 Strong in the Americas (100K) Innovation Fund is a hemisphere-wide initiative to champion the power of education to transform societies, provide opportunity, and stimulate economic prosperity. The 100K initiative is a widely recognized, successful regional public-private sector collaboration. Between 2013 and 2020, the Department's \$7 million in contributions have leveraged over \$15.5 million from public/private/academic sectors – 65 percent from non-USG sources – to support 100K Fund grants and advance WHA policy goals. In those seven years, the 100K Fund awarded 253 grants (\$25,000+ each) to 510 higher education institutions working in teams across 25 countries and 49 U.S. states – from Vancouver to Tierra del Fuego – resulting in innovative academic exchange/training programs that have benefited more than 10,000 students. Currently, Mexico, Colombia, Brazil, Peru, Argentina, Chile, and Guatemala are leading 100K grant-recipient countries in partnerships with U.S. universities and community colleges. To date, more than 2,500 higher education institutions in the region have joined the Innovation Network with 1,400 universities and colleges in the United States, creating a one-stop network to connect and build partnerships and exchange/training programs.

Youth Ambassadors: The State Department's flagship youth exchange in WHA promotes mutual understanding, increases leadership skills, and prepares youth to make a difference in their communities. Since its 2002 launch in Brazil, the Youth Ambassadors program has brought outstanding, underprivileged foreign high school students to the United States for three-week programs that include leadership development, English language study, homestays, and community service. More than 400 students and adult mentors from 26 countries across the Americas participate in the program annually.

All Brazilian alumni of the Youth Ambassadors program have completed high school and enrolled in university, compared to only 16 percent of their peers, and dozens have received full scholarships at prestigious U.S. universities. By establishing partnerships throughout the country for recruitment and selection, Mission Brazil has built lasting strategic relationships with the federal and state governments. The program's popularity has led to successful spinoff programs across the region, and its alumni have become community influencers with whom U.S. embassies and consulates collaborate to achieve strategic policy goals.



English Education and Binational Centers: Improving English language proficiency for workforce development and social inclusion is a top strategic priority for a majority of governments in the WHA region, which makes the range of State Department-sponsored English-language teaching and learning programs indispensable components of PD engagement. Building English capacity in the region also serves U.S. policy interests by opening markets and creating new business opportunities, as well as enhancing digital literacy and access to information to counter disinformation in countries where democracy is under siege.

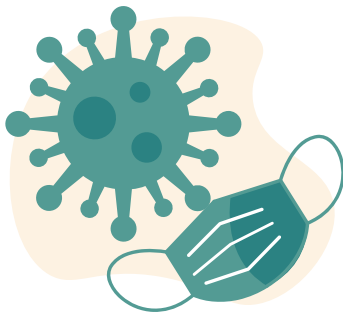
Part of the ECA American Spaces worldwide network, WHA's Binational Centers (BNCs) are the premiere platforms for delivering English-language training and U.S. programming. WHA's BNCs received over 11 million in-person visits in 2020 as well as six million virtual program participants during the pandemic. Through English classes and cultural programs, BNCs promote understanding of U.S. policies, culture, and values across WHA. Binational Centers also promote study in the United States, support U.S. government alumni networks, and provide information about the United States.

The English Access Microscholarship Program, currently underway in 18 countries in WHA, also provides a foundation of English-language skills to talented at-risk young people from poor communities, equipping them with skills that open doors for educational and workforce opportunities. The region is also served by 79 Virtual English Language Fellows, who teach English at universities or to specialized groups of adults, and 98 English Language Specialists, who train educators or develop curriculum to enhance English teaching capacity throughout WHA.

College Horizons Outreach Program: Established in 2005 to promote diversity, social inclusion, access to education, and enhanced economic opportunities, to date WHA's College Horizons Outreach Program (CHOP) has provided more than 3,000 Afro-Latino and Indigenous students with two years of English teaching, mentoring, and academic advising to help them access higher education in the United States or their home country. In fiscal year 2021, 280 CHOP students will participate in multi-city cohorts across five countries: Bolivia, Colombia, Ecuador, Nicaragua, and Peru. CHOP has provided unique opportunities for Afro-Latino and Indigenous students who are often overlooked for language study and college preparatory programs. Almost 60 percent of CHOP students surveyed said the greatest benefit of participation was learning English, followed by leadership skills development. As one local implementing partner noted, CHOP is contributing to the first generation of an Afro-Bolivian middle class.



Young Leaders of the Americas Alum Celebrates Fellowship Completion



Building and Maintaining Connections Virtually

Throughout 2020, overseas posts and WHA/PDA ensured that the region’s public diplomacy goals could remain within reach despite social distancing requirements. While the pandemic limited people-to-people interaction, creativity abounded. For example, WHA/PDA surveyed posts in the region to identify key themes and potential models for virtual speaker programs. Then, working with ECA’s Office of U.S. Speakers and volunteer anchor posts in Santiago, Buenos Aires, Bridgetown, San Salvador, Santo Domingo, and Bogota, WHA/PDA developed a series of easily accessible virtual programs on high-demand topics such as entrepreneurship, distance learning, disinformation, and COVID health responses.

Public affairs sections also played a role in adapting existing activities to virtual formats and/or physical distancing. Embassies in El Salvador and the Dominican Republic, for example, organized virtual roundtable meetings and published alumni-written articles on techniques for adapting businesses to survive economic uncertainty and shift to digital delivery. PAS Brasilia’s ongoing #MentorTalks series brought prominent U.S. business experts into the homes of hundreds of entrepreneurship program alumni, building a resilient mindset and sense of camaraderie. PAS Mexico City’s virtual English and discussion clubs offered perspectives from American university students on educational and cultural values. Finally, PAS Quito developed a concept for an online mentorship matching program for exchange participants whose programs had been canceled or postponed.

Alumni of U.S. government exchanges were also compelling advocates for building connections with the United States, even when travel remained restricted. PAS teams built new connections and supported alumni-led initiatives to help their communities. In Peru and Honduras, YLAI alumni organized virtual trainings on marketing and money management. The latter was so successful that the Honduras Chamber of Commerce invited the alumnus to host a session for its entire membership. Youth Ambassador alumni in Trinidad and Tobago expanded their tutoring network to offer free courses, which are now being used by thousands of students across the Caribbean. And to attract future alumni in Paraguay, Fulbrighters hosted an application “bootcamp” to promote exchange program opportunities.

The more than 100 Binational Centers across WHA continue to be key partners, but they have been particularly hard hit by the global pandemic since they largely depend on income from in-person English instruction. In partnership with the ECA Office of American Spaces, WHA/PDA and posts have continued to assist BNCs as they move English language instruction, programming, and education advising activities online, including experimenting with a regional virtual English mentor program. Despite this pivot to virtual engagement and chronic resource deficits, Venezuela’s eight American Spaces logged more initiatives in 2020 than in 2019. In Bolivia, expanded online English practice sessions help market the BNC’s English course offerings, and in Guatemala one-on-one EducationUSA advising appointments doubled after moving online.



WHA POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Brazil	\$7.51 million	\$31,526	\$6.93 million	\$789,231	\$5.98 million	\$406,950	\$5.07 million	\$165,000
2	Mexico	\$4.55 million	\$540,596	\$4.47 million	\$ 492,535	\$4.42 million	\$262,089	\$4.49 million	\$0
3	Canada	\$2.54 million	\$15,343	\$2.67 million	\$0	\$2.60 million	\$251,757	\$2.70 million	\$0
4	Peru	\$2.49 million	\$188,878	\$2.44 million	\$312,677	\$2.25 million	\$559,785	\$2.37 million	\$240,000
5	Bolivia	\$1.91 million	\$157,781	\$1.90 million	\$157,681	\$1.86 million	\$147,510	\$1.97 million	\$109,306
6	Ecuador	\$1.97 million	\$80,258	\$1.99 million	\$154,084	\$1.83 million	\$861,270	\$1.91 million	\$117,500
7	Argentina	\$4.02 million	\$12,703	\$3.78 million	\$174,068	\$3.30 million	\$373,594	\$2.01 million	\$0
8	Colombia	\$2.99 million	\$17,675	\$2.36 million	\$75,160	\$1.99 million	\$970,514	\$1.86 million	\$138,200
9	Chile	\$1.77 million	\$10,102	\$1.79 million	\$112,620	\$1.68 million	\$138,819	\$1.60 million	\$183,760
10	Guatemala	\$1.12 million	\$5,587	\$1.35 million	\$150,000	\$1.11 million	\$242,014	\$1.23 million	\$415,000
11	El Salvador	\$1.22 million	\$6,032	\$964,100	\$283,267	\$946,600	\$411,052	\$1 million	\$616,219
12	Panama	\$1.25 million	\$11,007	\$1.23 million	\$11,007	\$1.22 million	\$86,720	\$1.31 million	\$0
13	Uruguay	\$1.43 million	\$6,745	\$1.48 million	\$38,900	\$1.29 million	\$39,030	\$1.28 million	\$0
14	Costa Rica	\$1.03 million	\$47,341	\$1.07 million	\$29,135	\$1.06 million	\$76,647	\$1.14 million	\$0
15	Dominican Republic	\$1.20 million	\$9,644	\$1.11 million	\$0	\$1.06 million	\$85,960	\$949,100	\$150,000
16	Haiti	\$1.36 million	\$31,367	\$1.43 million	\$220,177	\$1.47 million	\$214,748	\$862,500	\$0
17	Honduras	\$1.15 million	\$4,455	\$1 million	\$68,500	\$794,800	\$169,690	\$837,100	\$21,304
18	Venezuela	\$3.89 million	\$10,222	\$3.35 million	\$105,552	\$2.03 million	\$77,315	\$823,800	\$0
19	Jamaica	\$837,013	\$4,504	\$939,400	\$108,831	\$924,500	\$7,132	\$805,600	\$0
20	Nicaragua	\$947,331	\$67,871	\$553,230	\$19,856	\$680,600	\$125,873	\$737,200	\$60,000
21	Cuba	\$926,114	\$2,284	\$468,000	\$0	\$510,660	\$0	\$719,207	\$0



WHA POST PD SPENDING RANKED BY FY 2020 TOTAL SPENDING

	Country Name	FY 2017		FY 2018		FY 2019		FY 2020	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
22	Barbados & Eastern Caribbean	\$668,711	\$73,319	\$676,814	\$74,700	\$671,600	\$46,940	\$709,300	\$0
23	Paraguay	\$719,625	\$7,194	\$744,009	\$52,335	\$678,200	\$102,276	\$707,300	\$0
24	Trinidad and Tobago	\$921,961	\$41,165	\$695,280	\$26,555	\$633,300	\$32,665	\$674,000	\$0
25	The Bahamas	\$240,599	\$1,301	\$250,200	\$12,950	\$243,200	\$4,200	\$425,300	\$0
26	Suriname	\$165,115	\$800	\$128,000	\$14,660	\$126,300	\$57,030	\$205,600	\$0
27	Guyana	\$95,300	\$800	\$66,500	\$0	\$96,500	\$4,520	\$141,700	\$0
28	Belize	\$110,288	\$2,300	\$159,972	\$0	\$103,800	\$33,411	\$108,700	\$0
29	Curacao	N/A	N/A	\$2,000	\$0	\$1,000	\$2,880	\$1,000	\$0




U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE





Argentina



\$2,010,000
PD Spending FY20

45,195,774
Population

\$9,095
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 2,736,690
 Population: 45,195,774
 Below 24 yrs. old: 39.21%
 Refugee population: 3,857
 Urban population: 92.1%
 GDP/Capita: \$9,095
 Unemployment: 11.7%
 Below Poverty Line: 25.7% (2017 est.)
 Literacy Rate: 99% (2018)
 Avg. Years of Education: 10.7 (M), 11.1 (F)

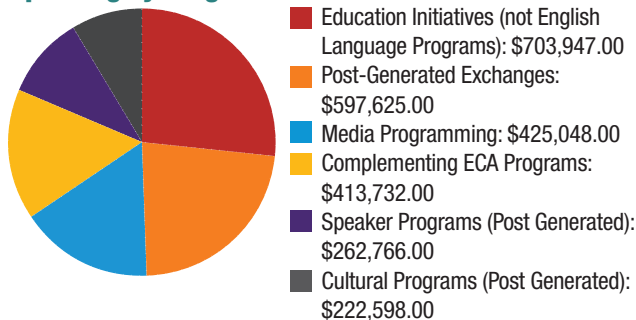
Social & Media Indicators

Inclusive Internet Index: 43rd
 Social Progress Index: 41st
 Corruption Perception Index: 78th (Tied)
 Economic Freedom Index: 148th (Mostly Unfree)
 Good Country Index: 73rd
 Media Freedom Index: 64th
 Internet Penetration: 78%
 Mobile Connections: 129%
 Social Media Penetration: 76%
 Most Used SNS: Facebook
 Global Soft Power: 41st
 Gender Inequality: 75th

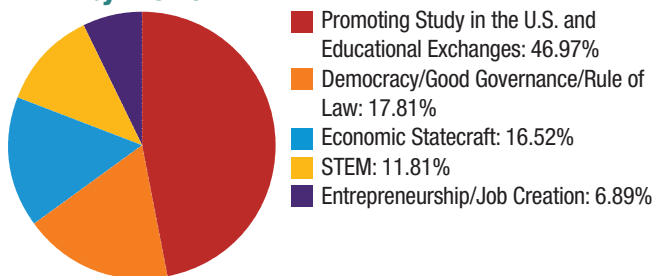
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$2,010,000 | Supplemental: \$0

Spending by Program




Percentage Allocation by Theme



Map Key: ■ Embassy ▲ Consulate

The Bahamas



\$425,300
PD Spending FY20

393,244
Population

\$31,531
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,010
 Population: 393,244
 Below 24 yrs. old: 36.61%
 Refugee population: 10
 Urban population: 83.2%
 GDP/Capita: \$31,531
 Unemployment: 14.4%
 Below Poverty Line: 9.3% (2010 est.)
 Literacy Rate: N/A
 Avg. Years of Education: 11.4 (M), 11.7 (F)

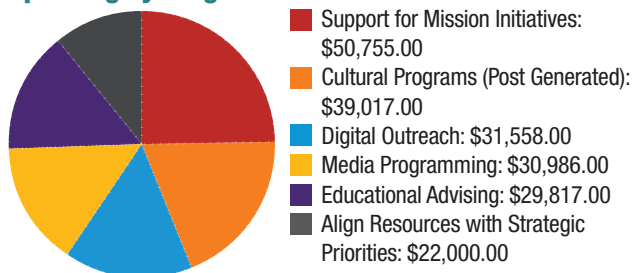
Social & Media Indicators

Inclusive Internet Index: Not Ranked
 Social Progress Index: Not Ranked
 Corruption Perception Index: 30th (Tied)
 Economic Freedom Index: 70th (Moderately Free)
 Good Country Index: 141st
 Media Freedom Index: Not Ranked
 Internet Penetration: 85%
 Mobile Connections: 96%
 Social Media Penetration: 64%
 Most Used SNS: Facebook
 Global Soft Power: Not Ranked
 Gender Inequality: 77th

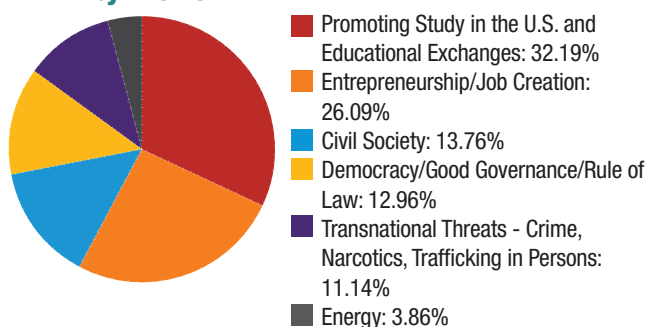
Public Diplomacy Spending

Total FY 2020 | DP (.7): \$425,300 | Supplemental: \$0

Spending by Program



Percentage Allocation by Theme





Barbados



\$709,300

PD Spending FY20

287,375

Population

\$17,471

GDP/Capita

Post also oversees programs in the Eastern Caribbean. Country profile demographics and social indicators are for the primary country.

Demographics & Literacy

Geographical Area (sq. km.): 430

Population: 287,375

Below 24 yrs. old: 29.83%

Refugee population: 243

Urban population: 31.2%

GDP/Capita: \$17,471

Unemployment: 12.8%

Below Poverty Line: 19.3%

Literacy Rate: 99.6% (2014)

Avg. Years of Education: 10.3 (M), 11.0 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 40th

Corruption Perception Index: 29th

Economic Freedom Index: 67th (Moderately Free)

Good Country Index: 106th

Media Freedom Index: Not Ranked

Internet Penetration: 82%

Mobile Connections: 117%

Social Media Penetration: 66%

Most Used SNS: Facebook

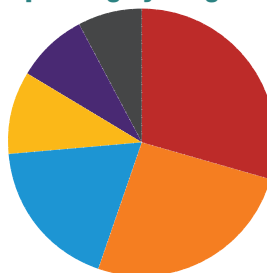
Global Soft Power: Not Ranked

Gender Inequality: 56th (Tied)

Public Diplomacy Spending

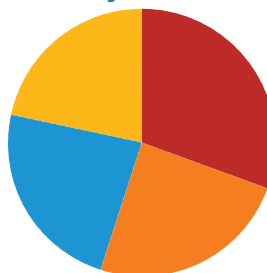
Total FY 2020 | DP (.7): \$709,300 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$183,220.00
- Cultural Programs (Post Generated): \$160,648.00
- Speaker Programs (Post Generated): \$112,763.00
- Educational Advising: \$62,893.00
- Complementing ECA Programs: \$53,216.00
- Media Programming: \$46,652.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 30.16%
- STEM: 24.39%
- Entrepreneurship/Job Creation: 24.00%
- Information and Media Literacy: 21.45%

Map Key: ■ Embassy ▲ Consulate

Belize



\$108,700

PD Spending FY20

397,628

Population

\$3,967

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 22,810

Population: 397,628

Below 24 yrs. old: 51.57%

Refugee population: 29

Urban population: 46.0%

GDP/Capita: \$3,967

Unemployment: 7.8%

Below Poverty Line: 41% (2013 est.)

Literacy Rate: N/A

Avg. Years of Education: 9.9 (M), 9.9 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: Not Ranked

Corruption Perception Index: Not Ranked

Economic Freedom Index: 114th (Mostly Unfree)

Good Country Index: 117th

Media Freedom Index: 53rd

Internet Penetration: 61%

Mobile Connections: 102%

Social Media Penetration: 61%

Most Used SNS: Facebook

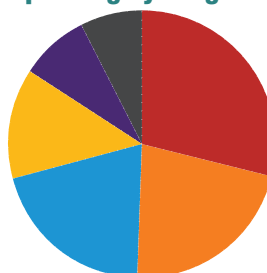
Global Soft Power: Not Ranked

Gender Inequality: 97th

Public Diplomacy Spending

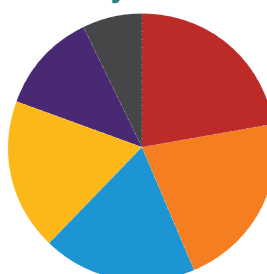
Total FY 2020 | DP (.7): \$108,700 | Supplemental: \$0

Spending by Program



- Cultural Programs (Post Generated): \$23,773.00
- Post-Generated Exchanges: \$18,500.00
- Support for Mission Initiatives: \$17,074.00
- Media Programming: \$11,155.00
- Speaker Programs (Post Generated): \$7,250.00
- Align Resources with Strategic Priorities: \$6,650.00

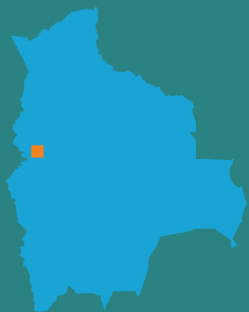
Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 22.46%
- Information and Media Literacy: 21.91%
- Economic Statecraft: 18.12%
- Security Cooperation: 17.95%
- Entrepreneurship/Job Creation: 12.51%
- Promoting Study in the U.S. and Educational Exchanges: 7.05%



Bolivia



\$2,079,306
PD Spending FY20

11,673,021
Population

\$3,618
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,083,300
Population: 11,673,021
Below 24 yrs. old: 49.55%
Refugee population: 863
Urban population: 70.1%
GDP/Capita: \$3,618
Unemployment: 5.6%
Below Poverty Line: 38.6% (2015 est.)
Literacy Rate: 92.5% (2015)
Avg. Years of Education: 9.8 (M), 8.3 (F)

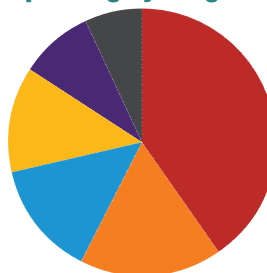
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 89th
Corruption Perception Index: 124th (Tied)
Economic Freedom Index: 172nd (Repressed)
Good Country Index: 132nd
Media Freedom Index: 114th
Internet Penetration: 65%
Mobile Connections: 99%
Social Media Penetration: 65%
Most Used SNS: Facebook
Global Soft Power: 85th
Gender Inequality: 98th

Public Diplomacy Spending

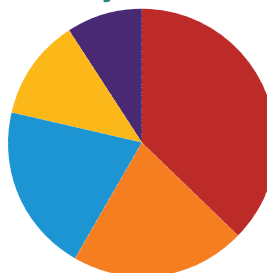
Total FY 2020 | DP (.7): \$1,970,000 | Supplemental: \$109,306

Spending by Program



Media Programming: \$617,844.00
Complementing ECA Programs: \$259,358.00
English Language Programs (non-ECA): \$211,510.00
Cultural Programs (Post Generated): \$195,103.00
Digital Outreach: \$136,457.00
Alumni Outreach: \$105,402.00

Percentage Allocation by Theme



Information and Media Literacy: 36.92%
Democracy/Good Governance/Rule of Law: 21.14%
Promoting Study in the U.S. and Educational Exchanges: 20.29%
Women's Empowerment: 12.58%
Entrepreneurship/Job Creation: 9.07%

Map Key: ■ Embassy ▲ Consulate

Brazil



\$5,235,000
PD Spending FY20

212,559,417
Population

\$6,728
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 8,358,140
Population: 212,559,417
Below 24 yrs. old: 37.17%
Refugee population: 32,844
Urban population: 87.1%
GDP/Capita: \$6,728
Unemployment: 13.7%
Below Poverty Line: 4.2% (2016 est.)
Literacy Rate: 93.2% (2018)
Avg. Years of Education: 7.7 (M), 8.2 (F)

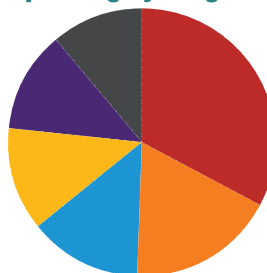
Social & Media Indicators

Inclusive Internet Index: 36th
Social Progress Index: 65th
Corruption Perception Index: 94th (Tied)
Economic Freedom Index: 143rd (Mostly Unfree)
Good Country Index: 55th
Media Freedom Index: 107th
Internet Penetration: 71%
Mobile Connections: 97%
Social Media Penetration: 66%
Most Used SNS: Facebook
Global Soft Power: 35th
Gender Inequality: 95th

Public Diplomacy Spending

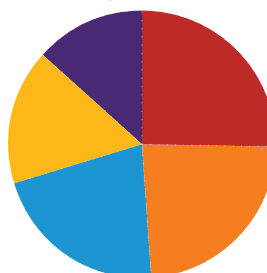
Total FY 2020 | DP (.7): \$5,070,000 | Supplemental: \$165,000

Spending by Program



Education Initiatives (not English Language Programs): \$1,330,911.00
Support for Mission Initiatives: \$712,851.00
Complementing ECA Programs: \$548,057.00
Media Programming: \$501,785.00
Cultural Programs (Post Generated): \$496,089.00
English Language Programs (non-ECA): \$444,128.00

Percentage Allocation by Theme



STEM: 25.76%
Promoting Study in the U.S. and Educational Exchanges: 23.15%
Entrepreneurship/Job Creation: 21.32%
Women's Empowerment: 16.07%
Information and Media Literacy: 13.70%



Canada



\$2,700,000
PD Spending FY20

37,742,154
Population

\$45,870
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 9,093,510
Population: 37,742,154
Below 24 yrs. old: 27.13%
Refugee population: 101,757
Urban population: 81.6%
GDP/Capita: \$45,870
Unemployment: 9.5%
Below Poverty Line: 9.4% (2008 est.)
Literacy Rate: N/A
Avg. Years of Education: 13.3 (M), 13.4 (F)

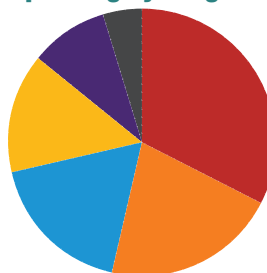
Social & Media Indicators

Inclusive Internet Index: 6th (Tied)
Social Progress Index: 6th
Corruption Perception Index: 11th (Tied)
Economic Freedom Index: 9th (Mostly Free)
Good Country Index: 4th
Media Freedom Index: 16th
Internet Penetration: 94%
Mobile Connections: 96%
Social Media Penetration: 67%
Most Used SNS: Facebook
Global Soft Power: 4th
Gender Inequality: 19th

Public Diplomacy Spending

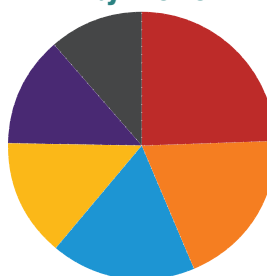
Total FY 2020 | DP (.7): \$2,700,000 | Supplemental: \$0

Spending by Program



Cultural Programs (Post Generated): \$815,204.00
Post-Generated Exchanges: \$521,882.00
Speaker Programs (Post Generated): \$444,018.00
Media Programming: \$360,372.00
Digital Outreach: \$238,397.00
Education Initiatives (not English Language Programs): \$113,000.00

Percentage Allocation by Theme



Security Cooperation: 24.00%
STEM: 19.28%
CVE/Counterterrorism: 17.50%
Transnational Threats - Crime, Narcotics, Trafficking in Persons: 14.60%
Promoting Study in the U.S. and Educational Exchanges: 12.97%
Trade and Investment: 11.65%

Map Key: ■ Embassy ▲ Consulate

Chile



\$1,783,760
PD Spending FY20

19,116,201
Population

\$14,208
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 743,532
Population: 19,116,201
Below 24 yrs. old: 33.63%
Refugee population: 2,046
Urban population: 87.7%
GDP/Capita: \$14,208
Unemployment: 11.5%
Below Poverty Line: 14.4% (2013 est.)
Literacy Rate: 96.4% (2017)
Avg. Years of Education: 10.7 (M), 10.5 (F)

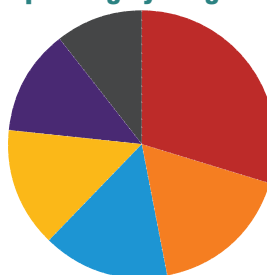
Social & Media Indicators

Inclusive Internet Index: 21st (Tied)
Social Progress Index: 37th
Corruption Perception Index: 25th (Tied)
Economic Freedom Index: 19th (Mostly Free)
Good Country Index: 33rd
Media Freedom Index: 51st
Internet Penetration: 82%
Mobile Connections: 138%
Social Media Penetration: 79%
Most Used SNS: Facebook
Global Soft Power: 55th
Gender Inequality: 55th

Public Diplomacy Spending

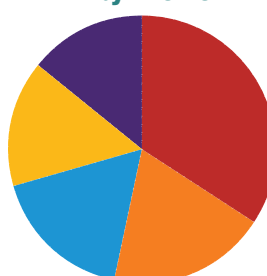
Total FY 2020 | DP (.7): \$1,600,000 | Supplemental: \$183,760

Spending by Program



Support for Mission Initiatives: \$407,556.00
English Language Programs (non-ECA): \$235,793.00
Cultural Programs (Post Generated): \$210,531.00
Complementing ECA Programs: \$195,569.00
Education Initiatives (not English Language Programs): \$175,214.00
Media Programming: \$142,396.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 34.21%
Civil Society: 19.67%
Promoting Study in the U.S. and Educational Exchanges: 17.07%
Women's Empowerment: 14.66%
STEM: 14.39%



Colombia



\$1,998,200
PD Spending FY20

50,882,891
Population

\$5,456
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,109,500
Population: 50,882,891
Below 24 yrs. old: 39.65%
Refugee population: 634
Urban population: 81.4%
GDP/Capita: \$5,456
Unemployment: 15.4%
Below Poverty Line: 28% (2017 est.)
Literacy Rate: 95.6% (2020)
Avg. Years of Education: 8.3 (M), 8.6 (F)

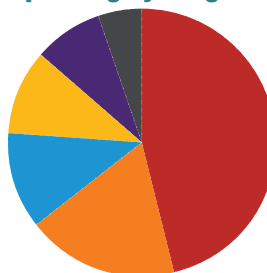
Social & Media Indicators

Inclusive Internet Index: 44th
Social Progress Index: 70th
Corruption Perception Index: 92nd (Tied)
Economic Freedom Index: 49th (Moderately Free)
Good Country Index: 54th
Media Freedom Index: 130th
Internet Penetration: 69%
Mobile Connections: 119%
Social Media Penetration: 69%
Most Used SNS: Facebook
Global Soft Power: 52nd
Gender Inequality: 101st (Tied)

Public Diplomacy Spending

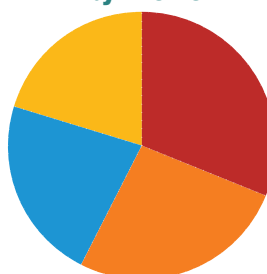
Total FY 2020 | DP (.7): \$1,860,000 | Supplemental: \$138,200

Spending by Program



- Cultural Programs (Post Generated): \$1,349,836.00
- Support for Mission Initiatives: \$531,297.00
- Media Programming: \$337,887.00
- English Language Programs (non-ECA): \$299,830.00
- Education Initiatives (not English Language Programs): \$240,206.00
- Educational Advising: \$151,262.00

Percentage Allocation by Theme



- Conflict Prevention & Mitigation: 30.80%
- Women's Empowerment: 26.11%
- Promoting Study in the U.S. and Educational Exchanges: 22.48%
- Entrepreneurship/Job Creation: 20.61%

Map Key: ■ Embassy ▲ Consulate

Costa Rica



\$1,140,000
PD Spending FY20

5,094,118
Population

\$11,804
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 51,060
Population: 5,094,118
Below 24 yrs. old: 37.27%
Refugee population: 6,204
Urban population: 80.8%
GDP/Capita: \$11,804
Unemployment: 17.1%
Below Poverty Line: 21.7% (2014 est.)
Literacy Rate: 97.9% (2018)
Avg. Years of Education: 8.6 (M), 8.9 (F)

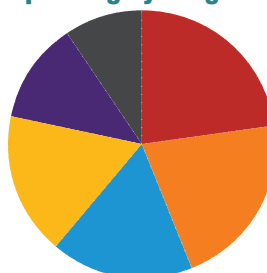
Social & Media Indicators

Inclusive Internet Index: 51st
Social Progress Index: 38th
Corruption Perception Index: 42nd (Tied)
Economic Freedom Index: 72nd (Moderately Free)
Good Country Index: 29th
Media Freedom Index: 7th
Internet Penetration: 74%
Mobile Connections: 178%
Social Media Penetration: 73%
Most Used SNS: Facebook
Global Soft Power: 68th
Gender Inequality: 62nd (Tied)

Public Diplomacy Spending

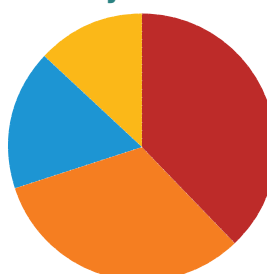
Total FY 2020 | DP (.7): \$1,140,000 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$200,168.00
- Media Programming: \$186,857.00
- English Language Programs (non-ECA): \$152,286.00
- Cultural Programs (Post Generated): \$149,339.00
- Alumni Outreach: \$109,119.00
- Education Initiatives (not English Language Programs): \$81,402.00

Percentage Allocation by Theme



- Information and Media Literacy: 37.96%
- Promoting Study in the U.S. and Educational Exchanges: 32.39%
- STEM: 16.77%
- Entrepreneurship/Job Creation: 12.88%



Cuba



\$719,207
PD Spending FY20

11,326,616
Population

N/A
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 104,020
Population: 11,326,616
Below 24 yrs. old: 28.15%
Refugee population: 233
Urban population: 77.2%
GDP/Capita: N/A
Unemployment: 3.9%
Below Poverty Line: N/A
Literacy Rate: 99.8% (2015)
Avg. Years of Education: 11.8 (M), 11.2 (F)

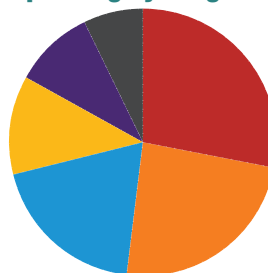
Social & Media Indicators

Inclusive Internet Index: 95th (Tied)
Social Progress Index: 76th
Corruption Perception Index: 63rd (Tied)
Economic Freedom Index: 176th (Repressed)
Good Country Index: Not Ranked
Media Freedom Index: 171st
Internet Penetration: 63%
Mobile Connections: 51%
Social Media Penetration: 55%
Most Used SNS: Facebook
Global Soft Power: 58th
Gender Inequality: 67th

Public Diplomacy Spending

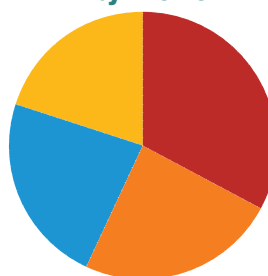
Total FY 2020 | DP (.7): \$719,207 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$112,202.00
- Media Programming: \$96,692.00
- Digital Outreach: \$76,567.00
- Education Initiatives (not English Language Programs): \$47,794.00
- Post-Generated Exchanges: \$33,880.00
- English Language Programs (non-ECA): \$28,100.00

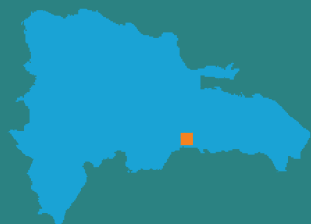
Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 32.92%
- Human Rights: 23.91%
- Civil Society: 22.82%
- Entrepreneurship/Job Creation: 20.35%

Map Key: ■ Embassy ▲ Consulate

Dominican Republic



\$1,109,100
PD Spending FY20

10,847,910
Population

\$7,740
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 48,310
Population: 10,847,910
Below 24 yrs. old: 45%
Refugee population: 164
Urban population: 82.5%
GDP/Capita: \$7,740
Unemployment: 8.9%
Below Poverty Line: 30.5% (2016 est.)
Literacy Rate: 93.8% (2016)
Avg. Years of Education: 8.3 (M), 8.8 (F)

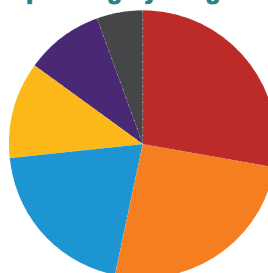
Social & Media Indicators

Inclusive Internet Index: 78th
Social Progress Index: 73rd
Corruption Perception Index: 137th (Tied)
Economic Freedom Index: 88th (Moderately Free)
Good Country Index: 115th
Media Freedom Index: 55th
Internet Penetration: 75%
Mobile Connections: 80%
Social Media Penetration: 59%
Most Used SNS: Facebook
Global Soft Power: 73rd
Gender Inequality: 112th

Public Diplomacy Spending

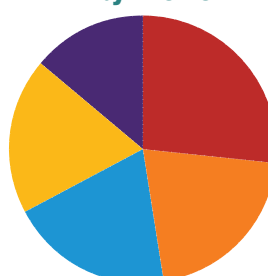
Total FY 2020 | DP (.7): \$959,100 | Supplemental: \$150,000

Spending by Program



- Education Initiatives (not English Language Programs): \$260,308.00
- Cultural Programs (Post Generated): \$239,681.00
- English Language Programs (non-ECA): \$186,122.00
- Media Programming: \$108,553.00
- Support for Mission Initiatives: \$88,576.00
- Digital Outreach: \$51,148.00

Percentage Allocation by Theme



- Civil Society: 26.76%
- Democracy/Good Governance/Rule of Law: 20.92%
- Human Rights: 19.42%
- Promoting Study in the U.S. and Educational Exchanges: 19.29%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 13.61%



Ecuador



\$2,027,500
PD Spending FY20

17,643,054
Population

\$5,589
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 248,360
Population: 17,643,054
Below 24 yrs. old: 43.62%
Refugee population: 104,560
Urban population: 64.2%
GDP/Capita: \$5,589
Unemployment: 6.2%
Below Poverty Line: 21.5% (2017 est.)
Literacy Rate: 93.6% (2020)
Avg. Years of Education: 8.9 (M), 8.7 (F)

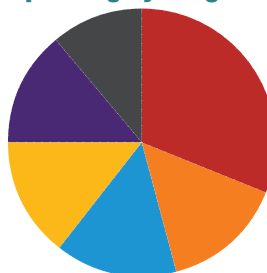
Social & Media Indicators

Inclusive Internet Index: 61st
Social Progress Index: 59th
Corruption Perception Index: 92nd (Tied)
Economic Freedom Index: 149th (Mostly Unfree)
Good Country Index: Not Ranked
Media Freedom Index: 98th
Internet Penetration: 69%
Mobile Connections: 89%
Social Media Penetration: 69%
Most Used SNS: Facebook
Global Soft Power: 91st
Gender Inequality: 86th

Public Diplomacy Spending

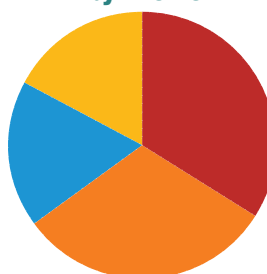
Total FY 2020 | DP (.7)\$1,910,000 | Supplemental: \$117,500

Spending by Program



Complementing ECA Programs: \$441,078.00
Digital Outreach: \$206,831.00
Align Resources with Strategic Priorities: \$206,280.00
Media Programming: \$201,862.00
Support for Mission Initiatives: \$198,451.00
English Language Programs (non-ECA): \$153,794.00

Percentage Allocation by Theme



Women's Empowerment: 33.68%
Entrepreneurship/Job Creation: 31.13%
Security Cooperation: 17.88%
Economic Statecraft: 17.30%

Map Key: ■ Embassy ▲ Consulate

El Salvador



\$1,616,219
PD Spending FY20

6,486,205
Population

\$4,023
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 20,720
Population: 6,486,205
Below 24 yrs. old: 44.65%
Refugee population: 48
Urban population: 73.4%
GDP/Capita: \$4,023
Unemployment: 7.0%
Below Poverty Line: 32.7% (2016 est.)
Literacy Rate: 89.1% (2019)
Avg. Years of Education: 7.3 (M), 6.6 (F)

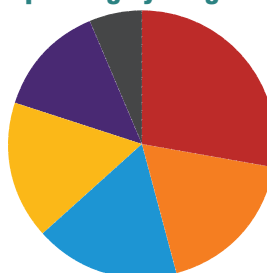
Social & Media Indicators

Inclusive Internet Index: 74th
Social Progress Index: 103rd
Corruption Perception Index: 104th (Tied)
Economic Freedom Index: 94th (Moderately Free)
Good Country Index: 116th
Media Freedom Index: 74th
Internet Penetration: 59%
Mobile Connections: 145%
Social Media Penetration: 59%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 85th

Public Diplomacy Spending

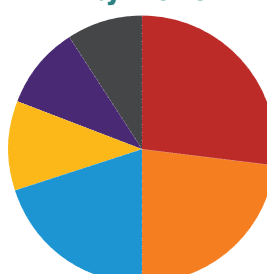
Total FY 2020 | DP (.7): \$1,000,000 | Supplemental: \$616,219

Spending by Program



Media Programming: \$241,835.00
Support for Mission Initiatives: \$155,920.00
Digital Outreach: \$150,843.00
Cultural Programs (Post Generated): \$142,760.00
Education Initiatives (not English Language Programs): \$119,088.00
English Language Programs (non-ECA): \$53,530.00

Percentage Allocation by Theme



Entrepreneurship/Job Creation: 26.72%
Transnational Threats - Crime, Narcotics, Trafficking in Persons: 22.80%
Democracy/Good Governance/Rule of Law: 20.01%
Civil Society: 11.22%
Trade and Investment: 10.10%
Environment/Climate Change: 9.15%



Guatemala



\$1,645,000
PD Spending FY20

17,915,568
Population

\$4,384
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 107,160
Population: 17,915,568
Below 24 yrs. old: 53.44%
Refugee population: 408
Urban population: 51.8%
GDP/Capita: \$4,384
Unemployment: 4.7%
Below Poverty Line: 59.3% (2014 est.)
Literacy Rate: 80.8% (2018)
Avg. Years of Education: 6.7 (M), 6.6 (F)

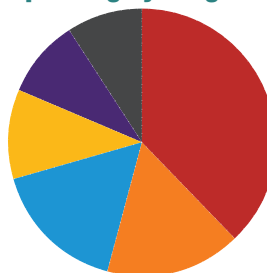
Social & Media Indicators

Inclusive Internet Index: 87th
Social Progress Index: 112th
Corruption Perception Index: 149th (Tied)
Economic Freedom Index: 75th (Moderately Free)
Good Country Index: 68th
Media Freedom Index: 116th
Internet Penetration: 65%
Mobile Connections: 119%
Social Media Penetration: 45%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 119th (Tied)

Public Diplomacy Spending

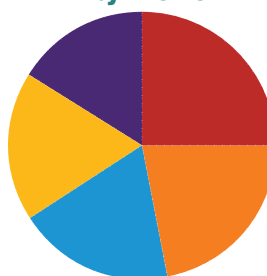
Total FY 2020 | DP (.7): \$1,230,000 | Supplemental: \$415,000

Spending by Program



- English Language Programs (non-ECA): \$318,643.00
- Cultural Programs (Post Generated): \$138,479.00
- Complementing ECA Programs: \$137,820.00
- Media Programming: \$91,537.00
- Digital Outreach: \$80,028.00
- Post-Generated Exchanges: \$75,520.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 25.17%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 21.59%
- Economic Statecraft: 18.63%
- Women's Empowerment: 18.28%
- Entrepreneurship/Job Creation: 16.33%

Map Key: ■ Embassy ▲ Consulate

Guyana



\$141,700
PD Spending FY20

786,552
Population

\$9,912
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 196, 850
Population: 786,552
Below 24 yrs. old: 45.14%
Refugee population: 14
Urban population: 26.8%
GDP/Capita: \$9,912
Unemployment: 15.8%
Below Poverty Line: 35% (2006 est.)
Literacy Rate: 88.5% (2015)
Avg. Years of Education: 8.0 (M), 8.9 (F)

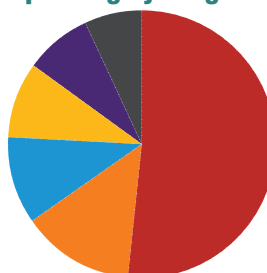
Social & Media Indicators

Inclusive Internet Index: Not Ranked
Social Progress Index: 93rd
Corruption Perception Index: 83rd (Tied)
Economic Freedom Index: 116th (Mostly Unfree)
Good Country Index: 125th
Media Freedom Index: 49th
Internet Penetration: 55%
Mobile Connections: 82%
Social Media Penetration: 55%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 115th

Public Diplomacy Spending

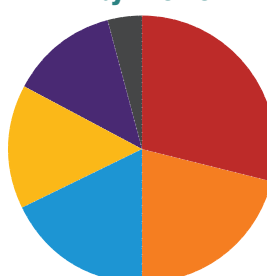
Total FY 2020 | DP (.7): \$141,700 | Supplemental: \$0

Spending by Program



- Align Resources with Strategic Priorities: \$44,664.00
- Alumni Outreach: \$12,100.00
- Speaker Programs (Post Generated): \$9,407.00
- Education Initiatives (not English Language Programs): \$7,885.00
- Digital Outreach: \$6,966.00
- Complementing ECA Programs: \$6,100.00

Percentage Allocation by Theme



- Civil Society: 28.61%
- Promoting Study in the U.S. and Educational Exchanges: 21.56%
- Entrepreneurship/Job Creation: 17.69%
- Information and Media Literacy: 15.30%
- Human Rights: 12.80%
- Intellectual Property Rights (IPR)/Anti-Piracy: 4.04%



Haiti



\$862,500

PD Spending FY20

11,402,528

Population

\$697

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 27,560
 Population: 11,402,528
 Below 24 yrs. old: 51.92%
 Refugee population: 5 (2018)
 Urban population: 57.1%
 GDP/Capita: \$697
 Unemployment: 14.5%
 Below Poverty Line: 58.5% (2012 est.)
 Literacy Rate: 61.7% (2016)
 Avg. Years of Education: 6.6 (M), 4.3 (F)

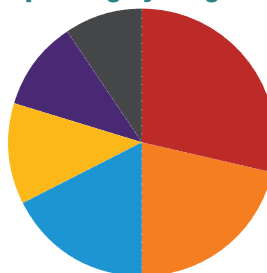
Social & Media Indicators

Inclusive Internet Index: Not Ranked
 Social Progress Index: 157th
 Corruption Perception Index: 170th (Tied)
 Economic Freedom Index: 155th (Mostly Unfree)
 Good Country Index: Not Ranked
 Media Freedom Index: 83rd
 Internet Penetration: 33%
 Mobile Connections: 63%
 Social Media Penetration: 18%
 Most Used SNS: Facebook
 Global Soft Power: Not Ranked
 Gender Inequality: 152nd

Public Diplomacy Spending

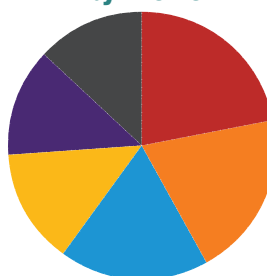
Total FY 2020 | DP (.7): \$862,500 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$345,908.00
- Cultural Programs (Post Generated): \$254,617.00
- Media Programming: \$212,038.00
- English Language Programs (non-ECA): \$144,814.00
- Post-Generated Exchanges: \$131,320.00
- Digital Outreach: \$112,132.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 22.19%
- Democracy/Good Governance/Rule of Law: 19.53%
- Information and Media Literacy: 18.38%
- Global Health: 13.66%
- Women's Empowerment: 13.29%
- Conflict Prevention & Mitigation: 12.96%

Map Key: ■ Embassy ▲ Consulate

Honduras



\$858,404

PD Spending FY20

9,904,607

Population

\$2,592

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 111,890
 Population: 9,904,607
 Below 24 yrs. old: 51.23%
 Refugee population: 75
 Urban population: 58.4%
 GDP/Capita: \$2,592
 Unemployment: 9.4%
 Below Poverty Line: 29.6% (2014 est.)
 Literacy Rate: 88.5% (2019)
 Avg. Years of Education: 6.5 (M), 6.6 (F)

Social & Media Indicators

Inclusive Internet Index: 91st
 Social Progress Index: 110th
 Corruption Perception Index: 157th (Tied)
 Economic Freedom Index: 98th (Mostly Unfree)
 Good Country Index: 128th
 Media Freedom Index: 148th
 Internet Penetration: 42%
 Mobile Connections: 83%
 Social Media Penetration: 42%
 Most Used SNS: Facebook
 Global Soft Power: Not Ranked
 Gender Inequality: 100th

Public Diplomacy Spending

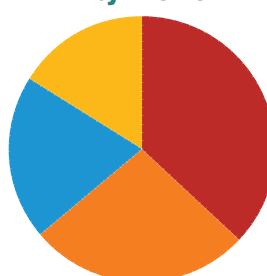
Total FY 2020 | DP (.7): \$837,100 | Supplemental: \$21,304

Spending by Program



- Support for Mission Initiatives: \$109,506.00
- Education Initiatives (not English Language Programs): \$105,288.00
- Media Programming: \$90,507.00
- Complementing ECA Programs: \$88,428.00
- Cultural Programs (Post Generated): \$84,034.00
- English Language Programs (non-ECA): \$82,146.00

Percentage Allocation by Theme



- Entrepreneurship/Job Creation: 36.69%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 27.32%
- Women's Empowerment: 19.70%
- Democracy/Good Governance/Rule of Law: 16.28%



Jamaica



\$805,600
PD Spending FY20

2,961,167
Population

\$5,643
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 10,830
Population: 2,961,167
Below 24 yrs. old: 43.15%
Refugee population: 13 (2018)
Urban population: 56.3%
GDP/Capita: \$5,643
Unemployment: 8.4%
Below Poverty Line: 17.1% (2016 est.)
Literacy Rate: 88.7% (2015)
Avg. Years of Education: 9.3 (M), 10.2 (F)

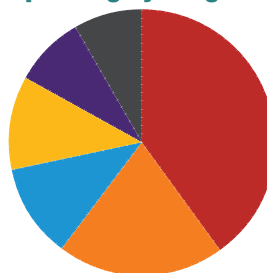
Social & Media Indicators

Inclusive Internet Index: 81st
Social Progress Index: 53rd
Corruption Perception Index: 69th (Tied)
Economic Freedom Index: 45th (Moderately Free)
Good Country Index: 99th
Media Freedom Index: 6th
Internet Penetration: 55%
Mobile Connections: 111%
Social Media Penetration: 44%
Most Used SNS: Facebook
Global Soft Power: 77th
Gender Inequality: 88th

Public Diplomacy Spending

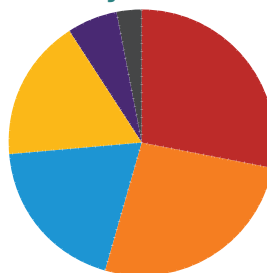
Total FY 2020 | DP (.7): \$805,600 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$259,168.00
- Post-Generated Exchanges: \$130,700.00
- Speaker Programs (Post Generated): \$75,249.00
- Education Initiatives (not English Language Programs): \$73,606.00
- Digital Outreach: \$55,166.00
- Cultural Programs (Post Generated): \$53,245.00

Percentage Allocation by Theme



- Promoting Study in the U.S. and Educational Exchanges: 27.89%
- Democracy/Good Governance/Rule of Law: 26.21%
- Transnational Threats - Crime, Narcotics, Trafficking in Persons: 19.02%
- Trade and Investment: 17.66%
- Environment/Climate Change: 6.10%
- Women's Empowerment: 3.12%

Map Key: ■ Embassy ▲ Consulate

Mexico



\$4,490,000
PD Spending FY20

128,932,753
Population

\$8,402
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,943,950
Population: 128,932,753
Below 24 yrs. old: 42.98%
Refugee population: 28,517
Urban population: 80.7%
GDP/Capita: \$8,402
Unemployment: 4.7%
Below Poverty Line: 46.2% (2014 est.)
Literacy Rate: 95.2% (2020)
Avg. Years of Education: 8.9 (M), 8.6 (F)

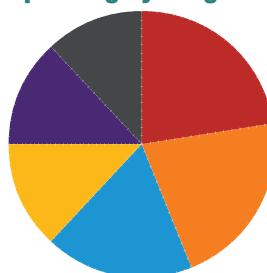
Social & Media Indicators

Inclusive Internet Index: 46th
Social Progress Index: 68th
Corruption Perception Index: 124th (Tied)
Economic Freedom Index: 65th (Moderately Free)
Good Country Index: 75th
Media Freedom Index: 143rd
Internet Penetration: 69%
Mobile Connections: 89%
Social Media Penetration: 69%
Most Used SNS: Facebook
Global Soft Power: 44th
Gender Inequality: 71st (Tied)

Public Diplomacy Spending

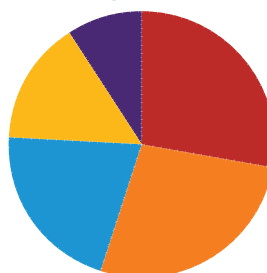
Total FY 2020 | DP (.7): \$4,490,000 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$858,037.00
- Post-Generated Exchanges: \$805,978.00
- Complementing ECA Programs: \$677,467.00
- Speaker Programs (Post Generated): \$497,491.00
- Cultural Programs (Post Generated): \$493,922.00
- Digital Outreach: \$445,341.00

Percentage Allocation by Theme



- Information and Media Literacy: 27.63%
- Promoting Study in the U.S. and Educational Exchanges: 27.28%
- STEM: 21.13%
- Civil Society: 14.72%
- Women's Empowerment: 9.25%



Nicaragua



\$797,200
PD Spending FY20

6,624,554
Population

\$1,828
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 120,340
Population: 6,624,554
Below 24 yrs. old: 45.14%
Refugee population: 322
Urban population: 59.0%
GDP/Capita: \$1,828
Unemployment: 5.8%
Below Poverty Line: 29.6% (2015 est.)
Literacy Rate: 82.6% (2015)
Avg. Years of Education: 6.6 (M), 7.2 (F)

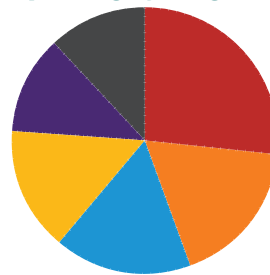
Social & Media Indicators

Inclusive Internet Index: 92nd
Social Progress Index: 108th
Corruption Perception Index: 159th
Economic Freedom Index: 125th (Mostly Unfree)
Good Country Index: 87th
Media Freedom Index: 117th
Internet Penetration: 47%
Mobile Connections: 151%
Social Media Penetration: 47%
Most Used SNS: Facebook
Global Soft Power: Not Ranked
Gender Inequality: 101st (Tied)

Public Diplomacy Spending

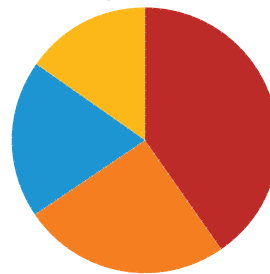
Total FY 2020 | DP (.7): \$737,200 | Supplemental: \$60,000

Spending by Program



Align Resources with Strategic Priorities: \$146,858.00
English Language Programs (non-ECA): \$96,763.00
Media Programming: \$91,001.00
Digital Outreach: \$82,066.00
Complementing ECA Programs: \$65,386.00
Cultural Programs (Post Generated): \$64,428.00

Percentage Allocation by Theme



Civil Society: 39.88%
Entrepreneurship/Job Creation: 25.42%
Conflict Prevention & Mitigation: 19.29%
Democracy/Good Governance/Rule of Law: 15.41%

Map Key: ■ Embassy ▲ Consulate

Panama



\$1,310,000
PD Spending FY20

4,314,767
Population

\$14,390
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 74,340
Population: 4,314,767
Below 24 yrs. old: 42.15%
Refugee population: 2,536
Urban population: 68.4%
GDP/Capita: \$14,390
Unemployment: 10.2%
Below Poverty Line: 23% (2015 est.)
Literacy Rate: 95.7% (2019)
Avg. Years of Education: 10.0 (M), 11.2 (F)

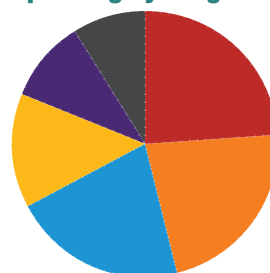
Social & Media Indicators

Inclusive Internet Index: 65th
Social Progress Index: 52nd
Corruption Perception Index: 111th (Tied)
Economic Freedom Index: 62nd (Moderately Free)
Good Country Index: 64th
Media Freedom Index: 76th
Internet Penetration: 62%
Mobile Connections: 114%
Social Media Penetration: 56%
Most Used SNS: Facebook
Global Soft Power: 60th
Gender Inequality: 94th

Public Diplomacy Spending

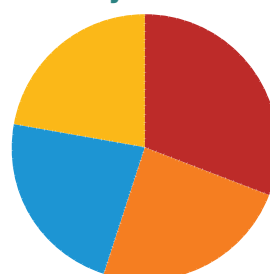
Total FY 2020 | DP (.7): \$1,310,000 | Supplemental: \$0

Spending by Program



Digital Outreach: \$210,697.00
Complementing ECA Programs: \$193,289.00
Media Programming: \$185,828.00
English Language Programs (non-ECA): \$122,119.00
Educational Advising: \$87,627.00
Alumni Outreach: \$76,413.00

Percentage Allocation by Theme



Economic Statecraft: 30.71%
Promoting Study in the U.S. and Educational Exchanges: 23.77%
Civil Society: 22.97%
Transnational Threats - Crime, Narcotics, Trafficking in Persons: 22.55%



Paraguay



\$707,300

PD Spending FY20

7,132,538

Population

\$5,207

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 397,300

Population: 7,132,538

Below 24 yrs. old: 41.12%

Refugee population: 1,014

Urban population: 62.2%

GDP/Capita: \$5,207

Unemployment: 7.6%

Below Poverty Line: 22.2% (2015 est.)

Literacy Rate: 94.5% (2020)

Avg. Years of Education: 8.5 (M), 8.5 (F)

Social & Media Indicators

Inclusive Internet Index: 63rd

Social Progress Index: 69th

Corruption Perception Index: 137th (Tied)

Economic Freedom Index: 84th (Moderately Free)

Good Country Index: Not Ranked

Media Freedom Index: 100th

Internet Penetration: 65%

Mobile Connections: 102%

Social Media Penetration: 56%

Most Used SNS: Facebook

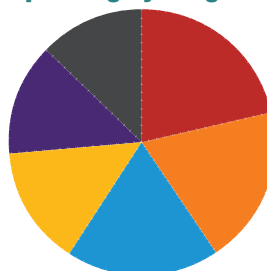
Global Soft Power: 64th

Gender Inequality: 107th

Public Diplomacy Spending

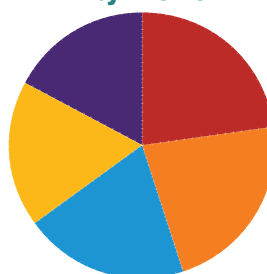
Total FY 2020 | DP (.7): \$707,300 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$105,756.00
- Cultural Programs (Post Generated): \$95,755.00
- GPA Programs: \$91,279.00
- Media Programming: \$72,331.00
- English Language Programs (non-ECA): \$68,107.00
- Alumni Outreach: \$61,909.00

Percentage Allocation by Theme



- Democracy/Good Governance/Rule of Law: 22.65%
- Women's Empowerment: 21.74%
- Civil Society: 20.34%
- Entrepreneurship/Job Creation: 17.84%
- Promoting Study in the U.S. and Educational Exchanges: 17.43%

Map Key: ■ Embassy ▲ Consulate

Peru



\$2,610,000

PD Spending FY20

32,971,854

Population

\$6,229

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 1,280,000

Population: 32,971,854

Below 24 yrs. old: 42.64%

Refugee population: 2,850

Urban population: 78.3%

GDP/Capita: \$6,229

Unemployment: 6.2%

Below Poverty Line: 22.7% (2014 est.)

Literacy Rate: 94.5% (2020)

Avg. Years of Education: 10.3 (M), 9.1 (F)

Social & Media Indicators

Inclusive Internet Index: 60th

Social Progress Index: 61st

Corruption Perception Index: 94th (Tied)

Economic Freedom Index: 50th (Moderately Free)

Good Country Index: 83rd

Media Freedom Index: 90th

Internet Penetration: 73%

Mobile Connections: 116%

Social Media Penetration: 73%

Most Used SNS: Facebook

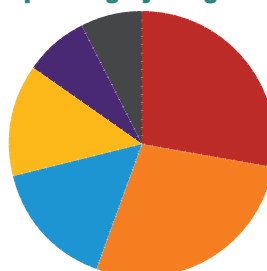
Global Soft Power: 59th

Gender Inequality: 87th

Public Diplomacy Spending

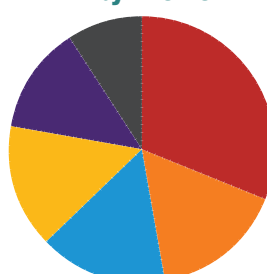
Total FY 2020 | DP (.7): \$2,370,000 | Supplemental: \$240,000

Spending by Program



- Support for Mission Initiatives: \$474,698.00
- Complementing ECA Programs: \$471,764.00
- Cultural Programs (Post Generated): \$264,600.00
- Media Programming: \$232,426.00
- Alumni Outreach: \$134,886.00
- English Language Programs (non-ECA): \$124,640.00

Percentage Allocation by Theme



- Civil Society: 31.41%
- Women's Empowerment: 16.15%
- Promoting Study in the U.S. and Educational Exchanges: 15.58%
- Democracy/Good Governance/Rule of Law: 15.11%
- STEM: 12.63%
- Entrepreneurship/Job Creation: 9.12%



Suriname



\$205,600

PD Spending FY20

586,632

Population

\$4,921

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 156,000

Population: 586,632

Below 24 yrs. old: 40.58%

Refugee population: 44

Urban population: 66.1%

GDP/Capita: \$4,921

Unemployment: 8.6%

Below Poverty Line: 70% (2002 est.)

Literacy Rate: 94.4% (2018)

Avg. Years of Education: 9.1 (M), 9.4 (F)

Social & Media Indicators

Inclusive Internet Index: Not Ranked

Social Progress Index: 75th

Corruption Perception Index: 94th (Tied)

Economic Freedom Index: 169th (Repressed)

Good Country Index: Not Ranked

Media Freedom Index: 20th

Internet Penetration: 62%

Mobile Connections: 174%

Social Media Penetration: 62%

Most Used SNS: Not Ranked

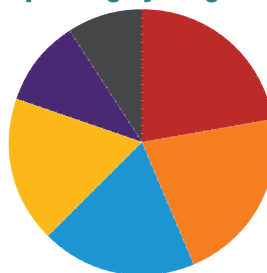
Global Soft Power: Not Ranked

Gender Inequality: 105th

Public Diplomacy Spending

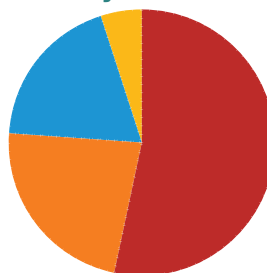
Total FY 2020 | DP (.7): \$205,600 | Supplemental: \$0

Spending by Program



- Alumni Outreach: \$25,048.00
- Complementing ECA Programs: \$24,525.00
- Cultural Programs (Post Generated): \$21,350.00
- Support for Mission Initiatives: \$19,874.00
- Speaker Programs (Post Generated): \$12,000.00
- Education Initiatives (not English Language Programs): \$10,000.00

Percentage Allocation by Theme



- Civil Society: 53.82%
- Entrepreneurship/Job Creation: 22.75%
- Women's Empowerment: 18.68%
- Economic Statecraft: 4.75%

Map Key: ■ Embassy ▲ Consulate

Trinidad and Tobago



\$674,000

PD Spending FY20

1,399,488

Population

\$16,621

GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 5,130

Population: 1,399,488

Below 24 yrs. old: 30.29%

Refugee population: 2,308

Urban population: 53.2%

GDP/Capita: \$16,621

Unemployment: 6.7%

Below Poverty Line: 20% (2014 est.)

Literacy Rate: 99% (2015)

Avg. Years of Education: 10.9 (M), 11.1 (F)

Social & Media Indicators

Inclusive Internet Index: 68th (Tied)

Social Progress Index: 46th

Corruption Perception Index: 86th (Tied)

Economic Freedom Index: 102nd (Mostly Unfree)

Good Country Index: 109th

Media Freedom Index: 36th

Internet Penetration: 77%

Mobile Connections: 136%

Social Media Penetration: 62%

Most Used SNS: Facebook

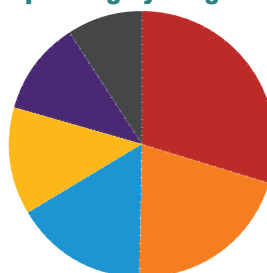
Global Soft Power: Not Ranked

Gender Inequality: 73rd (Tied)

Public Diplomacy Spending

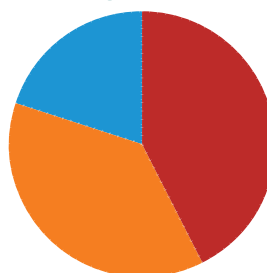
Total FY 2020 | DP (.7): \$674,000 | Supplemental: \$0

Spending by Program



- Support for Mission Initiatives: \$174,138.00
- Cultural Programs (Post Generated): \$119,703.00
- Complementing ECA Programs: \$95,376.00
- Speaker Programs (Post Generated): \$75,435.00
- Digital Outreach: \$67,167.00
- Media Programming: \$53,022.00

Percentage Allocation by Theme



- CVE/Counterterrorism: 42.53%
- Civil Society: 37.88%
- Democracy/Good Governance/Rule of Law: 19.59%



Uruguay



\$1,280,000
PD Spending FY20

3,473,730
Population

\$16,297
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 175,020
Population: 3,473,730
Below 24 yrs. old: 34.65%
Refugee population: 498
Urban population: 95.5%
GDP/Capita: \$16,297
Unemployment: 12.7%
Below Poverty Line: 9.7% (2015 est.)
Literacy Rate: 98.8% (2019)
Avg. Years of Education: 8.6 (M), 9.2 (F)

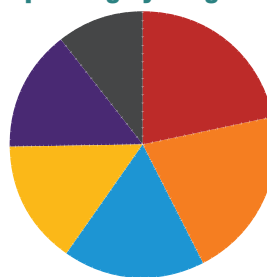
Social & Media Indicators

Inclusive Internet Index: 53rd (Tied)
Social Progress Index: 39th
Corruption Perception Index: 21st (Tied)
Economic Freedom Index: 44th (Moderately Free)
Good Country Index: 25th
Media Freedom Index: 19th
Internet Penetration: 78%
Mobile Connections: 156%
Social Media Penetration: 78%
Most Used SNS: Facebook
Global Soft Power: 56th
Gender Inequality: 62nd (Tied)

Public Diplomacy Spending

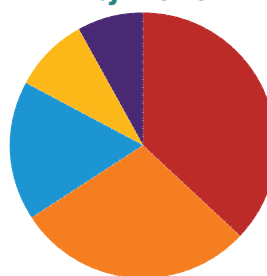
Total FY 2020 | DP (.7): \$1,280,000 | Supplemental: \$0

Spending by Program



Media Programming: \$201,179.00
Education Initiatives (not English Language Programs): \$188,766.00
Align Resources with Strategic Priorities: \$158,426.00
Complementing ECA Programs: \$139,425.00
Post-Generated Exchanges: \$134,335.00
Digital Outreach: \$96,012.00

Percentage Allocation by Theme



Economic Statecraft: 37.33%
Entrepreneurship/Job Creation: 28.74%
Information and Media Literacy: 16.98%
Trade and Investment: 8.91%
Democracy/Good Governance/Rule of Law: 8.04%

Map Key: ■ Embassy ▲ Consulate

Venezuela



\$823,800
PD Spending FY20

28,435,940
Population

\$1,585
GDP/Capita

Demographics & Literacy

Geographical Area (sq. km.): 882,050
Population: 28,435,940
Below 24 yrs. old: 41.80%
Refugee population: 67,749
Urban population: 88.3%
GDP/Capita: \$1,585
Unemployment: 9.1%
Below Poverty Line: 19.7% (2015 est.)
Literacy Rate: 97.1% (2016)
Avg. Years of Education: 10.0 (M), 10.6 (F)

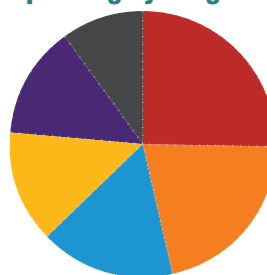
Social & Media Indicators

Inclusive Internet Index: 79th
Social Progress Index: Not Ranked
Corruption Perception Index: 176th (Tied)
Economic Freedom Index: 177th (Repressed)
Good Country Index: 134th
Media Freedom Index: 147th
Internet Penetration: 72%
Mobile Connections: 81%
Social Media Penetration: 42%
Most Used SNS: Facebook
Global Soft Power: 92nd
Gender Inequality: 119th (Tied)

Public Diplomacy Spending

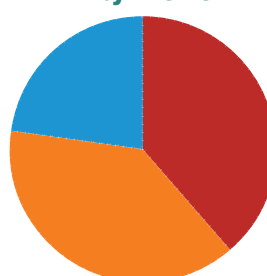
Total FY 2020 | DP (.7): \$823,800 | Supplemental: \$0

Spending by Program



Cultural Programs (Post Generated): \$352,281.00
Media Programming: \$296,213.00
Support for Mission Initiatives: \$223,844.00
Education Initiatives (not English Language Programs): \$192,147.00
Complementing ECA Programs: \$188,521.00
Digital Outreach: \$137,195.00

Percentage Allocation by Theme



Democracy/Good Governance/Rule of Law: 38.58%
Economic Statecraft: 38.58%
Humanitarian Assistance; Disaster Mitigation: 22.83%





Functional Bureau Public Diplomacy Activities



The Dalai Lama Speaks with Mayors Around the World on "Kind and Compassionate Leadership"





FUNCTIONAL BUREAU PUBLIC DIPLOMACY ACTIVITIES

INTRODUCTION TO FUNCTIONAL BUREAUS

The Department of State's organizational structure includes both regional and functional bureaus. While the six regional bureaus and the Bureau of International Organizations report to the Under Secretary for Political Affairs and have primary responsibility for bilateral and multilateral relations with countries and organizations in their regions, there are more than 30 functional bureaus that serve as the thematic lead on global issues such as human rights, counterterrorism, conflict, and the environment.

While the bureaus primarily responsible for Public Diplomacy activities in Washington (ECA, GPA, GEC, and R) are detailed elsewhere in this report, this chapter showcases efforts undertaken by press and public diplomacy teams within most of the functional bureaus to ensure sustained and effective outreach and messaging on cross-cutting foreign policy initiatives. These activities are largely bureau funded and managed, but some offices also receive (.7) PD funds from the Under Secretary for Public Diplomacy and Public Affairs. Where available, budget data is provided.

BUREAU OF CONSULAR AFFAIRS (CA)

The bureau receives no Public Diplomacy (.7) program funds.

STRATEGIC OVERVIEW

The Bureau of Consular Affairs (CA) represents the Department of State to millions of people across the United States and around the world. CA is responsible for the welfare and protection of U.S. citizens abroad. It issues passports and other documentation to U.S. citizens and nationals, while protecting U.S. border security and facilitating legitimate travel to the United States.

The CA Office of Public and Congressional Affairs (CA/P) leads strategic communications planning and outreach to support the bureau's goals. Working closely with other CA offices and Department bureaus, CA/P conducts a broad range of public outreach activities – including through traditional and social media, the travel.state.gov website, Congressional affairs, and stakeholder engagement – to articulate consular policies and communicate CA's mission of safety, security, and service to the American public. CA/P also provides guidance and tools to U.S. embassies and consulates to assist them in informing and serving customers abroad. Those customers include millions of visa applicants each year and the more than 10 million U.S. citizens who reside overseas.

CA/P includes a Press and Executive Communications Unit; a Congressional Affairs Unit; and an Outreach Unit, which handles travel industry outreach, digital engagement, graphic design, and coordination with U.S. local law enforcement on consular notification and access under the Vienna Convention on Consular Relations of 1963. The office has 13 Foreign Service Officers, eight Civil Service employees, and five contractors.

ADVOCACY

In 2020, CA/P's work was largely dictated by the emergence of the COVID-19 pandemic and the Department-wide efforts to repatriate stranded U.S. citizens overseas. In early 2020, as COVID-19 spread across the globe and countries began closing their borders, CA/P launched a massive global COVID-19 messaging campaign. The campaign centered on both reaching U.S. citizens in need of assistance in coming home from overseas, as well as communicating with the U.S. domestic public and international audiences to tell the story of the Department's intensive repatriation effort. CA/P's efforts in conjunction with communications partners across the Department and federal government resulted in coverage that reached millions of Americans and drove more than 50 million visits to Travel.state.gov. Over 110,000 U.S. citizens returned home during the repatriation effort.

During 2020, CA/P also focused on messaging regarding changes to consular services owing to COVID-19, most notably delays and service reductions in U.S. passport operations after most staff were sent home during the early months of the pandemic. CA/P supported embassies and consulates overseas with draft messaging for their publics about the limitations in consular services given local pandemic conditions. Additionally, CA/P worked to provide accurate information to travelers and the broader public regarding an ever-shifting landscape of U.S. travel restrictions in response to the pandemic, as well as exceptions to said restrictions.

In addition to pandemic-focused messaging, CA's Press Unit led the bureau's engagement with U.S. and international media on a wide range of other consular issues. These included cases involving the death or detention of U.S. citizens abroad, U.S. visa policy, U.S. passport processing, advice on international travel, international parental child abduction, intercountry adoption, and assistance to U.S. citizens during other crises overseas. CA/Press worked closely with USG interagency counterparts on broader issues such as hostage affairs and visa and immigration policy.



SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

CA maintains a strong presence on social media. CA/P's Outreach Unit manages CA's digital platforms, engaging directly with the public on key issues and alerting bureau offices to electronic media trends that affect their equities. The Outreach Unit also manages the most-visited State Department web presence, travel.state.gov, and the @TravelGov social media brand on Twitter, Facebook, Instagram, and YouTube. @TravelGov has more than 1.4 million followers across the four platforms. In FY 2020, @TravelGov tweets appeared 134.9 million times in Twitter users' feeds, Facebook posts reached more than 109.7 million Facebook users, and Instagram posts reached more than 187,000 users.

@TravelGov is a trusted source of vital information and a direct line for U.S. citizens to their government during a crisis. In addition to daily social media campaigns and customer interaction with followers, CA's social media accounts serve as Department first responders. The Outreach team publishes crisis communication information in real time and on a global scale to inform U.S. citizens living and traveling abroad of potential risks so that they can make informed decisions. These "news you can use" messages make up the core content of the @TravelGov brand.

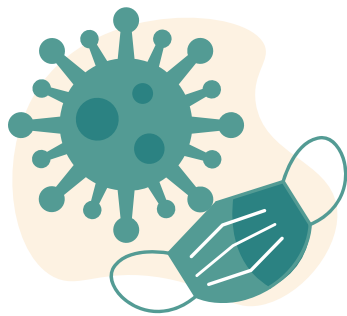
REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

The Bureau of Consular Affairs (CA) represents the Department of State to millions of people across the United States and around the world. CA is responsible for the welfare and protection of U.S. citizens abroad. It issues passports and other documentation to U.S. citizens and nationals, while protecting U.S. border security and facilitating legitimate travel to the United States.

- **Repatriation Effort:** The Principal Deputy Assistant Secretary for Consular Affairs led dozens of press briefings which described the Department's work to assist more than 110,000 Americans in getting home safely. These briefings shared key messages on how to contact local embassies and consulates, how to stay safe while traveling, and steps to take upon arrival in the United States. At the height of the repatriation efforts, the Outreach Unit worked an around-the-clock duty rotation to ensure social media accounts were up to date and to respond to U.S. citizen and Lawful Permanent Resident (LPR) inquiries. @TravelGov posted organic (unpaid) content and used paid social media advertising to broadcast repatriation messages widely. At the conclusion of the paid campaign, @TravelGov messages had appeared in users' feeds more than 1.4 billion times and generated more than 57.5 million site visits to travel.state.gov.
- **Passport Backlog:** CA/P launched a multi-pronged public outreach campaign to highlight the Department's plan for a phased return to normal U.S. passport operations. The campaign consisted of social and traditional media aimed at U.S. citizens waiting for their passport applications to be adjudicated or who intended to apply for passports soon, following delays or travel restrictions related to COVID-19. The campaign provided public reaffirmation of CA's commitment to its customers. Additionally, it informed the passport-seeking public, as well as external stakeholders, of CA's efforts during the pandemic to provide safe, secure, and efficient adjudication, public service, and processing of all applications.
- **Global Level 4 De-escalation Digital Outreach Campaign:** CA/P executed an outreach campaign to inform Americans of the removal of the Global Level 4 Health Advisory and reinstatement of individual Travel Advisories for each country. The campaign appeared more than 3.1 million times in user feeds, with average engagement rates of 3.47% on Twitter and 4.62% on Facebook.



Evacuating American Citizens in Bamako



Crisis Communication Lessons Learned

In collaboration with other bureaus, CA/P participated in a post-pandemic lessons-learned exercise on digital crisis communications. Key points, which were shared across the Department, included the following:

- Digital communications are official communications. When corresponding with government officials via Facebook, Twitter, or any other digital platform, citizens expect the same service and professionalism they would receive in person or over the phone.
- During a crisis, back-ups and shift work are key to providing consistent coverage.
- The right training, equipment, and resources are critical for all digital communicators.
- Clear guidelines, including on when to ask for help, help all personnel communicate successfully via digital platforms.

CA/P has since cross-trained staff to fulfill digital communications functions and, going forward, will focus on improving cross-training and coordination between units to communicate to the traveling public more effectively.



BUREAU OF CONFLICT AND STABILIZATION OPERATIONS (CSO)

The bureau receives no Public Diplomacy (.7) program funds.

STRATEGIC OVERVIEW

The Bureau of Conflict and Stabilization Operations (CSO) anticipates, prevents, and responds to conflicts that undermine U.S. national security. CSO's lines of effort include strategic prevention, conflict resolution, and security sector stabilization. The bureau's efforts to reduce fragility, strengthen institutions, and increase cohesion in priority countries align directly with U.S. foreign policy objectives.

Within CSO, the Office of Communications, Policy, and Partnerships (CPP) promotes CSO's strategic priorities through focused messaging to Congress, policy influencers at nongovernmental organizations and think tanks, academic institutions, interagency counterparts, Department of State colleagues, foreign diplomats, and partners overseas. CSO's targeted messaging and public affairs efforts reinforce key partnerships, support diplomatic stabilization initiatives, and help to institutionalize conflict prevention and stabilization capabilities through applied learning, training, and tools.

CPP staff members include three Foreign Service Officers, 10 Civil Service employees, a Department of Defense detailee, and a Veteran's Innovation Program Fellow.

ADVOCACY

Domestic engagements with civil society and bipartisan organizations contribute directly to the mission of the Department of State's Global Public Affairs Bureau. To align with GPA priorities for U.S. engagements, CSO/CPP focused on informing the American public of the bureau's role to uphold U.S. national security interests and advance U.S. foreign policy priorities using advanced data analytics and imbedded stabilization advisors in high threat regions.

In 2020, CSO representatives participated in more than 90 public speaking engagements, reaching an audience of more than 6,000, including U.S. domestic/overseas civil society and multilateral organizations, academic representatives, think tanks, and government officials. In addition, CSO officials gave interviews to AI-Monitor, Devex, Foreign Service Journal, The Diplomat, and several other news outlets, podcasts, and academic institutions. Through media and public engagement, CSO strengthens strategic partnerships by enhancing conflict prevention and stabilization efforts. A public affairs specialist serves as Congressional Liaison, with responsibilities for Hill engagements, Congressional Notification/inquiry responses, and handling legislative-sourced taskers and reports.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

CSO maintains an active Twitter account (@CSOAsstSec), with approximately 12,000 followers as of December 30, 2020. The bureau is slated to bring an organizational Facebook and Twitter account(@StateCSO) online in 2021.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Speaking Engagements:** CSO engaged prominent leaders in business, academia, foreign policy, Congress, and the military. The bureau's Assistant Secretary met with the Advisory Committee of the U.S. Global Leadership Coalition (USGLC), a broad-based coalition of over 500 organizations, to learn about their local contributions to development and diplomacy and to share the importance of CSO's efforts to promote stability in high conflict regions globally. Throughout the year, CSO participated in various outreach engagements with the USGLC. These events highlighted the bureau's mission to anticipate, prevent, and respond to conflict by creating partnerships and leveraging data to influence policy decisions and programming. These opportunities underscored the importance of a strong partnership among defense, diplomacy, and development elements in strengthening national security. The Assistant Secretary briefed on the topic of sustaining peace at multiple conferences, including to the UN Peacebuilding Commission on "Peacebuilding and Sustaining Peace in Burkina Faso," where she met with key senior UN officials to discuss collaboration on strategic prevention and stabilization initiatives in fragile states, and "Sustaining Peace in a Changing World" through an online forum to an audience of more than 1,000.
- **Interactive Story Maps:** The bureau developed public access story maps for Ukraine and Venezuela to provide an easily understandable visualization of the impact of conflict in these conflict zones. Utilizing innovative satellite imagery and statistical data, CSO/CPP maintained and updated these maps, each of which depicted key strategic concerns, challenges, and principal actors. CPP supported CSO presentations at the 2020 United Nations General Assembly that addressed UN peacekeeping and political missions, as well as stabilization operations.
- **Instability Monitoring and Analysis Platform:** CPP supported the official launch event of the Instability Monitoring and Analysis Platform (IMAP), a resource for cutting edge analysis on conflict and instability, including violent conflict and atrocity forecasting, geospatial analysis, armed actor mapping, and negotiations modeling. CPP's contributions included planning, social media messaging and engagement, technical and IT support, oversight of design and printing of collateral materials, photographic documentation, and video production.



- **CSO 10th Anniversary Highlight:** CPP developed and rolled out an anniversary campaign to highlight changes and growth within the bureau in celebration of the 10th anniversary of the bureau's creation. Rollout included a multifaceted information campaign geared toward both internal bureau and department audiences and external public audiences to spread awareness of the capability and history of CSO, as well as ways forward for the bureau and future opportunities for growth. The CSO/PPP office produced a series of "Timeline Talk" speaking engagements for both internal and external audiences, and developed an anniversary branding campaign that culminated in a capstone event in 2021. This campaign applied to all external facing products and content for the bureau and included a series of one-pagers about CSO services, capabilities, and offices.



BUREAU OF COUNTERTERRORISM (CT)

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
Base Funding	\$0	\$28,038	\$54,000	\$55,000	\$55,000
Supplemental	\$680,000*	\$500,000*	380,000*	\$500,000**	\$1,445,000**
Total	\$680,000	\$528,038	\$434,000	\$555,000	\$1,500,000

*To complement efforts to address the threat from Foreign Terrorist Fighters in Syria and Iraq.

**To address the emerging threat of racially or ethnically motivated violent extremism.

STRATEGIC OVERVIEW

A fundamental objective of the Bureau of Counterterrorism (CT) is to forge partnerships with civil society, multilateral and regional organizations, and foreign governments to advance the counterterrorism objectives and national security of the United States. Countering Violent Extremism (CVE) is an essential element to the long-term strategy of preventing terrorism and falls under Functional Bureau Strategy Goal 4: “Terrorist radicalization, recruitment, and inspiration to violence is diminished.” CVE is also a priority for the White House, which included “Countering terrorist radicalization and recruitment” as one of the lines of effort in the most recent National Strategy for Counterterrorism. Building on these strategies, the CT Bureau has identified eight CVE priorities: 1) Countering terrorist ideology; 2) Counter-messaging; 3) Community engagement/policing; 4) Rehabilitation and reintegration; 5) Countering prison radicalization; 6) Off-ramps and interventions; 7) Terrorist use of the internet; and 8) Foreign government CVE capacity building.

ADVOCACY

CT-funded public diplomacy programs encourage the sharing of best practices and lessons learned on preventing and countering violent extremism, with U.S. policy makers and practitioners engaging local and national government officials, community leaders, religious leaders, educators, mental health professionals, counselors, and other overseas stakeholders.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

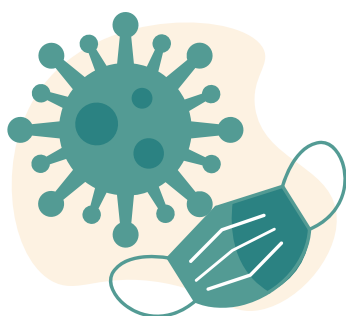
CT maintains the @StateDeptCT handle on Twitter with over 25,000 followers. This account highlights CT Bureau programs and engagements.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Peer to Peer (P2P):** The “Peer to Peer (P2P) Countering Hate and Intolerance” initiative combats Racially or Ethnically Motivated Violent Extremism (REMVE) and other violent extremist ideologies by empowering university teams to design their own programs to counter misinformation and disinformation promoted by state and non-state actors in their communities. P2P teams also focus on combatting anti-Semitism, COVID-19 conspiracy theories, and other harmful narratives permeating university campuses. In addition to receiving university credit for participating in P2P, some teams continue their campaigns after the conclusion of the semester. A few participants have gone on to start their own NGOs and have even received grants to scale up their efforts. CT is supporting four French university teams’ participation in P2P in spring 2021 and one Slovak university team in fall 2021. European participants also engage with U.S. counterparts participating in the DHS-sponsored P2P program.
- **City Pair Program:** Since 2015, CT has worked with the Department of Homeland Security to pair U.S. cities with international counterparts through the City Pair Program, with each partnership leading to new or updated programs and policies. In 2019-20, CT supported two-way exchanges involving cities from Belgium and Germany. For each partnership, the relevant U.S. mission identifies a delegation comprised of representatives from the local government, law enforcement, civil society, youth/student leaders, the school system, and the faith-based community to travel to the United States to learn about U.S. partner city approaches to encourage resiliency among at-risk youth. About two months later, a return delegation from the U.S. city made up of those same matched U.S. participants conducts a return visit (second phase of the program) and learns about their counterparts’ approaches to this topic. Through this structured pairing, local stakeholders have an opportunity to reflect and collaborate on approaches to countering violent extremism.



- **Countering REMVE and Anti-Semitism:** U.S. Embassy Bratislava, in partnership with the CT Bureau and the Strong Cities Network, organized a two-day workshop in October 2021 with the participation of three U.S. speakers. This workshop was preceded and followed by two webinar discussions with workshop participants. The workshop organizer will also issue two small grants of approximately \$3,750 each to conference participants to conduct awareness raising campaigns/counter-messaging on preventing and countering REMVE and combating anti-Semitism.
- **CVE Repatriation:** CT continues to sponsor the travel of U.S. mental health professionals to Jordan, Kazakhstan, Kosovo, and Kyrgyzstan to advise local- and national-level policy makers and practitioners on effective practices for conducting rehabilitation and reintegration of ISIS family members repatriated from Syria and Iraq. First established in 2019, these engagements led Kazakhstan and other governments to adopt evidence-based approaches to rehabilitation and reintegration that respect human rights.



Dialogue on Kind and Compassionate Leadership

While most CT-funded public diplomacy programs with a face-to-face component were postponed in response to the pandemic, CT did participate in and support several virtual events, including a January 2021 dialogue on kind and compassionate leadership between His Holiness the 14th Dalai Lama and dozens of local government leaders from 19 countries. This event, which was co-sponsored by the CT-supported Strong Cities Network and the U.S. Conference of Mayors, focused on ways local government leaders can address misinformation and disinformation spread during the pandemic. In April 2021, CT collaborated with U.S. Embassy Skopje for a follow-up discussion between current and former mayors from North Macedonia and the United States.



BUREAU OF DEMOCRACY, HUMAN RIGHTS, AND LABOR (DRL)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$155,000	\$155,000	\$155,000	\$153,000	\$153,000

STRATEGIC OVERVIEW

The Bureau of Democracy, Human Rights, and Labor (DRL) champions American values, including respect for the rule of law, democratic institutions, and human rights. The bureau's work helps bolster democratic institutions, confront democratic backsliding, promote accountability, uphold internationally recognized labor standards, and advance the rights of historically marginalized groups and underserved communities such as ethnic and religious minorities, indigenous persons, persons with disabilities, and LGBTQI+ persons.

DRL engages with a broad range of stakeholders, including Congress, foreign governments, multilateral organizations, civil society, and the private sector. Working with such partners, DRL promotes respect for internationally recognized human rights and fundamental freedoms; exposes disinformation campaigns; urges foreign governments to protect the freedoms of expression, association, and peaceful assembly online and offline; supports a free and independent press; and enhances the ability of civil society to promote transparent and accountable governance. The bureau fulfills its congressionally mandated reporting requirements by producing annual Country Reports on Human Rights Practices, among others.

The Bureau's Office of Policy Planning and Public Diplomacy (DRL/PPD) is staffed by two Foreign Service Officers and seven Civil Service employees and two contractors. The office focuses on three lines of effort: Media Engagement, Public Diplomacy, and Congressional Affairs.

ADVOCACY

In 2020, DRL/PPD advanced key human rights issues by strategically pitching, coordinating, and preparing bureau principals for press briefings with journalists around the world and one-on-one interviews with outlets such as Agence France Presse, the BBC, the Voice of America, India Today, and Radio Free Asia, among others. Interviews covered such issues as labor rights; accountability for human rights violations and abuses in Xinjiang, China; violence and discrimination toward LGBTQI+ persons; global human rights concerns; respect for human rights in Tibet; and the administration's commitment to disability rights. DRL/PPD also shaped department human rights policy narratives with its public announcements about annual human rights reporting and targeted events focusing on topics such as the Chinese government's systematic repression of fundamental freedoms. Finally, the DRL/PPD team also drafted and cleared media notes, press statements from the Secretary and Spokesperson on breaking events and commemorative days, and press guidance for the Spokesperson and other Department principals to promote human rights and good governance.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

DRL's digital engagement platforms include one Facebook page, two Twitter accounts, and one YouTube channel that collectively reach nearly 2.3 million individuals worldwide. These accounts disseminate compelling messages on key bureau goals pushing back against disinformation; supporting universal human rights and democratic values; calling out authoritarian abusers; and promoting accountability for human rights violations and abuse. The DRL/PPD team also manages content on the Department of State website (state.gov) that offers information about U.S. policies and priorities on human rights and democracy. Additionally, DRL/PPD develops PD toolkits, video and graphic products, and presentation materials that explain the U.S. position on human rights and governance issues and principles. These products are translated into multiple languages and released via online platforms. Examples from 2020 include:

- **Conversing through Interactive Dialogues:** DRL/PPD collaborates with Department partners to host interactive digital dialogues and panel discussions that connect U.S. missions' Public Affairs Sections and foreign audiences with U.S. government officials, human rights defenders, and U.S. and international human rights and labor experts. In 2020, DRL/PPD facilitated several digital interactives on its Facebook page, which has more than 2.2 million followers, discussing themes such as the role of political inclusion in strengthening democracy, the work of disability rights advocates, and women's efforts in the global political arena. These digital interactives highlighted individuals and organizations that advocate for democratic governance and human rights around the world.
- **Human Rights in Nicaragua:** In September 2020, DRL/PPD hosted an online discussion titled "Nicaragua: Are Free and Fair Elections Possible?" and later produced two videos about the continuing suppression of human rights and democracy in Nicaragua and need for accountability in human rights violations, as well as the government's response to the pandemic. The videos received press coverage in Nicaragua.

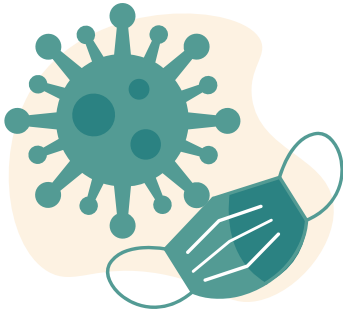


- **Learning about Social Justice Movements:** In response to the murder of George Floyd, DRL/PPD created a series of social media toolkits on key historical social justice movements in the United States to demonstrate the important role of civil society advocacy and the freedoms of expression and peaceful assembly in creating grassroots change. This summer 2021 series included content on the civil rights, disability rights, and women's rights movements. These toolkits were further supported by campaigns for the anniversary of the Americans with Disabilities Act, on the work of indigenous peoples in promoting inclusion in the political process, and for commemorative dates like Juneteenth and Pride Month.
- **The Plight of Prisoners of Conscience:** On the International Day of Families, DRL/PPD kicked off a prisoners of conscience Twitter and Facebook series featuring the stories of prisoners from around the world who are unjustly arrested based on their advocacy or membership in a particular group; separated from loved ones often without communication or even awareness of where they are being held; and facing health threats during the global pandemic.
- **Inspiring with Human Rights at Home:** In a celebration of Human Rights Day in December 2020, the DRL team developed a social media campaign called "Human Rights At Home" that shared stories of Americans from all walks of life who are advocates for their communities, promoting the freedoms that enable the United States' tradition of citizen participation and civic engagement. The Human Rights Day campaign was completed by a livestreamed digital interactive discussion, video, public statements, and a suite of online materials designed to raise awareness of universal human rights and the need for accountability for serious human rights violations and abuse.
- **Focus on Tibet:** Promoting the work of the Department's Special Coordinator for Tibetan Issues, DRL/PPD produced a video on the importance of preserving Tibet's unique religious, cultural, and linguistic identity and ensuring respect for human rights and fundamental freedoms. The video accompanied a press statement, media interviews, and social media on the Special Coordinator's role and policy goals.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

DRL/PPD efforts support the Department's policy objectives to secure the international rules-based order through the establishment of resilient democratic institutions that withstand malign influence, respect human rights, support rule of law, promote accountability, and advance the rights of historically marginalized groups and underserved communities. Examples include:

- **Small Grants Support U.S. Embassies:** DRL/PPD promotes democracy and human rights through small PD grant programs. For example, in 2020-2021, DRL/PPD supported the development of a program to help combat disinformation targeted at vulnerable senior citizens; to counter domestic violence in marginalized communities; and to help youth activists learn how to raise public awareness about human rights issues and navigate political institutions to advocate for their interests.
- **Due Diligence Guidance for U.S. Businesses:** In 2020-2021, the DRL/PPD team supported the launch of guidance to assist U.S. companies seeking to prevent their products or services with surveillance capabilities from being misused by foreign government end-users to commit human rights abuses. The guidance was a first-of-its-kind tool to implement the UN Guiding Principles on Business and Human Rights on the issue of surveillance-capable products and how to conduct due diligence. DRL's launch included media statements, a page on state.gov, a press roundtable, a social media toolkit, and business and NGO engagement.
- **2019 Human Rights Reports:** In March 2020, DRL/PPD led the rollout of the 2019 *Country Reports on Human Rights Practices*, a set of annual reports that promote accountability and help prevent a culture of impunity toward human rights violations and abuse. The Human Rights Reports are among the most-read U.S. government reports and provide information that is used by the U.S. Congress, Executive Branch, and courts, and serves as a resource for worldwide human rights advocates, lawmakers, scholars, multilateral institutions, and governments. One week after the team's social media campaign for the reports' launch, there were six times as many views of report pages on state.gov as there were during the same period in 2019.



COVID-19 and Government Transparency

In the spring of 2020, DRL developed resources for U.S. embassies and consulates to address the need for government transparency and accountability, full participation of civil society, and access to information during the global COVID-19 pandemic. Resources included a social media toolkit on government transparency; a webpage on COVID and Democracy, Rights, and Governance; and a Fact Sheet on U.S. Support for Democracy Human Rights and Good Governance in Global Response to the COVID-19 Pandemic.



BUREAU OF ECONOMIC AND BUSINESS AFFAIRS (EB)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$75,000	\$75,000	\$74,000	\$74,000	\$74,000

STRATEGIC OVERVIEW

The public diplomacy team within the Office of Economic Policy Analysis and Public Diplomacy (EB/EPPD/PD) supports EB’s strategic goals, with a particular focus on sustaining America’s competitive advantage and empowering economic growth and job creation. EB/EPPD/PD supports the first key priority of the Interim National Security Strategy (INSS), to “Protect the Security of the American People,” through targeted messaging on bureau efforts to combat terrorist financing, deploy secure information and communication technologies, implement economic sanctions, and ensure U.S. economic security. EB’s public diplomacy programs also uphold the second pillar of the INSS, to “Expand Economic Prosperity and Opportunity,” through targeted and mass messaging on trade, transportation, telecom and information technology security, and international finance. EB public diplomacy programs also uphold the third pillar of the INSS, to “Realize and Defend the Democratic Values at the Heart of the American Way of Life,” in areas such as trade, transportation, and international finance. The EB public diplomacy team is currently staffed with two Foreign Service Officers and one Civil Service employee.

ADVOCACY

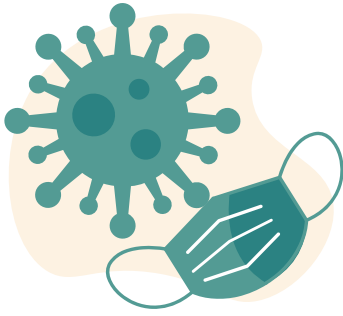
EB/EPPD/PD engages with foreign and domestic media and the public to explain economic policies and highlight the importance of the following bureau goals to America’s national security and prosperity: advocate for fair and reciprocal trade; enhance America’s economic security; strengthen the global digital economy with an open, interoperable, and secure internet; and strengthen broad-based economic growth and the economic empowerment of women in the United States and internationally.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

EB/EPPD/PD maintains a Twitter handle (@EconAtState) with over 13,000 followers and a Facebook page with 52,000 followers.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Information and Communication Technologies (ICT):** EB/EPPD/PD works closely with the Bureau of Global Public Affairs on international and domestic communications related to Information and Communication Technologies (ICT), with an emphasis on promoting economic growth and innovation, and the free flow of data. Messaging focuses on the deployment of secure, next generation ICT infrastructure to enable nations to realize the economic benefits of the digital economy. Continuous planning and coordination across the bureau ensure consistent messaging in public diplomacy outreach at posts abroad and support for bureau leadership domestically in arranging print, television, and interviews on ICT security.
- **Support for The Secretary’s Award for Corporate Excellence:** EB/EPPD/PD supports the celebration of the three American company winners of the Secretary’s Award for Corporate Excellence in the bureau’s priority categories of women’s economic empowerment, innovation, and sustainable energy security.
- **Collaboration with the U.S. Mission to the Organization for Economic Cooperation and Development (USOECD):** EB/EPPD/PD works with the U.S. Mission to the Organization for Economic Cooperation and Development on an expanded public diplomacy program to highlight U.S. Chairmanship of the 2021 60th anniversary Ministerial Council Meeting. This program features multilateral discussions on USG priorities such as climate change, inclusive growth, international taxation, trade for all, and efforts to champion high standards in the digital economy.
- **Intellectual Property (IP) Rights Protection:** EB/EPPD/PD developed eight projects around the world as well as multiple social media campaigns to support World Intellectual Property (IP) Day in April 2021. Owing to the pandemic, IP Public Diplomacy outreach activities were limited to virtual and social media channels. These adaptive channel methods enabled more than 66% of posts around the world to use these tools to conduct outreach connected to World IP Day or otherwise highlight the importance of intellectual property protections in fostering creative industries and innovation.
- **Collaboration with the Department of the Treasury on Sanctions Rollouts:** EB/EPPD/PD collaborated with the Department of the Treasury in media outreach and public messaging on over 1,400 sanctions actions.



Focus on International Transportation and Supply Chain Efforts

EB/EPPD/PD continues to engage in both broad and targeted outreach campaigns covering the pandemic response and U.S. efforts to protect Americans and lead economic recovery around the globe. Engagement with international organizations and industry groups helped restore international transportation links and facilitate the safe international movement of travelers and transport industry workers. These groups included the International Civil Aviation Organization (ICAO) and the International Maritime Organization (IMO) and industry groups such as Airlines for America, the International Air Transport Association, the Cruise Lines International Association, and the Seafarers International Union.

EB/EPPD/PD additionally kept the press and the public informed about USG supply chain efforts. This messaging included a focus on distribution and logistics issues related to the international allocation of surplus U.S. vaccines. EPPD also published press releases, statements, and responded to inquiries to inform international and domestic audiences on vaccine accessibility, equipment and other donations, and travel restrictions and exceptions. Finally, EPPD published public information and ensured Department Spokespersons broadcasted updates on the implementation of the Paris Club G20 Debt Service Suspension Initiative (DSSI).



BUREAU OF ENERGY RESOURCES (ENR)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$40,000	\$40,000	\$40,000	\$40,000	\$39,600

STRATEGIC OVERVIEW

The Bureau of Energy Resource’s public diplomacy team, located within the Office of Policy Analysis and Public Diplomacy (ENR/PAPD), supports the bureau’s efforts to develop and implement U.S. foreign policy on international energy issues. ENR/PAPD promotes a low emissions future that is inclusive and increases competitive energy and infrastructure development globally, energy security for the United States and its allies and partners, and energy for development that increases access globally and incorporates principles of energy justice to reliably meet growing demand.

ENR/PAPD also reinforces key bureau priorities focusing on sustainable energy, climate change, and regional and global energy security. The bureau works on issues and initiatives in the Indo-Pacific, Transatlantic Energy Security, support for sound energy governance in Latin America and the Caribbean, and Eastern Mediterranean Energy Diplomacy, and is the lead on the Energy Resource Governance Initiative (ERGI). ENR/PAPD supports the bureau’s role as principal advisor to the Secretary of State on energy security, policy, operations, and programs. ENR’s PD team currently consists of one Foreign Service Officer, one Civil Service employee and one Flex Connect assistant.

ADVOCACY

ENR’s broad messaging priorities for 2020 amplified advanced the energy component of the Interim National Strategic Security Guidance (INSSG), which underscored the United States’ interest in building a clean, resilient, and equitable energy future to address the risks posed by the climate crisis; expanded economic prosperity and opportunity; and helping allies and partners deter and prevent threats from adversaries.

Throughout the Covid pandemic, ENR/PAPD increased its outreach through virtual platforms to advance U.S. energy interests. This included hundreds of media mentions and dozens of primary interviews with bureau officials, in media outlets such as Reuters, the Financial Times, Bloomberg, Wall Street Journal, and CNBC. ENR/PAPD advocated for several key policy positions, including energy sanctions on Nord Stream 2 and resource supply chains covered by the Energy Resource Governance Initiative. This outreach effort included publication of three major op-eds, including one by the Bureau Assistant Secretary and the sitting Secretary of State.

Additionally, ENR/PAPD developed a “Civil Society and Think Tank Outreach Strategy.” In the pandemic-driven absence of in-person events, ENR/PAPD expanded outreach to new foreign and domestic think tanks focused on priority issues and offering diverse perspectives. This effort created new audiences and expanded their participation in a total of sixty-five events in 2020. ENR/PAPD also took the lead in developing regional initiatives, beginning with a virtual “European Outreach Strategy” with key foreign audiences. For example, ENR/PAPD’s event with the Warsaw Institute in Poland designed to expand Central European audiences generated 11,424 views on Facebook, 274 views on You Tube, and 221 views on Twitter.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

ENR/PAPD maintains a Twitter handle (@EnergyAtState), which has approximately 6,820 followers as of May 2021. Bureau followers include senior government officials, thought leaders, civil society, journalists, scholars, and the private sector. The bureau collects video presentations, documents, and relevant news articles and shares them via the bureau’s webpage, EnergyDiplomacy@State, and Twitter. The bureau also produced a feature film piece on the Energy Resource Governance Initiative, which reached global audiences.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

The ENR/PAPD team supports thematic outreach opportunities, including events and other public speaking opportunities for the Assistant Secretary, Deputy Assistant Secretaries, office directors, and action officers as appropriate.

- **International Energy Partnerships:** In January 2020, ENR/PAPD organized an “International Energy Partnerships” representational event for the Assistant Secretary to convene international energy thought leaders, foreign embassies, the private sector, journalists, and scholars in an open dialogue on critical energy minerals and the global energy transition. The January reception was attended by more than 24 foreign missions, more than half at the Ambassador or Deputy Chief of Mission level, and dozens of additional external stakeholders. This event allowed ENR to lay out the Bureau’s vision for the year, reinforcing ENR’s diplomatic role as the U.S. lead for international energy policy. The event led directly to several high-level meetings for ENR leadership, and other ENR officers, allowing the Bureau to leverage State Department’s convening power to advance energy policy goals.



BUREAU OF INTERNATIONAL NARCOTICS AND LAW ENFORCEMENT AFFAIRS (INL)

The bureau receives no Public Diplomacy (.7) program funds.

STRATEGIC OVERVIEW

The Public Affairs and Public Diplomacy (PAPD) unit of the Bureau of International Narcotics and Law Enforcement Affairs (INL) is housed within the Strategy, Communications, and Outreach unit (INL/SCO). INL/PAPD's efforts encompass foreign and domestic audiences and are divided into responsive press-related work as well as more proactive media and public outreach, which includes social media. The responsive outreach includes responding to foreign and U.S. media queries and crafting messaging guidance for the Bureau of Global Public Affairs (GPA). In addition to advancing the U.S. international narcotics and law enforcement agenda through traditional press, digital engagement, and public outreach events, INL/ PAPD collaborates with the Bureau of Educational and Cultural Affairs (ECA) and GPA to generate online content and plan exchanges based around INL-related topics. When fully staffed, the Washington, D.C.-based team consists of three Civil Service employees and one Foreign Service Officer.

ADVOCACY

INL/PAPD works directly with U.S. embassies and Department of State media hubs worldwide to amplify engagement on INL topics to local audiences, particularly when INL principals travel overseas or when INL announces new partnerships or action related to illicit drugs, corruption, transnational crime, and criminal justice sector reform. INL worked across the Department to establish the first Anticorruption Champions Award, launched by the Secretary of State in February 2021. This award honored 12 individuals from around the world who have worked tirelessly, often in the face of adversity, to defend transparency, combat corruption, and ensure accountability in their own countries.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

INL/PAPD maintains a Facebook page and a Twitter handle (@StateINL) for the bureau and uses these channels to disseminate a steady stream of content. INL/PAPD also coordinates with posts and GPA to amplify much of this content with overseas audiences, as applicable. As of May 2021, the Twitter handle had more than 17,000 followers. Finally, INL/ PAPD works with GPA to create content to be shared on its social media platforms, including the DipNote blog (<https://blogs.state.gov>), the ShareAmerica website (<https://share.america.gov>), and the @StateDept Twitter platform.



BUREAU OF INTELLIGENCE AND RESEARCH (INR)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$5.76 million	\$0	\$0	\$0	\$0

**All former PD funding was transferred from the D&CP .7 account to INR's base budget.*

STRATEGIC OVERVIEW

The Bureau of Intelligence and Research's Office of Opinion Research (INR/OPN) supports U.S. public diplomacy by providing analyses of foreign public opinion to the Secretary of State, State Department and White House officials, and other policymakers across government. INR/OPN's products offer a detailed, nuanced understanding of foreign public opinion. With this knowledge, PD practitioners can develop and implement programs designed to inform and influence intended audiences more effectively. Research is carried out at the direction of INR's Assistant Secretary in consultation with regional bureaus and posts. Each year, the office develops a global research plan that targets priority countries and issues and designs customized studies in response to urgent or emerging policy priorities. INR/OPN's reports are distributed through electronic mailings as well as unclassified and classified websites.

In 2020, INR/OPN produced more than 200 polls and qualitative research projects to support its research objectives. Owing to the COVID-19 pandemic, this number is down slightly from the 225 polls produced in 2019 as the office retooled its methodology from face-to-face interviews to telephone surveys. The office will likely conduct at least as many in 2021. INR/OPN's team consists of regional and methodological experts who assess the impact of public opinion on the policies and actions of foreign leaders and identify opportunities and challenges for U.S. public diplomacy and strategic communication.

Based in Washington, D.C., the office has 35 staff members in four polling divisions: Europe and Eurasia, the Near East and South Asia, East Asia, and Africa and the Americas. The staff also includes a global issues analyst and dedicated methodologists. In 2020, the office added a unit (one chief and two analysts working on contract) dedicated specifically to Audience and Influence Research, to gauge the impact of foreign influence efforts and help PD practitioners identify effective messages and channels of communication. INR/OPN polling analysts manage all phases of quantitative and qualitative research projects, including methodology and sample design, questionnaire design, field firm oversight, translation, pretesting, and quality control. Polling analysts periodically travel to the region to meet with embassy personnel, evaluate public opinion research facilities, meet and train foreign researchers, and observe focus groups.

In August 2020, INR added a public affairs officer position to the INR front office. The INR PAO directs INR outreach to other bureaus within the Department of State, other agencies in the intelligence community, and to the public, and coordinates the INR Assistant Secretaries public engagements.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

INR does not maintain a social media presence.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Surveys:** In 2020, INR's research throughout the East Asia and Pacific region materially contributed to EAP/ PD understanding of the perception of the U.S. and China in the region. INR-commissioned surveys and focus groups in East and Southeast Asia revealed a deep divide in public perceptions of China across the region, and disagreement about the roles that they see Beijing and Washington playing. This information continues to inform U.S. public diplomacy outreach strategies. In addition, INR's research in Europe, Africa, Latin America, and the Middle East helps public diplomacy practitioners better understand the impact of Russian disinformation efforts in these regions. Disinformation and misinformation generally, and influence efforts specifically, have been an increasing theme around which INR has developed its research for the past few years.
- **Specialized Products:** INR/OPN conducts strategic communications profiles for individual countries on specific issues to provide information on the public environment for strategic planning purposes. INR/OPN also carries out deep dives and briefings on topics of strategic interest and occasionally completes analysis that can be shared with key non-U.S. government stakeholders.



BUREAU OF INTERNATIONAL SECURITY AND NONPROLIFERATION (ISN)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$7,290

STRATEGIC OVERVIEW

The Bureau of International Security and Nonproliferation (ISN) seeks to prevent the spread of weapons of mass destruction (WMD), their delivery systems, and advanced conventional weapons capabilities and to roll back such proliferation where it has already taken root. ISN's Office of Congressional and Public Affairs (CPA) supports bureau efforts to track, develop, and implement effective responses to proliferation threats and shape the international security environment to prevent their recurrence. Formerly known as the Strategic Communications and Outreach (SCO) office, the name change to CPA emphasizes its legislative affairs role without diminishing the relevance of its public diplomacy function. The ISN/CPA team includes seven Foreign Service and Civil Service positions and one contractor.

ADVOCACY

ISN/CPA conducted extensive advocacy through print and television media, think tanks, universities, and other nongovernmental organizations. Major public messaging and public engagement through the press focused on Iran's continuing proliferation activities and the negotiations for a new Joint Comprehensive Plan of Action (JCPOA) agreement. Other public messaging strategies and outreach focused on China's Military-Civil Fusion (MCF) and the Nuclear Nonproliferation Treaty Review Conference.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

ISN maintains a Facebook page (@StateDepartment.ISNBureau) and a Twitter handle (@StateISN). As of June 2021, the Facebook audience numbered more than 48,000, and Twitter followers reached a total of 5,000. Twitter is by far the more active account and has been a useful vehicle for communicating to expert communities on the priority campaigns listed above.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Iran Outreach:** ISN worked in tandem with the Office of the U.S. Special Representative for Iran, the Bureau of Near Eastern Affairs and the Office of the Spokesperson to maintain maximum pressure on Iran and to keep its nuclear safeguards violations in full public view.
- **PRC MCF Outreach:** ISN/CPA designed and executed a public outreach campaign on the PRC MCF strategy and the PRC's acquisition, through licit and illicit means, of advanced technologies with potential military uses. This public outreach campaign included ISN briefing members of Congress and their senior staff, conducting interviews with major U.S. and international print and television news outlets, and organizing dozens of outreach events for academics, think tanks, businesses, and other non-governmental entities.
- **Countering Russian and PRC Disinformation on Civil Nuclear Cooperation:** Using ISN/CPA funds, the ISN PD team coordinated with the offices of Nuclear Energy, Safety, and Security, and Policy Coordination, and the bureaus of European and Eurasian Affairs and Intelligence and Research to develop and implement PD programs in Eastern Europe. These programs were designed specifically to counter Russian disinformation targeted at U.S. civil nuclear cooperation in those countries. These initiatives utilized third party NGOs and think tanks to amplify both traditional and social media actors already disposed to be critical of Russian civil nuclear programs in their countries.



BUREAU OF OCEANS AND INTERNATIONAL ENVIRONMENTAL AND SCIENTIFIC AFFAIRS (OES)

FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$816,000	\$430,000 + \$5.19 million*	\$300,000	\$298,000	\$298,000	\$297,990

*One-time funding for public outreach on mosquito-borne diseases, including Zika.

STRATEGIC OVERVIEW

OES leads U.S. diplomacy on issues related to environment, science, technology, and health (ESTH). This work protects U.S. citizens at home and abroad and strengthens U.S. economic prosperity. The Office of Policy and Public Outreach (OES/PPO) plans and coordinates the bureau’s public diplomacy efforts, working with other relevant State Department offices and the interagency community. OES/PPO also leads public diplomacy programs through its 12 regional ESTH Hubs located around the world. The Hubs, headed by regional ESTH officers (REOs), coordinate and support the public diplomacy efforts of U.S. missions on the OES suite of issues, including managing outreach funds from the Office of the Under Secretary for Public Diplomacy and Public Affairs.

ADVOCACY

To advance U.S. policies on ESTH issues worldwide, the United States builds broad coalitions; public diplomacy is vital in boosting international public engagement and support for these alliances. Public diplomacy efforts communicate policies that build global health security capacities to prevent and stop the spread of disease; combat the climate crisis; protect oceans and marine livelihoods; promote improved air and water quality; ensure the peaceful use of outer space; and combat wildlife trafficking.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

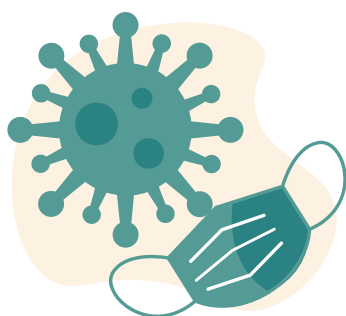
In 2020, OES became a consistent, trusted source of high-quality social media materials for other bureaus and U.S. embassies and consulates around the globe. Through its timely social media toolkits, OES provided cleared content and copyright-free images on key initiatives such as climate change, space diplomacy, Arctic governance, and forest and ocean conservation. The OES Facebook account maintains a significant global reach with more than 2.1 million followers. The OES Twitter account continued to grow at a rapid rate to more than 16,000 followers, and the OES Instagram account (launched in 2019) grew from 400 to more than 1,800 followers.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Science Envoys Program:** The U.S. Science Envoys Program is a public diplomacy initiative that leverages eminent U.S. scientists to demonstrate American leadership and expand international engagement in science, technology, and innovation. Science Envoys accomplish this by building peer-to-peer connections among host country researchers and the U.S. scientific community; advocating for American scientific values, including diversity, openness, innovation, collaboration, transparency, science communication and research integrity; promoting science education and the role of science for society; and advising the U.S. government on programs and funding opportunities that may support collaborative activities. Since the program’s inception, 23 prominent scientists and engineers, including Nobel Laureates, have served as Science Envoys, traveling to more than 50 countries. Past Science Envoys highlighted themes such as air quality, oceans/marine resources, health security/infectious disease, and space. The program’s 2021 “Lasting Legacy” videos highlighted former U.S. Science Envoys and their impacts.
- **Global Learning and Observations to Benefit the Environment (GLOBE) Program:** OES continues to engage students and citizen scientists worldwide through GLOBE, a 25-year-old U.S. government international science and education program led by the National Aeronautics and Space Administration (NASA) and supported by the Department of State, the National Science Foundation, and the National Oceanic and Atmospheric Administration. The Department of State serves as the intermediary between NASA and foreign governments, coordinating GLOBE membership agreements and cultivating bilateral relationships under the program.



- **Mosquito-borne Diseases:** OES/PPO leads international public diplomacy efforts on Zika and other mosquito-borne diseases, in close coordination with the Office of International Health and Biodefense (OES/IHB). This work supports the Global Health Security Agenda (GHSA), which seeks to improve international preparedness to prevent, detect, and respond to infectious disease threats. Public diplomacy projects have focused on engaging international publics in Zika-impacted countries through citizen science, professional exchanges, cultural outreach, science cooperation, and innovation-inspiring TechCamps. In 2021, through the GLOBE Zika Education and Awareness project, OES funded an initiative to disseminate NASA's GLOBE Mosquito Habitat Mapper App to schools, universities, and community groups around the world, and citizen scientists have uploaded more than 100,000 data points to the NASA database.
- **Air and Water Security Outreach:** OES/PPO supports international public outreach on high-profile OES ESTH initiatives such as air quality and water security to encourage joint action and build international support for U.S. policies on these and other global threats. In 2020, OES hosted virtual events on water management in the Mekong River Basin and waste management. Throughout 2020, OES provided messaging coordination on outbreaks of Ebola and for the worldwide COVID-19 pandemic.



The Zoohackathon

Launched in 2016, “Zoohackathon” is a global competition that brings teams of university students, coders, and conservationists together to create innovative technology solutions to combat wildlife trafficking challenges. U.S. embassies and consulates partner with local governments, wildlife conservation NGOs, and private sector technology companies to host 48-hour events to raise awareness about wildlife trafficking and develop ideas for low-cost, shareable IT solutions that can help combat this illegal activity. Teams of participants work on problem statements that address real wildlife trafficking challenges faced by governments and conservationists.

Despite the unprecedented challenges posed by COVID-19, the Zoohackathon 2020 (ZH2020) prevailed in a new virtual format, significantly expanding its participation. The

ZH2020 team worked with five posts overseas and local NGO implementers to organize and promote, run, and provide prizes for four regional events (in Europe, the Middle East, Africa, and Southeast Asia) and one single-country event (in Brazil). Overall, ZH2020 virtually convened almost 700 participants from 38 countries and generated more than 60 innovative technology solutions.

As COVID-19 increased global attention regarding the risks that wildlife trafficking and consumption pose for zoonotic disease emergence and spread, the 2020 Zoohackathon also worked with new and innovative global and regional partners (including TechSoup, the Free Spirit Foundation, Brazil’s Founder Institute, and the African Wildlife Foundation) to address these issues, reaching almost 10 million people worldwide. BioUp from Brazil won the 2020 Zoohackathon competition with an app for law enforcement officials that uses blockchain technology to verify whether animals come from legal breeding sites based on a license or band number.



BUREAU OF POLITICAL-MILITARY AFFAIRS (PM)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned
\$8,000	\$0	\$0	\$0	\$0

STRATEGIC OVERVIEW

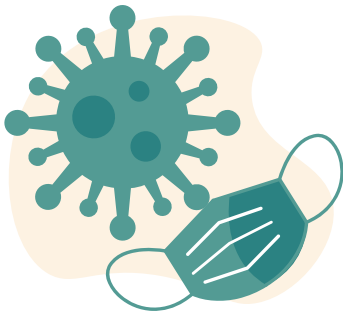
The Bureau of Political-Military Affairs' Office of Congressional and Public Affairs (PM/CPA) is responsible for facilitating effective communication and interaction between PM and Congress, foreign and domestic journalists, industry leaders, the nongovernmental organization community, and the general public. In the area of public diplomacy, PM/CPA engages audiences both directly and via regional bureaus and embassies to highlight the State Department's role in building strong partnerships through security assistance and programs that enhance human security in post-conflict environments, including international peacekeeping, security-sector reform, clearance of unexploded ordnance, and securing potentially at-risk small arms and munitions. PM/CPA has a staff of three Civil Service employees, one Foreign Service Officer, and three contractor positions covering media monitoring, speechwriter, and graphic design services.

ADVOCACY

In 2020, PM/CPA fielded 1,155 media inquiries from major U.S. and international news outlets to defense industry press, bloggers, academics, and other major opinion-shapers on military and international security issues. Major PM/CPA-led campaigns focused on the announcements of major U.S. arms sales to partner nations, sustaining international attention and donor support for humanitarian landmine clearance, securing advanced conventional arms in post-conflict countries, and emphasizing the State Department's role in providing security assistance and capacity building to U.S. allies and partners through training programs and transfers of defense equipment. Additionally, PM/CPA provided support to the Bureau of International Organizations in publicizing the UN Day of International Peacekeepers and the UN International Day of Mine Awareness and Assistance in Mine Action.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

PM has a Twitter handle (@StateDeptPM), which is updated daily and maintained by all PM/CPA members. As of December 2020, it had 28,627 followers, a 41% increase over the previous year. PM also develops content for use by GPA on other social media platforms, as warranted.



Responding to the Global Pandemic via Content Generation

The pandemic contributed to the lowest level in media inquiries fielded by PM/CPA in more than ten years, with a 14 percent decrease over the previous year's total. Other variables may have contributed as well, to include fewer high-profile defense sales and a shift in media attention away from defense trade and security cooperation issues. At the same time, PM/CPA also seized several opportunities to highlight bureau responses to the global pandemic via content generation, press engagement, and social media, including:

- Publicizing the authorization to repurpose previously delivered field hospitals and military equipment for international peacekeeping deployments to support COVID-19 response in several African and Western Hemisphere countries.
- Highlighting the contributions of PM's Foreign Policy Advisors embedded at U.S. Transportation Command and U.S. Southern Command in coordinating with U.S. missions to expedite DoD deliveries of medical equipment to support COVID-19 responses.
- Featuring stories about efforts to facilitate increased remote work by U.S. defense manufacturers, allowing the United States to remain the world's partner of choice of U.S. manufactured defense equipment.
- Promoting social media campaigns showcasing efforts by PM-funded humanitarian demining NGOs to transport survey and clearance teams to rural and inaccessible regions to provide deliveries of personal protective equipment and other medical goods essential to COVID-19 response.



BUREAU OF POPULATION, REFUGEES AND MIGRATION (PRM)

The bureau receives no Public Diplomacy (.7) program funds.

STRATEGIC OVERVIEW

The Bureau of Population, Refugees, and Migration (PRM)'s public diplomacy efforts at home and abroad have two objectives: 1) to generate goodwill for the United States by increasing recognition of its role as the world's largest provider of humanitarian assistance, and 2) to advocate for displaced and vulnerable populations affected by conflict through U.S. leadership and humanitarian diplomacy. PRM's public diplomacy and press team members conduct public outreach via speeches, public events, traditional media relations, social and digital media, fact sheets, and pamphlets for public dissemination. They also encourage officers at U.S. embassies and consulates to include refugee and migration issues in their PD outreach efforts, specifically through the PRM's network of refugee coordinators at U.S. embassies around the globe. The unit works closely with the bureaus of Global Public Affairs and Educational and Cultural Affairs to enhance press and public diplomacy objectives to build public support for U.S. policies and U.S.-funded programs through traditional media engagement, social media, and educational and cultural programs that include refugee audiences. PRM's Public Diplomacy and Press Team is staffed with two Foreign Service Officers and one Civil Service employee.

ADVOCACY

The PRM PD unit interacts daily with the media, and PRM principals often provide media interviews on high-profile issues, including, in the past year, the U.S. response to humanitarian crises in Syria, Burma, Bangladesh, Ethiopia, Yemen, South Sudan, and Venezuela. These efforts highlighted the U.S. government's leadership in providing humanitarian assistance and diplomatic efforts to prevent and resolve humanitarian crises.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

PRM maintains a Facebook page (@State.PRM) with nearly 70,000 followers, a Twitter handle (@StatePRM) with more than 20,000 followers, and an Instagram account (@StatePRM) that has nearly 2,000 followers as of June 2021.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **U.S.-Hosted Top Ten Humanitarian Assistance Donors Meeting:** On the margins of the UN General Assembly, the PRM PD unit supported the Deputy Secretary of State's role in leading a meeting of the world's top humanitarian assistance donors to generate a response to the global forced displacement crisis. Messaging about the event focused on the U.S. role as a convening power for international cooperation in the realm of humanitarian assistance.
- **Rohingya Donor Conference:** To sustain support for the international response to alleviating the suffering of forcibly displaced Rohingya in South and Southeast Asia, the PRM PD unit led U.S. efforts to co-host a unique virtual donor conference in October 2020. Representatives of all four co-hosts (the USG, the United Kingdom, the European Union, and the UN Refugee Agency) participated in a State Department-hosted Media Hub press briefing and issued joint statements before and after the conference. The effort raised nearly \$600 million in humanitarian aid commitments to sustain the response.



U.S. Agency for Global Media



AlhurraTV News Program, Middle East Broadcasting Networks





U.S. AGENCY FOR GLOBAL MEDIA (USAGM)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Planned	FY 2022 Requested
\$794.00 million	\$803.50 million	\$800.30 million	\$823.50 million	\$810.00 million	\$810.40 million

OVERVIEW

The U.S. Agency for Global Media (USAGM), formerly the Broadcasting Board of Governors (BBG), is the federal government agency responsible for managing all civilian U.S. international media. It oversees six entities, two that are federal public service media – the Voice of America (VOA) and the Office of Cuba Broadcasting (OCB) – and four that are public service media or technology grantees – Radio Free Europe/Radio Liberty (RFE/RL), Middle East Broadcasting Networks (MBN), Radio Free Asia (RFA), and the Open Technology Fund (OTF). USAGM’s networks aim to be a force multiplier in a shared mission that is vital to U.S. national interests: to inform, engage, and connect people around the world in support of freedom and democracy.

As an independent U.S.-funded international media organization, protected by a Congressionally mandated “firewall” that prohibits editorial interference, USAGM has a responsibility to provide accurate, objective, and professional news and information to work on behalf of U.S. national interests and in the service of U.S. public diplomacy and national security.

Collectively, in FY 2020, USAGM’s networks reached more than 354 million people across the world each week, distributing news and information programming in 62 languages to more than 100 countries. Radio services, including shortwave, medium wave (AM), FM, and satellite reached 135 million people a week. Terrestrial and satellite TV services reached 204 million people a week. USAGM’s internet platforms, including livestreaming, mobile devices, and social media tools, reached 136 million people a week. OTF, launched in 2019 as an independent, non-profit organization to advance internet freedom in the world’s most repressive environments, continued to ensure that all people – including USAGM’s journalists, sources, and audiences – can safely access the uncensored internet to freely seek, receive, and impart information while protected from intrusive surveillance.

Consistent with the American commitment to free speech and free expression, USAGM’s networks have a mandate to advance U.S. foreign policy and national security by providing accurate, professional, and compelling journalism and other content that informs international audiences and stimulates debate in societies where independent media are not fully established. USAGM’s networks demonstrate American values to the world. Among those values are freedom, transparency, and equality of opportunity. Societies that embrace them are more likely to support U.S. interests because they tend to enjoy greater stability and prosperity, are less vulnerable to terrorism and extremism, and make better political allies and trade partners.

USAGM’s journalism serves as a model of free media. Agency journalists are committed to providing unbiased, credible, and comprehensive news and information to audiences who lack access to objective news sources and are susceptible to disinformation and extremist rhetoric. USAGM’s networks pursue their shared mission through their programming as well as through close cooperation with on-the-ground media affiliates. These partnerships, overseen by USAGM, enable the networks to bring content into local markets and establish connections to institutions that can stimulate civil society and bolster democratic principles. They ensure that USAGM’s networks can provide quality content and share delivery channels and other resources in a way that is cost effective for the American taxpayer.

USAGM’s networks also offer unique value during crises. When events dictate, they respond with content production and distribution to ensure critical and timely information is widely available. For example, at the onset of the COVID-19 pandemic, most USAGM networks and language services launched special programming segments and dedicated web pages to cover the issues in their respective markets. USAGM’s networks also devoted significant attention to exposing COVID-19-related disinformation campaigns, debunking specific falsehoods and misconceptions, as well as explaining the tactics and methods of health-related propaganda and conspiracy theories.

Similarly, after the February 1, 2021, coup in Burma and the military government’s clampdown on all independent media, USAGM increased the number of broadcast hours for both VOA and RFA’s Burmese programs via medium wave and shortwave radio, satellite, and regional affiliate partners to ensure the public has access to accurate and uncensored information in a time of upheaval. In addition, OTF provides internet anti-censorship tools to help audiences worldwide break through government-imposed information firewalls and protect their online privacy. Thus, by remaining a source of accurate and reliable information for audiences around the globe, and by making sure audiences have access to that information, USAGM’s public service media empower people with critical information in moments of uncertainty.

Telling America’s story and explaining U.S. policy to international audiences are key parts of USAGM’s legal mandate. To that end, VOA provides comprehensive regional and world news to local audiences. It also accurately presents significant American thought and institutions to inspire people around the world, especially those living under repressive regimes, to support democracy. RFE/RL, RFA, and the OCB act as surrogate broadcasters, providing access to professional and fact-based regional and local news in countries subject to press restrictions. MBN serves as a hybrid of the two models, providing accurate and comprehensive news about the Middle East and the United States.

In recent years, particularly, USAGM has encountered obstacles to its mission. Namely, the Chinese government further limited VOA’s ability to report from China, while the Belarusian government revoked the accreditations of all RFE/RL and Current Time correspondents in Belarus. The Russian government expanded its foreign agent law and labeling requirements in an attempt to drive RFE/RL out of the country by establishing hefty fines and potential criminal liability for those reporting for, cooperating with, or even disseminating material created by USAGM’s networks without bearing intrusive “foreign agent” labels. Still, USAGM reporters and stringers continue to take great risks to work in some of the most difficult environments around the world – from Burma and China to Turkmenistan, Syria, Mali, and Venezuela.



USAGM also continues to expand the number of languages in which it creates and disseminates content. After the successful 2019 re-launch of RFE/RL's Romanian and Bulgarian Services, in September 2020, RFE/RL relaunched its Hungarian Service, which had been closed since 1993, in response to the dramatic constriction of the country's media landscape and its steep decline in media freedom.

Today, USAGM operates on media platforms far beyond traditional television and radio broadcasts: the internet, mobile, smart televisions, OTT (over-the-top) platforms, and digital radio. In many markets, USAGM's networks have significantly expanded on digital platforms, working to circumvent government censorship and restrictions. This became especially important during the COVID-19 pandemic, as people, particularly in countries that lack free media, relied upon USAGM's content for accurate and reliable information.

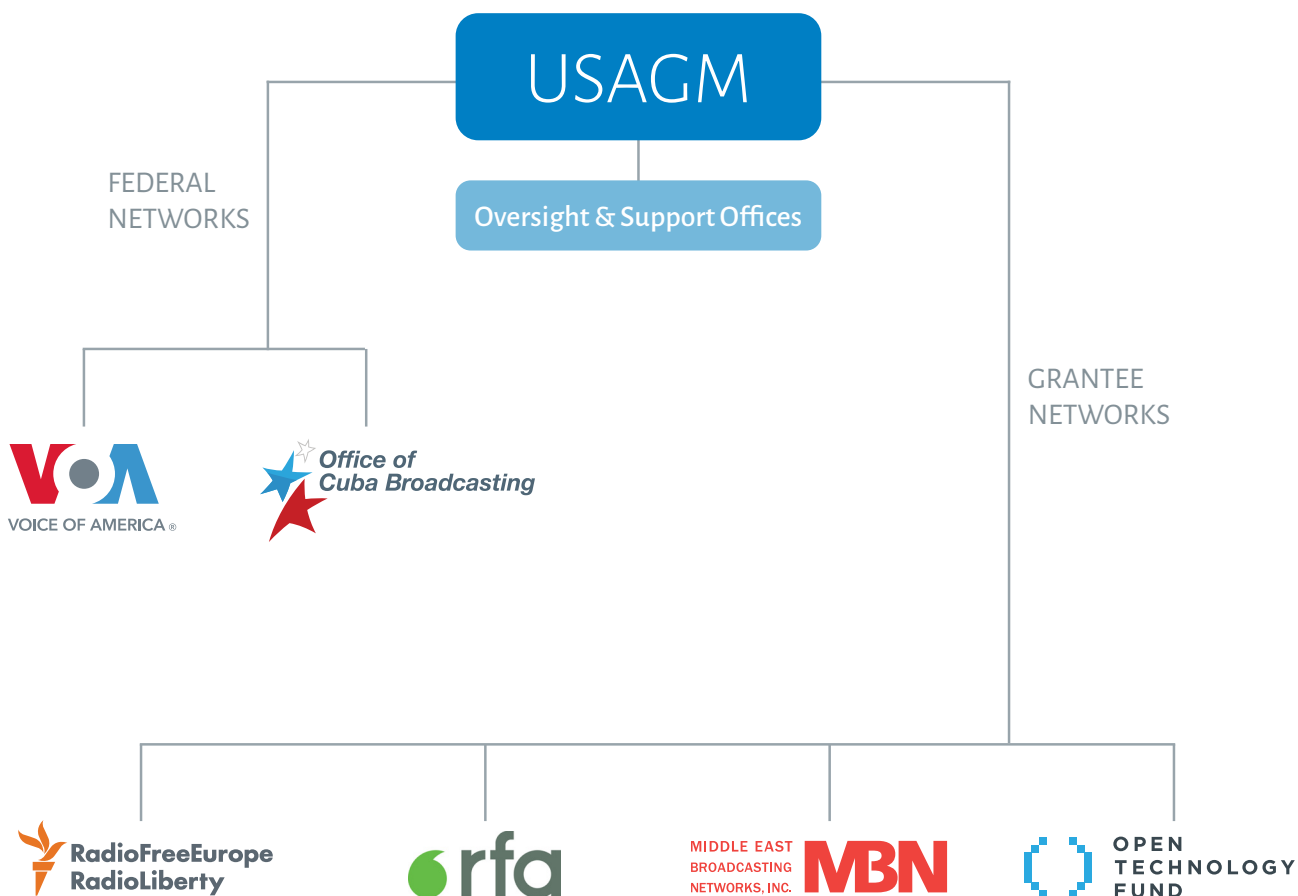
Among USAGM's most significant efforts has been its continuous coverage of the Chinese Communist Party's (CCP) persecution of Uyghur people and its attack on the Uyghur culture. RFA's Uyghur Service has been at the forefront of covering the mass detentions of Uyghurs and other Muslim minorities in China's Xinjiang Uyghur Autonomous Region. Its reporting has earned several major awards and has been cited by leading global outlets, human rights groups, prominent academics, members of the U.S. Congress, and presidential administrations. In response, the Chinese state has launched a smear campaign against RFA Uyghur and its reporters, imprisoning dozens of their family members back home. In the Middle East and Central Asia, where people know very little about the Uyghur humanitarian crisis owing to China's growing political and economic influence there, MBN and RFE/RL are keeping the spotlight on the issue and continue to highlight stories and interviews featuring former detainees and their family members.

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USAGM OVERSIGHT AND SUPPORT OFFICES*

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$56.90 million	\$52.90 million	\$56.50 million	\$54.60 million	\$48.80 million

*Formerly known as the International Broadcasting Bureau (IBB).

USAGM's operational offices include the General Counsel; Chief Financial Officer; Public Affairs; Congressional Affairs; Policy and Research; Internet Freedom; Management Services (Contracts, Human Resources, Civil Rights, and Security); and Policy (Editorials). These offices support USAGM operations, providing the following functions: researching the reach and impact of content; strategic planning; financial services, such as payroll and invoice payment; awarding and administering contracts; supporting personnel; conducting relations with Congress, the media, and other interests; and ensuring physical security.

TECHNOLOGY, SERVICES, AND INNOVATION (TSI)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$177.10 million	\$183.30 million	\$175.70 million	\$176.40 million	\$177.50 million

USAGM's Office of Technology, Services, and Innovation (TSI) manages a broad range of technical and infrastructure functions, including 1) delivering program content for all USAGM networks through transmitting sites and an extensive system of leased satellites and digital circuits, and 2) providing information technology support to offices throughout USAGM. TSI strives to distribute USAGM's multimedia content in the most cost-effective and efficient manner, while also seeking to place content on as many platforms as are available to audiences in their varied markets. The Office manages more than 100 transmitting sites worldwide that deliver shortwave, medium wave, FM, and TV broadcasts. TSI also oversees the Office of Business Development, which coordinates USAGM's relationships with a network of over 4,100 affiliate partner stations and trains thousands of journalists and independent media personnel in USAGM's target markets.

BROADCASTING CAPITAL IMPROVEMENTS (BCI)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$5.80 million	\$5.10 million	\$15.90 million	\$9.20 million	\$9.70 million

Broadcasting Capital Improvements (BCI) provides funding for large-scale capital projects as well as improvements to and maintenance of USAGM's global transmission network and digital multimedia infrastructure. TSI manages many of the BCI projects at USAGM. The BCI account also supports capital projects managed by USAGM's Office of Security, VOA, and OCB.



BY THE NUMBERS

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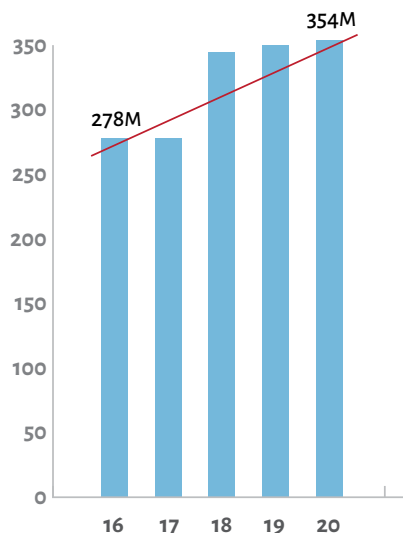
ANNUAL BUDGET
\$810.4 million

EMPLOYEES
3,694

LANGUAGES
62

AUDIENCE
354 million

AUDIENCE GROWTH



DIGITAL GROWTH
30 million
Weekly Average
Web & Mobile Visits

Social Media EXPANSION

USAGM networks engage with audiences on:

- Facebook
- Twitter
- YouTube
- Instagram
- OK.ru
- Telegram
- Vkontakte
- WhatsApp
- WeChat

AUDIENCE GROWTH 2016-2020
UNDUPLICATED WEEKLY AUDIENCE

WORLDWIDE OPERATIONS

50

Overseas bureaus and production centers

1,500
Stringers/reporters

Nearly

200

Operational transmitters for TV, FM, MW & SW at 100 transmission sites in over 40 countries worldwide

AFFILIATES

99

Number of USAGM affiliates that air custom or interactive segments



Over 4,100

television, radio and digital affiliates across the globe



VOICE OF AMERICA (VOA)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$256.20 million	\$250.60 million	\$253.10 million	\$253.50 million	\$257.00 million

Languages: 47

Countries: 100+

Measured Weekly Audience (2020): 278 million

Each week, VOA brings news and information about the U.S. to an audience of more than 278 million people in more than 100 countries in 47 languages. The network not only engages audiences in discussions about U.S. policy, world events, and significant American thought and institutions, but also enhances respect for the United States as a democratic nation that values individual freedom, truth, and equality of opportunity.

For people living under repressive regimes marked by strict censorship and state-sponsored disinformation, VOA remains a critical provider of balanced and objective reporting. Its tagline, “A Free Press Matters,” reinforces its longstanding role as a global model for independent, fact-based, and balanced journalism.

VOA draws most of its audiences from a broad network of TV, digital, and radio affiliate partners. It supplements those partnerships with USAGM-licensed FM stations, primarily in Africa. VOA’s vernacular languages are a low-cost means of reaching beyond urban elites to audiences most vulnerable to misinformation and extremist recruitment. The network still uses shortwave transmission as a special-purpose tool to reach places where Islamic extremists continue to operate, such as rural Africa, and in information-deprived societies, such as North Korea and Tibet.

USAGM’s research demonstrates that VOA’s weekly measured audience — the adult population that uses VOA content on a weekly basis — has grown steadily as USAGM has expanded its broadcast placement and offered new digital products. VOA content is produced so it can be consumed via the consumer’s preferred platform(s), including social media, websites, mobile streaming, audio and video podcasts, direct-to-home satellite, cable, OTT, and targeted FM streams. Much of recent audience growth originated in the effort to “super-serve” younger audiences in crowded and competitive markets through innovative programming and diverse delivery platforms.

OFFICE OF CUBA BROADCASTING (OCB)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$29.10 million	\$28.70 million	\$24.90 million	\$19.80 million	\$13.00 million

Languages: 1

Countries: 1

Measured Weekly Audience (2020): 1 million

OCB, through *Radio Televisión Martí* and radiotelevisionmartí.com, offers a multimedia service of professional news and information to Cuba. *Radio Televisión Martí* aims to inform and engage the Cuban people by providing credible news and information and to encourage freedom and democracy through programs that focus on human rights, individual freedoms, and entrepreneurship. OCB uses shortwave, medium wave radio, satellite radio, internet, and social media, including digital audio-visual material, to help reach audiences in Cuba.

As access to technology expands on the island, *Radio Televisión Martí’s* reach also increases. In 2020, usage of the *Radio Televisión Martí* Facebook page grew by 32%. Use of Martí Twitter and Instagram platforms has grown by over 50% and the views from Cuba on the Network’s YouTube page have risen to over 1.2 million.



RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$124.00 million	\$124.50 million	\$124.60 million	\$124.30 million	\$126.50 million

Languages: 27

Countries: 23

Measured Weekly Audience (2020): 41.1 million

RFE/RL serves as a critical media source in countries where a free press is either banned by the government or not fully established, providing what many people cannot obtain locally: uncensored news, responsible discussion, and open debate. The network broadcasts in local languages across Eastern and Central Europe, Central Asia, and Southwest Asia. It also reaches Russian-speaking audiences globally via Current Time, a 24/7 Russian-language digital and television network led by RFE/RL in cooperation with VOA.

RFE/RL's programming focuses on local and regional developments in places where government intimidation, censorship, economic hardship, ethnic and religious intolerance, violent extremism, and other threats remain – and where independent journalists often face great risk, including in Iran, Afghanistan, Pakistan, Ukraine, Belarus, and Russia. Based on the principle that a major requirement of democracy is a well-informed citizenry, the network's independent journalism seeks to provide fair and objective news, analysis, and discussion of domestic, regional, and international issues crucial to healthy democracies and free markets. RFE/RL also strengthens civil societies by projecting democratic and pluralistic values, combats all forms of intolerance, and promotes mutual understanding among peoples. In addition, it provides a model for local media, assists in training to enhance media professionalism and independence, and develops partnerships with local media outlets.

RFE/RL operates on all digital platforms, as well as TV and radio, matching the modality to the market. The scope of its newsgathering operations is unmatched in the region, featuring a network of 21 local news bureaus and an extensive freelance network. This proximity to audiences allows RFE/RL to produce compelling, locally oriented programming in a cost-effective manner.

RADIO FREE ASIA (RFA)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$44.00 million	\$45.20 million	\$44.20 million	\$46.40 million	\$47.60 million

Languages: 9

Countries: 6

Measured Weekly Audience (2020): 49.50 million

RFA delivers uncensored, accurate domestic news and information to audiences in China, Vietnam, North Korea, Laos, Cambodia, and Burma (Myanmar), where free speech and press freedoms are heavily restricted. For residents of these countries, RFA's in-depth, unflinching journalism provides a lifeline to the truth and counters authoritarian disinformation narratives. The network offers a platform for ordinary people to voice opinions and share perspectives that would otherwise be censored or ignored by state-controlled media.

Issues addressed in features and programming among RFA's nine language services include human rights abuses; religious, ethnic, and racial persecution; corruption; forced land confiscations; China's elimination of Hong Kong autonomy and its citizens' active resistance; exposing and countering disinformation and deep fakes; North Korean saber-rattling; China's growing global reach and influence; COVID-19 and other health risks; preservation of minority cultures in China; and a range of other cultural and human-interest stories. RFA's investigative reporting on China's economy, environment, human trafficking, and human rights violations has earned numerous awards from the Society of Professional Journalists, the Radio Television Digital News Association, the Hong Kong Journalists Association, the Alliance for Women in Media, the International Women's Media Foundation, Amnesty International, the Global Sergei Magnitsky Human Rights Awards committee, and the Society of Environmental Journalists, among others.

Regularly cited by international and regional news organizations for its exclusive coverage, RFA is credited with breaking news related to the military coup in Burma, China's inaccurate COVID-19 death count for Wuhan, the mass internment of Uyghurs and Muslim minorities in China's far west, numerous Tibetan self-immolations, events inside North Korea, and armed ethnic conflict in Myanmar (Burma). The network uses multiple platforms, including shortwave and medium wave radio, satellite transmissions, TV broadcasting, the internet, and social media to deliver content to its audiences.



MIDDLE EAST BROADCASTING NETWORKS (MBN)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$110.30 million	\$110.10 million	\$108.90 million	\$105.90 million	\$110.30 million

Languages: 1

Countries: 22

Measured Weekly Audience (2020): 27.50 million

MBN is a private, nonprofit, multimedia corporation that provides the United States with a direct line of communication to Arabic-speaking people of the Middle East and North Africa (MENA). As a reliable source of comprehensive, balanced news and information, the network exists to showcase the democratic tradition and power of free media and is fully funded through a grant agreement with USAGM. MBN broadcasts the only Arabic-language programming funded by the Agency, targeting 22 MENA countries. MBN currently supports five media brands from its headquarters in Springfield, VA, its regional hub in UAE, and bureaus in DC, Lebanon, Iraq, Egypt, Israel, Morocco, and Tunisia.

MBN's mission reflects a combination of traditional surrogate broadcasting as well as its role to present and contextualize American people, culture, and policies. The network's mission is "to expand the spectrum of ideas, opinions, and perspectives available in the media of the Middle East and North Africa; provide objective, accurate, and relevant news and information; and accurately represent America, Americans, and American policies." Further, "through its multimedia broadcasts, MBN seeks to inform, engage, and connect with the regions' people in support of universal freedoms." The network broadcasts its programming via USAGM's transmission network and engages directly with audiences across a range of social media platforms.

OFFICE OF INTERNET FREEDOM (OIF) AND OPEN TECHNOLOGY FUND (OTF)

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$13.80 million	\$6.06 million	\$19.80 million	\$19.90 million	\$20.00 million

Since 2012, USAGM has been involved in activities to circumvent internet censorship by foreign governments to distribute news content and better provide a forum for free expression in closed countries. In 2016, USAGM established the Office of Internet Freedom (OIF) to conduct governance and oversight of USAGM's internet freedom activities. In 2019, following Congressional approval, the Agency incorporated the Open Technology Fund (OTF) as an independent non-profit 501(c)3 organization to advance internet freedom in repressive environments. OTF aims to support the research, development, implementation, and maintenance of technologies that provide secure and uncensored access to USAGM's content and the broader internet, and counter attempts by authoritarian governments to restrict freedom online.

First established as a pilot program at RFA in 2012, OTF has since supported pioneering research, development, and implementation of cutting-edge internet freedom technologies to respond to rapidly evolving censorship threats around the world. With a growing percentage of USAGM's audiences relying on the internet to access news and information, this new approach was designed to allow USAGM to combat emerging threats while ensuring that its journalists and audiences have the tools they need to safely report on sensitive issues and access uncensored content. Today, over two billion people worldwide use OTF-supported technology daily, and more than two-thirds of all mobile users have OTF-incubated technology on their devices.

In September 2019, following Congressional approval, OTF was incorporated as an independent non-profit 501(c)3 organization and became a fourth USAGM-sponsored grantee. As an independent entity receiving oversight from USAGM's OIF, OTF has the institutional capacity to support internet freedom efforts with flexibility, speed, and diligence.

The grantee also has the strategic latitude necessary to empower innovation and compete against adversaries toward a free and open internet. OTF's independent status facilitates increased long-term support for core internet freedom tools and expansion of funding for innovative, next generation solutions to stay ahead of evolving censorship threats. With a growing percentage of USAGM audiences relying on the internet to access news and information, this new approach allows the Agency to combat emerging threats while ensuring that its journalists and audiences have the tools they need to safely report on sensitive issues and access uncensored content.

In 2020, OIF transitioned to performing critical oversight to ensure OTF compliance with relevant rules and regulations in the execution of congressionally mandated use of internet freedom funds for technology projects and training of USAGM entities. The OIF director continues to participate in the OTF proposal review process as a member of the OTF Advisory Council and has full access to the proposal vetting lifecycle.



RESEARCH AND EVALUATION

FY 2018	FY 2019	FY 2020	FY 2021 Planned	FY 2022 Requested
\$5.50 million	\$6.10 million	\$4.40 million	\$4.20 million	\$4.30 million

Note: These budgets are also included in the USAGM Oversight and Support Offices total figures.

USAGM’s research and evaluation programs include quantitative audience research (nationally representative surveys), qualitative research (focus groups, in-depth interviews, audience panels), and digital metrics. The Agency contracts with leading market research and analytics companies to implement research and evaluation programs and report on the impact of USAGM networks on target populations and in countries of strategic importance.

USAGM’s audience research program examines the underlying interests and behavior of target audiences to increase program impact. It also measures the extent to which programs meet desired objectives in target countries. USAGM’s research studies measure, among other factors, effectiveness in terms of audience size; program quality and reliability; audiences’ self-perceived understanding of current events and American society and policies; the willingness of audiences to share received information with others; and the extent to which content helped form opinions on important topics.

USAGM’s digital analytics program gathers metrics from owned and branded properties such as websites, mobile apps, and social media. The metrics are gathered via infrastructure run by the Agency or via third-party services. USAGM’s digital analytics are leveraged by journalists, analysts, and executives, from real-time charts to ad-hoc reporting and more detailed deep-dive analysis. These data act as a near real-time view of audience and engagement across USAGM platforms.

Given the rapidly evolving world of digital and social media, research and evaluation indicators require frequent adjustments to ensure that the most meaningful metrics are captured and used for assessment. In 2020, USAGM continued to fine-tune its Impact Model, unchanged since early 2016. The Agency is also developing data management tools that will enable efficient connection of web and social media metrics with data from detailed representative national surveys to gather new, real-time insights about impact in target media markets.

DISTRIBUTION

While USAGM uses the term “distribution” to describe the range of platforms that provide content of interest to audiences around the world, distribution is also about getting content to audiences. USAGM considers target audience preferences whenever media platforms are developed and utilized. At the same time, the Agency recognizes that some markets enjoy a much more diverse media landscape than others. As a result, USAGM’s global content distribution portfolio is one of the widest and most diverse among international public service media.

The Office of Technology, Services, and Innovation oversees and manages an array of technologies and services to ensure that USAGM programming is available to audiences on their preferred platforms in the most cost-effective manner. As noted previously, in addition to operating USAGM’s distribution network and managing contractual relationships with third-party distribution service providers, TSI handles partnership agreements with affiliates, which provide USAGM with approximately half of its weekly global audience.

While media consumption patterns will continue to shift in nearly all USAGM’s target countries owing to increased access to the internet and more reliable sources of electricity, legacy broadcasting platforms (including satellite and terrestrial television and FM radio) will remain important to reaching audiences in many parts of the world. The least developed markets will see increased use of mobile internet and television for news, while the most developed will shift from linear television toward on-demand content delivered via a range of digital devices. USAGM’s aim is to ensure that its content is available anytime, anywhere, and on any device available to its global audience.

For decades, USAGM has distributed television and radio programs via satellite from its headquarters in Washington, D.C. and other production centers through C-band (relatively low, longer wavelength band of frequencies that require a larger dish to receive) satellite gateways at the Agency’s major transmitting stations. These sites also operate very large, complex shortwave and medium wave transmitting facilities that target various regions with cross-border programs in dozens of languages. While reliable, this global network has been expensive to maintain and operate. C-band frequencies are also increasingly being utilized by mobile phone providers for 5G wireless service. To mitigate the high costs and interference issues that are increasingly common with C-band, over the past few years USAGM migrated its content delivery from C-band satellites to more flexible and economical internet-based distribution, while simultaneously placing more and more USAGM content on Ku-band regional satellites as free-to-air, direct-to-home TV.

Radio remains a very popular platform in several USAGM’s markets in Africa, the Middle East, and Central and South Asia. The Agency’s radio networks reached 135 million people a week around the globe in 2020. To better serve these audiences, USAGM is upgrading its Kuwait Transmitting Station, which enjoys a superior strategic location and relatively low operating costs. Following the upgrade, the Agency will be able to reach many legacy shortwave audiences in a more cost-effective manner.

Although shortwave continues to be a relevant platform in several African markets, in most African countries, rapid growth and competition in the media market have shifted radio habits almost entirely towards FM. USAGM FMs with the highest reach are located in relatively underserved markets. To meet increased demand, USAGM now provides 24/7 FM programming in over 35 markets across Africa. Since 2018, the Agency has added FM installations in the Republic of Congo, Togo, Zambia, Somalia, and in late 2020, it placed FMs in two large refugee camps in Kenya.

In the years ahead, as technologies and audience targeting continue to evolve, TSI will outsource additional delivery capacity to third-party service providers that can more rapidly upgrade technologies and mobilize staffing resources. Its distribution role will be less about building and maintaining complex and expensive Agency-owned distribution systems, and more about managing a range of service providers to design and deliver a highly efficient, highly reliable distribution network that can evolve to meet programming and audience needs.



Special Focus on Reporting

ADDRESSING DISINFORMATION

Addressing the growing problem of disinformation around the world is one of USAGM's top priorities. Disinformation erodes civic and social trust, disempowers people, and damages the very institutions holding communities and democratic societies together. Sophisticated state propaganda sponsored by Russian, Chinese, and other authoritarian regimes propagates false narratives and disinformation, confusing audiences to subvert democratic ideals. The credible, factual, and locally relevant journalism of USAGM's networks challenges these lies and half-truths in order to support democratic values, open debate, and the peaceful resolution of conflicts.

USAGM's vast network of reporters and local media affiliates and partners have enabled the Agency to become one of the primary global actors in addressing the threats of intentionally manipulated information, whether on the global or local scale. While part of USAGM's work does explicitly counter falsehoods, the Agency also operates proactively, focusing on efforts that help prevent disinformation campaigns and diminish their effectiveness in the first place. The networks address the threat of disinformation by providing high quality fact-based reporting to the public, following exemplary journalistic standards, and equipping audiences with the tools that empower them to be informed and engaged members of their communities.

Additionally, USAGM and its networks provide training to local partners and journalists and work with them to promote media literacy and build societal resilience. Another key effort by the Agency has been to ensure access to information and independent reporting in markets that have experienced a significant decline in the diversity of credible perspectives, as in Bulgaria or Hungary, or where authorities engage in extensive digital censorship in an effort to control the narrative. To that end, OTF supports the development and distribution of secure communication and online censorship circumvention tools that are used by reporters in restrictive environments as well as by audiences who access independent content.



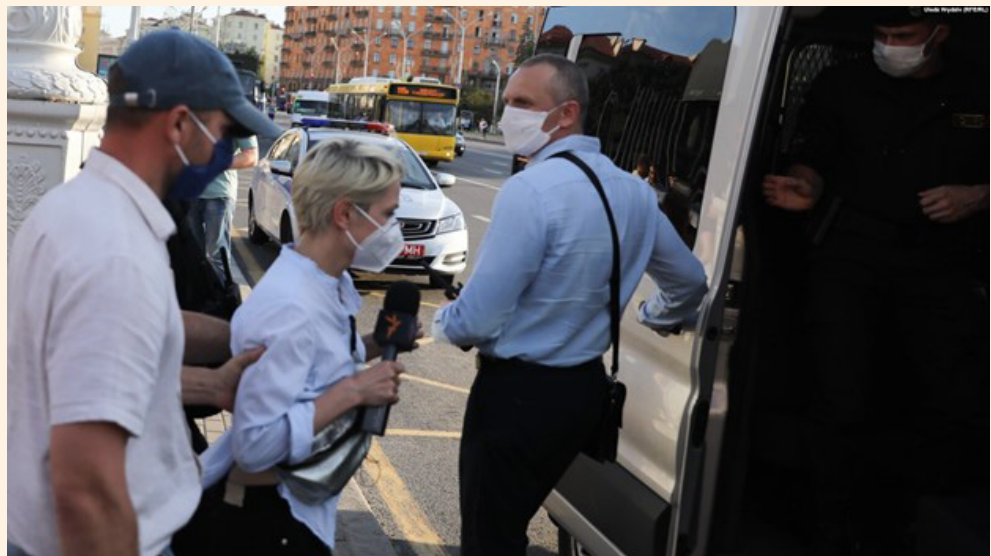
RFE/RL reporting to counter disinformation.

OVERCOMING CENSORSHIP DURING POLITICAL UPHEAVAL

In 2020, USAGM networks played a critical role in bringing news and information to the citizens of countries rocked by political upheaval. For example, rigged presidential elections followed by historic public mobilization and brutal crackdowns by President Alyksandar Lukashenka unleashed a major crisis in Belarus. While covering these events, RFE/RL's reporters faced an unprecedented level of harassment with detentions, arrests, assaults, and psychological pressure. In June 2020, Belarusian authorities arrested blogger and RFE/RL consultant Ihar Losik, who is facing up to 12 years in prison on charges of incitement of hatred against government officials and law enforcement agencies, and organization of mass riots. Nonetheless, USAGM's networks drastically increased their coverage of events in Belarus and featured exclusive interviews with opposition leaders, U.S. officials, international leaders, and prominent experts.

The networks also provided extensive, sustained coverage of the brutal crackdown on anti-Lukashenka protesters in the weeks following the election, documenting the torture of those detained. RFE/RL's Belarusian, Russian, and Ukrainian Services maintained live blogs, providing the latest news and analysis from Belarus and abroad, as well as live streaming events, protests, and speeches. Current Time focused on Belarus and featured long-form programs, daily live specials, and live streaming of events. VOA's Russian and Ukrainian Services provided extensive coverage of developments in the country, in addition to statements by U.S. and European officials, expert analyses, and reactions from the U.S.-based diaspora. In the first few weeks following the elections, Current Time's video coverage of Belarus received over 300 million views on social media platforms. Meanwhile, RFE/RL Belarus digital traffic skyrocketed thanks to reporting on the protests, and Instagram video views increased by 1,680 percent to 20.6 million views.

Following the February 2021 coup in Burma, the military-controlled government imposed a virtual media blackout, silencing independent voices and largely shutting down internet access for most of the population in the country. OTF worked to expand access to anti-censorship technology and secure communication tools for reporters and the public and provided funding and direct technical assistance via its Rapid Response Fund to local digital security trainers and Burmese civil society organizations. With domestic media in retreat, RFA and VOA continued to report on the developments in the country as well as on the U.S. and international reactions and their implications. The networks provided live coverage of the protests from the streets, interviewed activists and opposition politicians inside and outside the country, examined the regional dynamics and the role of foreign states supporting the military, and reported on the renewed fighting between the military and ethnic rebel armies in parts of the country. VOA and RFA Burmese language services experienced dramatic digital traffic increases in February and March 2021. In the first month after the coup, combined video coverage for both language services was viewed nearly 900 million times, while on Facebook, engagements with their content increased by around 1000%.



RFE/RL reporters being detained in Belarus.



Special Focus on Reporting

COVERING REFUGEES AND MIGRANTS

To engage the more than 80 million forcibly displaced persons worldwide, who are uniquely information deprived and are especially vulnerable to poverty and exploitation, VOA launched a special initiative to ensure that forcible displacement is covered by its journalists, often from the camps themselves, and that refugees and internally displaced people (IDPs) can access information.

In 2019, VOA launched “Lifeline,” a daily Rohingya-language news broadcast for the nearly one million Rohingya refugees now living in camps near Cox’s Bazaar, Bangladesh. The program features content produced by VOA’s ethnic Rohingya teams in Washington, D.C. and Bangladesh, and it is broadcast regionally via shortwave and medium wave radio. To ensure that audiences can access this content in the camps, VOA is working to distribute radio receivers to the residents and has partnered with NGOs that play the content on loudspeakers at scheduled times.

In Africa, VOA reaches displaced persons with content in the Somali, Lingala, Swahili, French, and English languages, and its outreach to these communities is growing. In 2020, the Network launched FM radio stations in Kenya’s Dadaab and Kakuma refugee camps. VOA’s connection to Kakuma is particularly important because more VOA languages are spoken there than virtually any other single market worldwide. Current programming to both Kakuma and Dadaab focuses on regional and international news and information, American perspectives, and English-language instruction. The network plans to introduce locally tailored news segments to both camps later in 2021.

Most recently, responding to the crisis in Ethiopia’s Tigray region, VOA added existing Tigrigna-language radio broadcasts to VOA FM radio stations in the Libyan cities of Tripoli and Misrata that reach not only the newly displaced civilians but also Eritreans in both cities who arrived prior to the exodus and still have ties to the crisis-affected area. The network also created new dedicated web microsites that deliver digital content in Tigrigna, Amharic, Afan Oromo, and English from VOA’s regional reporting teams, including from inside the camps in Sudan.

In Latin America, when Venezuelans began to flee President Nicolás Maduro’s regime, VOA’s Spanish Service significantly increased its coverage of the unfolding crisis for audiences across the region, including through special programs and town halls as well as co-productions with Venezuelan independent media. VOA has also added affiliate stations in refugee areas along the Colombia-Venezuela border to ensure effective content distribution to Venezuelan refugees and migrants.

In addition to growing its news programming about and for refugees, VOA has been developing innovative partnerships with international organizations and NGOs for the adoption of educational content and for the placement of its English-language learning materials into schools for displaced populations across South Asia, Africa, and Latin America. The Network has also experimented with hosting town halls in refugee camps and plans follow-up events once the COVID-19 pandemic subsides. VOA has twice been recognized by the United Nations High Commissioner for Refugees (UNHCR) for contributing “Good Practices” according to the Global Compact on Refugees. A televised town hall in Kenya’s Kakuma Camp and VOA’s English teacher trainings in Bangladesh were featured on UNHCR’s digital platform in 2020.

Finally, VOA acknowledges that displacement affects more than just those forced to leave their homes. Communities hosting refugees often struggle with resource constraints, and political battles over irregular migration exist in capital cities around the world. To inform and engage these communities, the Network has produced a series of documentaries on refugees worldwide. Films on Yazidis in Germany and Rohingyas in Bangladesh have received critical acclaim, and projects are underway to examine both the Tigray crisis as well as the broader refugee issue across the world.



VOA refugee outreach.

COUNTERING VIOLENT EXTREMISM

USAGM's approach to countering violent extremism (CVE) is grounded in its mission and role as an independent public service media organization. Its networks work together to counter violent extremism through programming efforts that prevent radicalization, build resilience within communities, engage audiences, establish platforms for all voices to be heard, and disrupt extremist narratives through credible, fact-based journalism. USAGM's networks cover violent extremism as a news topic, but they also work to engage and connect audiences, getting at some of the root causes of extremism such as the sense of voicelessness and disenfranchisement. To be effective in this context, USAGM's networks work on building credibility with audiences (especially youth), acquired through proactive, long-term presence; consistent engagement and avenues for discussion; and a broad range of programming options.

USAGM's networks produce CVE content in Arabic, Kurdish, and Turkish for the Middle East and North Africa; Dari, Pashto, and Urdu for South Asia; Hausa and Somali for Africa; and many other vernacular languages of Central Asia, Southeast Asia, and the Balkans. For example, through New Generation Initiative, VOA's Afghan Service countered terrorist recruitment efforts with radio, television, and digital reporting aimed at young Afghan men and women that focused on education and employment and demonstrated how youth can thrive in mainstream Afghanistan. Similarly, in the Balkans, RFE/RL engaged audiences in discussion about radicalization, including reporting on returning Islamic State fighters and their reintegration into society. In MENA, Alhurra's weekly Word of Truth program featured episodes on online blackmailing and the prosecution of journalists, while Debatable delved into controversial political and ideological issues in the region, including fatwas against women, Judaism's influence on Islam, and how Christians and Muslims view each other.

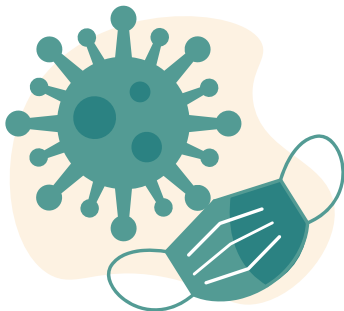


VOA CVE reporting.



劉少風 現場報道

RFA Reporter in Hong Kong in Late 2019



USAGM and COVID-19

To build public understanding of the COVID-19 pandemic and its effects, USAGM networks focused on the challenge of providing timely, objective, and unbiased coverage to audiences looking for the truth about the disease and its effects.

RFA was among the first media outlets to provide information on the pandemic. In late 2019, RFA's Mandarin Service started reporting on an unexplained pneumonia outbreak in Wuhan and maintained its detailed coverage of the outbreak and its eventual spread in China and beyond. The service focused particularly on important issues such as questionable pandemic statistics reported by Beijing and local governments, the failure of the state-run supply system to distribute much-needed medical supplies, and the disinformation campaign attempting to blame the U.S. for the origins of the virus. The network reported on the Chinese authorities' disregard for minorities, as they reopened tourist sites in Tibet while

the pandemic was still raging in the country, and on the grave violations of the rights of the Uyghurs, sent from Xinjiang to other parts of China to perform labor in factories affected by coronavirus-related worker shortages. RFA's Korean Service led the world in reporting evidence of COVID-19 outbreaks in North Korea, while the government maintained the country was coronavirus-free.

Once the virus started to spread around the world, VOA mobilized its vast network of reporters to provide high-quality, independent coverage on all aspects of COVID-19 and its impact – from the latest discoveries about the SARS-CoV-2 virus and non-sensational reporting on vaccines to in-depth discussions of the social, economic, and political implications of the pandemic. VOA's divisions and language services produced several virtual town halls featuring prominent U.S.-based and international experts that addressed the general challenges related to the pandemic as well as more region- and country-specific questions from the audiences.

As pandemic-related disinformation ran rampant across RFE/RL's coverage area, with many governments denying the presence of COVID-19 within their borders, the network's language services committed to providing public service journalism in the form of scientific facts on the virus, video explainers about how to stay healthy and safe, and investigations into disinformation campaigns.

There were consequences to USAGM's proactive reporting on the pandemic. A harsh smear campaign against RFE/RL was launched in Tajikistan because the Tajik Service was the first in the country to disclose possible COVID-19 cases there. After the Service's reporting and weeks of denials, the Tajik government officially confirmed that it had registered cases of COVID-19 in the country. As the pandemic pressed on, RFE/RL also exposed the failings of medical institutions across its broadcast region.



For example, the Russian-language Current Time network covered the dismal state of some regional clinics in Ukraine, including a report on an emergency paramedic team in the Kyiv region that lacked basic medical supplies and had to rely on an old ambulance truck and just one protective suit. The story attracted the attention of the local authorities and the Ukrainian Minister of Healthcare, who visited the clinic himself.

Once the COVID-19 pandemic reached Cuba, the Martís – the radio, television, and digital components of OCB – increased programming levels to match the growing need for independent and fact-based information about the health crisis and its impact on the island. One of the most prominent angles of the network’s reporting on the pandemic in Cuba has been the social impact of the pandemic, particularly for the most vulnerable. The Martís reported that as the economy and the tourism sector suffered from the pandemic, so did the poorest segments of the population who struggle to afford food and critical medication and healthcare. The network also covered the challenges of online schooling on the island, owing to poor and often non-existent infrastructure and lack of access to technology, and the growing incidence of domestic violence facing many women, now confined at home with their dependents and agitated partners. The network also provided prominent coverage of ongoing human rights violations, as the government used the pandemic as an excuse to further crack down on independent reporters and activists who might have been critical of its response.

Through its various television, radio, and digital assets, MBN provided extensive coverage of the pandemic and its impact around the world and more specifically, across the broader MENA region. Alhurra reported on the latest pandemic-related developments in the U.S. as well as on the progress of various coronavirus vaccines and treatments. In the first months of the pandemic, Alhurra dedicated most of its 12 hours of daily newscasts and Sawa radio’s news updates to information related to the virus. MBN’s networks also featured human-interest stories, highlighting the resilience of individuals facing incredible challenges brought about by the pandemic, such as Libyan and Yemeni doctors fighting for the lives of coronavirus patients in the midst of civil wars in their countries.

Disinformation about the origins and spread of COVID-19 emerged as a significant threat to personal as well as national security. Throughout the pandemic, USAGM’s networks focused on providing accurate and non-alarmist information about the coronavirus, making the complex topic accessible to audiences worldwide and helping them understand how to better protect themselves and their loved ones. The networks also dedicated significant programming to directly countering disinformation and conspiracy theories from state and non-state actors who attempted to blame the U.S. for the origins of the pandemic, tried to cover up COVID-19’s true impact in their countries, or politicized vaccine development and distribution around the world. As evidenced by the major spikes in digital traffic and social media engagement, record numbers of people tuned in to USAGM’s networks at a time when they needed facts and clarity the most.

Overall, in 2020, USAGM’s networks registered unprecedented spikes in website visits and social media engagement with their digital coverage of the coronavirus. For example, in one week alone in April, aggregate website visits across USAGM’s networks jumped from a FY19 weekly average of 23.4 million to 38.8 million. Similarly, the weekly average of social-media engagements more than doubled FY19 averages in the same week, totaling just under 24 million. What is more, organic searches comprised the largest share – and in the cases of VOA, OCB, and MBN, over 50 percent – of web traffic sources for COVID-19-related pages across all networks. This means that most people who saw USAGM’s pandemic-related content online ended up on network websites because they were specifically looking for information related to the coronavirus.



USAGM SERVICES RANKED BY FY 2020 BUDGET

Service	Name	FY 2020 Total Funding with Program Delivery	FY 2020 Original Broadcast Hours TV/Video (per week)	FY 2020 Total Broadcast Hours TV/Video (per week)	FY 2020 Original Broadcast Hours Radio/Audio (per week)	FY 2020 Total Broadcast Hours Radio/Audio (per week)
MBN	Alhurra TV and Digital Platforms	\$37.87 million	144	336	0	0
VOA	News Center	\$24.72 million	1	127	14	14.42
VOA	Persian Service (VOA 365)	\$15.47 million	39	168	0	0
VOA	Mandarin Service	\$13.19 million	7	91	15	78
OCB	Radio/Televisión Martí	\$12.63 million	12.23	168	102	168
RFE/RL	Current Time	\$12.29 million	57.66	168	0	0
RFE/RL	Radio Farda (Persian)	\$11.62 million	7	7	39.33	161
MBN	Radio Sawa	\$11.39 million	0	0	231	336
VOA	Afghan Service	\$10.34 million	6.76	6.76	42.58	56.58
RFE/RL	Radio Svoboda (Russian)	\$8.86 million	0	0	34.08	168
VOA	Russian Service	\$8.65 million	12.5	12.5	1	1
VOA	English to Africa Service	\$8.48 million	5.5	87.5	60.5	173
VOA	Urdu Service	\$7.99 million	2.08	6.24	18.4	71.8
VOA	Korean Service	\$7.56 million	2.88	2.88	39.5	49
VOA	French to Africa Service	\$7.21 million	3.75	3.75	52.08	173
RFE/RL	Radio Azadi (Afghanistan)	\$6.45 million	0	0	74.93	84
VOA	Spanish Service	\$6.01 million	21.07	123.07	14.42	65.92
RFA	Mandarin Service	\$5.72 million	4	18	24.5	168
RFA	Tibetan Service	\$5.59 million	3.5	31.5	29.2	168
VOA	Radio Deewa (Pashto)	\$5.47 million	28.33	28.33	35	42



Service	Name	FY 2020 Total Funding with Program Delivery	FY 2020 Original Broadcast Hours TV/ Video (per week)	FY 2020 Total Broadcast Hours TV/ Video (per week)	FY 2020 Original Broadcast Hours Radio/ Audio (per week)	FY 2020 Total Broadcast Hours Radio/ Audio (per week)
VOA	Indonesian Service	\$5.43 million	3.93	10.47	35.9	48.4
RFE/RL	Balkan Service	\$5.03 million	1.41	1.41	39	73
RFE/RL	Radio Svoboda (Ukraine)	\$4.71 million	5.03	9.05	26.18	43.46
RFA	Korean Service	\$4.43 million	1.5	1.5	24.5	66.5
VOA	Tibetan Service	\$4.41 million	2.67	36	42	168
VOA	Kurdish Service	\$4.21 million	3.1	3.1	62	62
VOA	Burmese Service	\$4.09 million	5.58	22.08	14	35
RFE/RL	Radio Mashaal (Pashto)	\$3.76 million	0	0	54.85	63
VOA	Horn of Africa Service	\$3.64 million	0.25	0.25	16	34.5
VOA	Hausa Service	\$3.32 million	0.75	0.75	16	16
VOA	Somali Service	\$3.32 million	0.58	0.58	23.5	33
VOA	Turkish Service	\$3.3 million	3	6	0	0
VOA	Khmer Service	\$2.99 million	0.74	0.74	10.5	21
VOA	Swahili Service	\$2.99 million	3	3	13.2	15.2
VOA	Ukrainian Service	\$2.84 million	2.75	2.75	0	0
VOA	Central Africa Service	\$2.6 million	0	0	21.14	40.14
RFE/RL	Romanian Service (Romania, Moldova)	\$2.59 million	4	5	11.02	13.02
RFE/RL	Radio Azattyk (Kyrgyzstan)	\$2.53 million	9.25	9.25	33	52.5
RFE/RL	Radio Tavisupleba (Georgian), Ekho Kavkaza (Russian)	\$2.44 million	1.87	1.87	14.5	24.5
RFE/RL	Radio Svaboda (Belarusian)	\$2.39 million	0	0	3.5	168
RFA	Burmese Service	\$2.34 million	9	34	8	93
VOA	Vietnamese Service	\$2.31 million	3.5	3.5	0	0



Service	Name	FY 2020 Total Funding with Program Delivery	FY 2020 Original Broadcast Hours TV/ Video (per week)	FY 2020 Total Broadcast Hours TV/ Video (per week)	FY 2020 Original Broadcast Hours Radio/ Audio (per week)	FY 2020 Total Broadcast Hours Radio/ Audio (per week)
VOA	Bangla Service	\$2.21 million	1	1	8.5	8.5
RFE/RL	Radio Ozodi (Tajikistan)	\$2.12 million	3	3	11.08	39.33
RFE/RL	Radio Azatutyun (Armenia)	\$2.06 million	47.5	81.83	12.92	16.92
VOA	Zimbabwe Service	\$2.02 million	0	0	17	17
RFA	Khmer Service	\$2.01 million	7.5	7.5	14	59.5
VOA	Albanian Service	\$1.94 million	3.75	3.75	0	0
RFE/RL	Radio Azadliq (Azerbaijan)	\$1.91 million	1.5	1.5	0.5	73.08
RFA	Uyghur Service	\$1.72 million	1.3	7.3	7	49
VOA	Serbian Service	\$1.64 million	3	3	0	0
RFE/RL	Radio Azattyq (Kazakhstan)	\$1.63 million	1.25	1.25	0	0
RFE/RL	Radio Ozodlik (Uzbekistan)	\$1.60 million	0	0	8.52	168
RFE/RL	Radio Azatliq (Tatar-Bashkir)	\$1.50 million	0	0	0.42	0.42
RFA	Lao Service	\$1.49 million	0.2	0.2	4.5	52.5
VOA	Portuguese to Africa Service	\$1.48 million	0.25	0.25	10	10
RFA	Vietnamese Service	\$1.29 million	3.4	3.4	3.5	10.5
VOA	Creole Service	\$1.26 million	2.08	2.08	10.75	15.75
VOA	Bosnian Service	\$1.20 million	2.75	2.75	0	0
RFE/RL	North Caucasus Service	\$1.23 million	0.33	0.33	0	0
VOA	Uzbek Service	\$1.08 million	1	4.5	0	0
RFA	Cantonese Service	\$1.10 million	6	16.5	6	55
VOA	Azerbaijani Service	\$1.05 million	1.25	3.75	0	0
VOA	Thai Service	\$1.04 million	0.66	0.66	6.04	6.54



Service	Name	FY 2020 Total Funding with Program Delivery	FY 2020 Original Broadcast Hours TV/ Video (per week)	FY 2020 Total Broadcast Hours TV/ Video (per week)	FY 2020 Original Broadcast Hours Radio/ Audio (per week)	FY 2020 Total Broadcast Hours Radio/ Audio (per week)
VOA	Georgian Service	\$1.01 million	1.5	1.5	0	0
VOA	Cantonese Service	\$990,000	0.17	0.67	7	54
RFE/RL	Radio Azatlyk (Turkmenistan)	\$837,000	0	0	3.5	56
VOA	Lao Service	\$772,000	0.17	0.17	4	4.5
VOA	Macedonian Service	\$694,000	1	1	0	0
VOA	Armenian Service	\$669,000	1.75	1.75	0	0
VOA	Learning English	\$650,000	0.23	7.53	3.5	84
RFE/RL	Bulgarian Service (Digital Only)	\$514,000	0	0	0.1	0.1
RFE/RL	Hungarian Service (Digital Only)	\$485,000	0	0	0	0
VOA	Bambara Service (included in French to Africa)	N/A	0	0	5.5	9
VOA	English to Asia Service (included in News Center)	N/A	0.23	0.23	4	6.08



USAGM LANGUAGE SERVICES

VOICE OF AMERICA (VOA)

Voice of America (VOA) News Center (Language: English)

Origin: 1942

FY 2020 Service Actual Spending: \$24.719 million

FY 2020 Service + Program Delivery: \$24.719 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 127 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 14.42 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, USAGM-Owned Terrestrial

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, OTT



With bureaus on five continents producing original content for television, OTT, mobile apps, radio, and social media, VOA's News Center serves as the agency's 24/7 news hub, supplying as many as 47 language services with the lifeblood of their programming. The News Center also offers a roster of original content; a stand-alone investigative team; award-winning documentaries on topics rarely approached elsewhere; and a "Press Freedom" team. Special areas of focus include U.S. foreign policy, politics, education, Silicon Valley/technology, China's foreign policy and economic influence, refugees, immigration, health/science, the impact of climate change, and content that tells America's story by presenting U.S. policy and significant American thought and institutions. Combined with comprehensive coverage of major news events, balanced analysis and extensive beat coverage, the editorial output of VOA's News Center results in a formidable catalog of trustworthy journalism brought to global audiences on multiple platforms. Between April 2020 and March 2021, the News Center saw nearly 42 million website visits—a 37% increase over the previous year.

Major Programs:

- **Plugged in with Greta Van Susteren:** A 30-minute weekly television program that focuses on the latest developments in U.S. policy and how they relate to the world.
- **VOA Connect:** A 30-minute weekly television program featuring stories of people across the United States telling America's story.
- **English Radio Newsbriefs:** Hourly English Radio Newsbriefs that feature the global news gathering resources of VOA. The anchors write and produce the Newsbrief using the News Center's lineup as a guide. Each Newsbrief is audio rich with stories from VOA reporters, actualities culled from Language Service interviews, and sound from AP and Reuters correspondents.
- **Special Events:** The News Center oversees "special events" programming, such as town halls and their coordination, and is responsible for agency-wide news coverage planning.

Voice of America (VOA) Learning English (Language: English)

Origin: 1959

FY 2020 Service Actual Spending: \$0.65 million

FY 2020 Service + Program Delivery: \$0.65 million

TV/Video Original Programming: 0.23 hours/week

TV/Video Total Broadcast: 7.53 hours/week

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 84 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Medium Wave, Streaming

Website, Social Media, Mobile App

VOA Learning English endeavors to engage English learners around the world through lessons and content that speak to the interests of individuals. The service reaches learners at their level of proficiency – from beginners to intermediate and advanced. Through partnerships with organizations, including radio and television stations around the world, Learning English provides English educators with audio and video content and curriculum to teach American English in VOA-targeted countries and regions. Learning English produces content using a limited vocabulary and simple writing style to reach English learners. The Service has grown its affiliate base, in particular among radio and television networks in key markets including Ethiopia and Bangladesh. The Service drew significant traffic during the peak of the COVID-19 pandemic, generating almost 22 million views on the VOA Learning English website. Between April 2020 and March 2021, Learning English saw a 190% increase over the previous year in consumption of its website content.



Major Programs:

- **Video English in a Minute:** A short captioned weekly segment explaining American idioms.
- **English at the Movies:** A short captioned weekly segment using movie clips to explain popular expressions.
- **Everyday Grammar TV:** A captioned weekly series that teaches grammar points for learners of American English.
- **Let's Learn English Levels 1 and 2:** A 52-week and subsequent 30-week captioned program for beginning English learners from certified American English teachers.
- **Let's Learn English for Beginners & Let's Learn English for Young Adults:** The service is looking to develop a series for media partners and partner distribution that focuses on these audiences.
- **Let's Teach English:** An online training program for English language teachers.
- **News Words:** A short, captioned weekly program explaining a word or term used in news stories.
- **Audio Daily Podcast:** A daily 30-minute program focusing on news and information for English learners.
- **Talk2U:** A regular digital program on Facebook for English learners.
- **Curriculum Development:** VOA Learning English works with partners around the world to produce tailored programs for specific audiences.
- **In Your Language:** Bilingual educational content for multiple platforms jointly produced with VOA language services, including Mandarin, Korean, Pashto, Dari, French, Indonesian, Bangla, Turkish, and Russian.

VOICE OF AMERICA (VOA): AFRICA

VOA Bambara Service (Language: Bambara)

Origin: 2013

FY 2020 Service Actual Spending: Included in VOA French to Africa in FY20

FY 2020 Service + Program Delivery: \$0.07 million

Radio/Audio Original Programming: 5.5 hours/week

Radio/Audio Total Broadcast: 9 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Affiliate, USAGM-owned FM, Streaming

Website, Social Media, Mobile App

VOA Bambara produces a mix of news and interactive programming for radio and the Internet. Established in March 2013, the Service has become the primary source of independent news in the country, especially in the north, which is largely controlled by Tuareg separatists and Islamist groups. VOA Bambara's radio and Internet programs are a reliable source of news for millions of Malians. VOA Bambara programming airs through USAGM-owned FM transmitters in the three main cities – Bamako, Gao, and Timbuktu – as well as via local affiliate partners. VOA Bambara programs provide comprehensive news and information with an emphasis on taboo topics not reported in other media, as well as cultural programming, discussion, and opportunities for audience engagement. The Service also publishes news about Mali and the region on its website, and reaches 0.9 million people weekly in Mali, or 11.5% of the country's adult population, with VOA Bambara content. Between April 2020 and March 2021, the Service saw a 133% year-on-year increase in consumption of its website content, while on social media, it experienced a 95% growth in interactions and a nearly 182% increase in video views—to 26 million.

Major Programs:

- **Mali Kura:** A 30-minute daily radio news and current affairs program.
- **Washington Correspondent:** A weekly 30-minute U.S. news video report covering U.S. politics.
- **Farafana:** A 60-minute weekly interactive radio talk show in which scholars, artists, theologians, politicians, and listeners from around the world discuss social issues.
- **An Ba Fo:** A 60-minute weekly radio call-in show in which politicians, artists, and ordinary citizens discuss local issues affecting the lives of millions of people in Mali.



VOA Central Africa Service (Languages: Kinyarwanda, Kirundi)

Origin: 1996

FY 2020 Service Actual Spending: \$1.822 million

FY 2020 Service + Program Delivery: \$2.62 million

Radio/Audio Original Programming: 21.14 hours/week

Radio/Audio Total Broadcast: 40.14 hours/week

Delivery Method:

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, Mobile App

VOA's Central Africa Service broadcasts radio programs in Kirundi and Kinyarwanda to Africa's Great Lakes region. VOA sets the standard of impartial and comprehensive reporting in a region torn by ethnic and political conflict, promoting democratic values, and fostering civil dialogue and reconciliation between all political stakeholders. Programming in Kirundi is especially relevant as it is the only language spoken by half of all Burundians. In Burundi the Service's reaches 56.8% of the country's adult population, or 3.3 million people, every week. Over the years, the Central Africa Service's journalists have covered Rwanda's post-genocide recovery, conflict in DRC, and Burundi's civil war and transition to a multi-ethnic democracy. Kirundi and Kinyarwanda broadcasters also host health, entertainment, and youth segments. Programming profiling children separated during the 1973 Rwanda coup has reunited some people with long lost siblings and given others information about their parents. Between April 2020 and March 2021, the Service saw a 62.5% year-on-year increase in consumption of its website content, with a 110% growth in social media interactions and, at 6.8 million, a nearly 67% increase in social media video views.

Major Programs:

- **Murisanga:** A program engaging audiences on issues of peaceful cohabitation, political tolerance, and combating hate speech and rumors, especially among younger populations.
- **Dusangire Ijambo:** A weekly program that seeks insights from scholars, government officials, and civil society leaders on major issues of the day in the region, Africa, and the world.
- **Iwanyu mu Ntara:** In-depth coverage with reports and features from refugee camps and rural areas of Burundi.
- **Amakuru:** Three daily segments about local, regional, and world news.
- **Ejo:** A weekly youth program focusing on youth entrepreneurship that promotes civil discourse, unity, and reconciliation among youth in the region.
- **Americana:** Tells American stories from U.S. history, politics, cultural and scientific heritage, and offers an American perspective on world issues.
- **VOA60Afurika:** A one-minute roundup video of Africa's top daily stories.

VOA English to Africa Service (Language: English)

Origin: 1963

FY 2020 Service Actual Spending: \$6.39 million

FY 2020 Service + Program Delivery: \$8.481 million

TV/Video Original Programming: 5.5 hours/week

TV/Video Total Broadcast: 87.5 hours/week

Radio/Audio Original Programming: 60.5 hours/week

Radio/Audio Total Broadcast: 173 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-owned FM, Satellite, Streaming

Website, Social Media, Mobile App

VOA's English to Africa Service provides multimedia news and information covering all 54 countries in Africa. The Service's programs reach about 29 million people through radio, television, internet, and social media. In Zimbabwe alone, VOA reaches 25.6% of the adult population weekly. VOA's English to Africa programs target the English-speaking populations in all 54 African countries. The Service seeks to report on critical issues and engage audiences in discussions about current events to improve their understanding of, and participation in, recent developments. VOA English to Africa aims to provide timely and accurate information on global, African, and U.S. events throughout the week. The Service offers in-depth discussion on issues ranging from politics and society, to health, lifestyle, youth issues, and sports. Between April 2020 and March 2021, the English to Africa Service saw a 25% increase in consumption of its website content compared to the previous year, with a 51% growth in social media interactions over the same period.



Major Programs:

- **Africa 54:** A 30-minute weekday television program featuring stories Africans are talking about with VOA correspondents and interviews with experts.
- **Straight Talk Africa:** A 60-minute weekly television program that discusses politics, economic development, press freedom, human rights, and social issues.
- **Our Voices:** A 30-minute weekly television roundtable discussion with a Pan-African cast of female participants focused on topics of importance to African women.
- **Healthy Living:** A 15-minute weekly television health show with an emphasis on prevention and practical solutions for Africans.
- **Africa News Tonight:** A 30-minute weekday radio news program featuring VOA correspondent reports, with stories on humanitarian topics, environmental issues, science and technology, and the African diaspora.
- **Daybreak Africa:** A 30-minute weekday radio show that looks at the latest developments on the continent.
- **Nightline Africa:** A 60-minute weekend radio news program that highlights the latest issues and developments on the continent.

VOA French to Africa Service (Languages: French, Lingala, Sango, Wolof)

Origin: 1960

FY 2020 Service Actual Spending: \$5.668 million

FY 2020 Service + Program Delivery: \$7.208 million

TV/Video Original Programming: 3.75 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Radio/Audio Original Programming: 52.08 hours/week

Radio/Audio Total Broadcast: 173 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, Mobile App

VOA French to Africa produces a broad mix of news and interactive programming for an audience of 9.3 million people spanning across 17 Francophone countries in Africa. Recent surveys also indicate that VOA French to Africa reaches 14% of the adult population weekly in the Democratic Republic of Congo. The Service seeks to reach audiences in the 18-27 age range through music, talk, and magazine programs that address issues of importance to their generation. VOA French to Africa aims to deliver the independent interviews, debates, and in-depth reporting otherwise absent from state-owned or supported media that dominate the airwaves in many countries. The programs include coverage of gender, health, social issues, business and economics, and religion, as well as information on the United States and the American experience. The Service also produces programming in Lingala, Sango, and Wolof. Between April 2020 and March 2021, the French to Africa Service saw a year-on-year growth of 23% in the consumption of its site content, while its social media videos were viewed nearly 12 million times.

Major Programs:

- **LMA TV:** A 30-minute weekday television program with U.S., African, and international news about business, technology, social media, and sports.
- **Vous+Nous:** A 30-minute weekly television program that focuses on stories of young people who are improving their lives and communities in the United States and Africa.
- **Washington Forum:** A 30-minute weekly television program with in-depth debate and discussions.
- **Carnet de Santé:** A 15-minute weekly health television show focused on prevention and practical solutions.
- **Le Monde Aujourd'hui:** A 30-minute weekday radio news program.
- **Votre Santé, Votre Avenir:** A 30-minute weekly interactive radio program devoted to health and well-being.
- **Le Monde au Féminin:** A Radio-on-TV weekly magazine program focusing on women and youth.
- **RM Show:** A 60-minute weekday interactive issues and entertainment radio show.
- **Sporama:** A weekly sports magazine radio program.
- **Lingala Programs:** Twice weekday five-minute newscasts and weekday five-minute health segments.
- **Sango Program:** A 30-minute weekday radio program with national and international news, interviews, analysis, reactions, and cultural features.



VOA Hausa Service (Language: Hausa)

Origin: 1979

FY 2020 Service Actual Spending: \$2.938 million

FY 2020 Service + Program Delivery: \$3.324 million

TV/Video Original Programming: 0.75 hours/week

TV/Video Total Broadcast: 0.75 hours/week

Radio/Audio Original Programming: 16 hours/week

Radio/Audio Total Broadcast: 16 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, Mobile App

VOA's Hausa Service focuses on programming for young audiences and reaches approximately 17 million people every week in Africa. VOA Hausa provides content on radio and television as well as a website that features live and on-demand broadcasts. Politically and economically, targeted countries are vital to U.S. interests, particularly Nigeria with a population of more than 200 million, vast oil and gas resources and a sizeable Muslim population. Within this country (Nigeria), the Service reaches 16% of the adult population per week. VOA Hausa also aims to reach those across the Niger Republic, Ghana, Chad, and Cameroon. The Hausa program line-up includes integrated newscasts, magazine shows, diverse stringer reports, exclusive interviews, a call-in show with prominent leaders, listeners' emails, phone calls, texts, and online engagement. Between April 2020 and March 2021, the Hausa Service saw a year-on-year growth of 83% in its website content consumption, while on social media, it earned 5.4 million interactions and 62 million video views.

Major Programs:

- **Taskar VOA:** A weekly 30-minute youth-driven TV magazine focusing on current affairs, religion, technology, and entertainment.
- **Lafiyarmu:** A weekly 15-minute health-focused TV show with an emphasis on preventive measures and practical solutions.
- **Yau Da Gobe:** A weekday 30-minute radio show targeting women and youth, with a strong online and on-demand presence.
- **Weekly Features:** VOA Hausa produces a variety of 10-minute radio feature segments, including a program presenting opposing views on current issues in the region; a feature tracking corruption; a program that provides constitutional and legal interpretation of political issues of the day; a joint production between VOA Hausa and its affiliates offering profiles of rural towns and villages; a feature in which stringers visit local markets; and a roundtable on press freedom issues with journalists drawn from various locations.

VOA Horn of Africa Service (Languages: Afan Oromo, Amharic, Tigrigna)

Origin: Amharic – 1982; Tigrigna and Afan Oromo – 1996

FY 2020 Service Actual Spending: \$3.381 million

FY 2020 Service + Program Delivery: \$3.637 million

TV/Video Original Programming: 0.25 hours/week

TV/Video Total Broadcast: 0.25 hours/week

Radio/Audio Original Programming: 16 hours/week

Radio/Audio Total Broadcast: 34.5 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming, Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, Mobile App

VOA's Horn of Africa Service broadcasts to Ethiopia and Eritrea in three languages: Amharic, Afan Oromo, and Tigrigna. The Service's programs target the more than 100 million people who live in Ethiopia and Eritrea, as well as diaspora communities worldwide. VOA Horn of Africa provides local, regional, U.S., and international news, as well as an array of programming about Ethiopian, Eritrean, and American culture, politics, and current affairs. According to a 2018 USAGM survey in Ethiopia, VOA has a weekly audience of 6.6 million adults (i.e., 10.8% of the country's adult population), with the largest audience among those aged 15 to 34 years. The survey results also indicate that 98% of the audience said they trust VOA's news and information. The Service has been successful online as well, with nearly a 66% year-on-year growth in the consumption of Amharic website content between April 2020 and March 2021, and a 54% increase in Tigrigna social media interactions. Overall, it saw an increase of 23% in social media views and 73% in interactions over the same period.



Major Programs:

- **Call-In:** A 20-minute Amharic radio program featuring newsmakers and experts answering audience questions.
- **Democracy in Action:** A weekly Amharic radio feature on issues of democracy, social and economic development, and human rights.
- **Gabina VOA:** A 30-minute Amharic radio show that explores a range of youth-focused topics, including migrants, health, entrepreneurship, technology and innovation, local governance, music, and life in America.
- **Afan Oromo:** Broadcasts weekdays about regional and world news and provides feature stories about democracy, health, development, and American stories. Includes the weekly program: “Do You Know This About Oromos?”
- **Tigrigna:** Broadcasts weekly news and features of interests to Tigrigna-speaking listeners in northern Ethiopia and Eritrea. Weekly programs include People to People, and Eritreans in America.
- **Nuro Betenenet:** A 15-minute weekly Amharic health television program focusing on prevention and practical solutions for Africans including good health during pregnancy, easy hygiene practices, fitness, and healthy eating habits.

VOA Portuguese to Africa Service (Language: Portuguese)

Origin: 1976

FY 2020 Service Actual Spending: \$1.343 million

FY 2020 Service + Program Delivery: \$1.482 million

TV/Video Original Programming: 0.25 hours/week

TV/Video Total Broadcast: 0.25 hours/week

Radio/Audio Original Programming: 10 hours/week

Radio/Audio Total Broadcast: 10 hours/week

Delivery Method:

TV/Video: Satellite

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite

Website, Social Media, Mobile App

The VOA Portuguese to Africa Service broadcasts to Lusophone Africa with a particular focus on Angola, Mozambique, and other countries where there are sizable Portuguese-speaking communities. Within Mozambique alone, the Service’s weekly reach comprises 4.5% of the national adult population, or 0.6 million people. Portuguese broadcasts also reach East Timor in Southeast Asia, as well as Brazil via shortwave and the internet. Programs include news, interviews, and a wide variety of features, including music and art. The Service also broadcasts call-in shows and several video products. The Service has affiliate stations in Mozambique, Cape Verde, and Guinea-Bissau. Between April 2020 and March 2021, the Service saw a 12% year-on-year growth in the consumption of its website content and attracted nearly 11 million video views on social media.

Major Programs:

- **VOA60Africa, VOA60Mundo, VOA60Americ:** One-minute roundups of the regional, world, and top U.S. stories each day.
- **Passadeira Vermelha:** A 15-minute weekly television program that covers the latest in celebrity news, fashion, sports, film, and television around the world.
- **The 90-minute Weekday Program:** A comprehensive look at the day’s events, including business and sports, interviews, reports, and features. The Service broadcasts a 60-minute show on weekends. Broadcast highlights include Your Health, Agenda Africa, Themes and Debates, Arts and Entertainment, Politics in Angola & Top Ten, Angola’s Human Face or Angola’s Culture, Ask Dr. Nidia, and Listener Club.
- **Angola Window:** Covers the daily lives of Angolans in Luanda and in the provinces. On weekends, the show focuses on current political issues as well as social and cultural themes.
- **Angola, Saúde em Foco:** A weekly discussion show featuring health professionals answering questions from viewers.
- **Washington Fora d’Horas:** A daily Facebook Live show providing breaking news in politics, economics, and social issues in Lusophone Africa and the world.



VOA Somali Service (Language: Somali)

Origin: 2007

FY 2020 Service Actual Spending: \$2.998 million

FY 2020 Service + Program Delivery: \$3.321 million

TV/Video Original Programming: 0.58 hours/week

TV/Video Total Broadcast: 0.58 hours/week

Radio/Audio Original Programming: 23.5 hours/week

Radio/Audio Total Broadcast: 33 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM

Website, Social Media, Mobile App

VOA's Somali Service aims to provide news and information about a wide range of Somali affairs, including political and social issues, health, development, music, and culture. A team of Somali broadcasters based in Washington, D.C., along with freelance reporters in Somalia and elsewhere in Africa and the world, provides news to a country with a new government at war with the terrorist group al-Shahab. Program formats include panel discussions, debates, interviews with newsmakers, and call-in shows that encourage Somali leadership and the general population to express personal opinions on topics of interest. People who drive the news, from the Somali President to insurgents, are interviewed regularly. Recent surveys indicate that the Service reaches 26.6% of adults in Somalia, totaling 2 million people across multiple market regions. Online, between April 2020 and March 2021, the Service saw an increase of 117% in its website content consumption as compared to the previous year, and on social media it had over 31 million video views.

Major Programs:

- **Qubanaha:** A 30-minute weekly television show presenting news and development features from Somalia and North America.
- **Qubanaha Maanta:** A Facebook video show anchored from Washington with U.S. and international news content, correspondent reports from Somalia, in-studio analysis of technology and sports, and a viewer-contributed video in a "What is on your mind?" segment.
- **Investigative Dossier:** A weekly program covering corruption and other issues in Somalia and the wider African continent.
- **Youth Show:** A 30-minute weekday radio show focusing on issues of interest to young Somali speakers.
- **Evening Show:** A one-hour weekday radio show broadcast repeated at a different time daily for affiliates.
- **Women and Family Affairs:** A weekly women's segment tackling stories of particular interest to female audiences.

VOA Swahili Service (Language: Swahili)

Origin: 1962

FY 2020 Service Actual Spending: \$2.52 million

FY 2020 Service + Program Delivery: \$2.991 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Radio/Audio Original Programming: 13.2 hours/week

Radio/Audio Total Broadcast: 15.2 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Shortwave, USAGM-owned FM, Satellite

Website, Social Media, Mobile App

The VOA Swahili Service reaches 15.2 million people in the east and central African nations of Tanzania, Kenya, Uganda, Burundi, Rwanda, the Democratic Republic of Congo, and several pockets of Swahili-speaking communities in West and Southern Africa, the Middle East, and Asia. Within its main market region of Tanzania, VOA Swahili reaches 29.8% of the adult population per week. The Service offers news and features on important international, regional, and U.S. stories. Online, VOA Swahili saw a year-on-year growth of 32% in website content consumption between April 2020 and March 2021, along with a 33% increase in social media video views in the same period.



Major Programs:

- **Duniani Leo:** A 30-minute weekday news television show that analyzes important stories in the region and world, along with regular segments on technology, sports, business, and entertainment.
- **Maisha na Afiya:** A 15-minute weekly health-focused TV show with an emphasis on preventive measures and practical solutions.
- **Red Carpet:** A weekly television program covering celebrity news, fashion, sports, film, and television around the world.
- **VOA Express:** A weekday youth-oriented radio program examining major social, cultural, security, and political issues in Kenya and the region, including American trends and issues.
- **Kwa Undani:** A weekday radio talk show that takes a closer look at major daily news stories from the region and the United States.
- **Women's World:** A weekly radio program that reports on issues of interest to women and highlights female achievements in the region.
- **Live Talk:** A popular radio call-in program that allows listeners to participate in discussions with experts and newsmakers on different topics.

VOA Zimbabwe Service (Languages: Shona, Ndebele)

Origin: 2003

FY 2020 Service Actual Spending: \$1.546 million

FY 2020 Service + Program Delivery: \$2.017 million

Radio/Audio Original Programming: 17 hours/week

Radio/Audio Total Broadcast: 17 hours/week

Delivery Method:

TV/Video: OTT/Streaming (Radio on TV simulcast)

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

VOA Zimbabwe provides extensive and comprehensive coverage of political, social, and economic developments in Shona and Ndebele. VOA presents credible and balanced information, reaching out to government officials, opposition parties, members of civil society, and ordinary citizens. The Service reaches 32% of the adult population in Zimbabwe, or 2.7 million people weekly. VOA Zimbabwe continues to be an important source of independent information in a country where one party has ruled since independence in 1980. Between April 2020 and March 2021, the Service's site content consumption increased by 72% over the previous year. On social media, Shona interactions increased by 10% and Ndebele video views grew by 19% in the same period.

Major Programs:

- **Studio 7:** A source for extensive and comprehensive coverage of political, economic and social developments. On both its radio and Radio-on-TV platforms, the weekday Studio 7 offers a variety of segments that focus on women and youth-related issues, religion and culture, the diaspora community, the rural population and health – including the HIV/AIDS epidemic – as well as education, the arts, and sports. Studio 7 draws upon a network inside Zimbabwe, South Africa, and Botswana to provide extensive coverage of developments on the ground, from major cities like Harare, Bulawayo, Gaborone, and Johannesburg to smaller towns like Chinhoyi and Gwanda, as well as rural areas.
- **Live Talk:** A call-in Radio-on-TV (simulcast) talk show, Live Talk provides a platform for audience members to air their views on developments taking place in southern Africa. The program aims to enlighten citizens on critical issues by engaging experts, non-state actors, politicians, and government officials.



VOICE OF AMERICA (VOA): EAST ASIA AND PACIFIC

VOA Burmese Service (Language: Burmese)

Origin: 1943

FY 2020 Service Actual Spending: \$3.82 million

FY 2020 Service + Program Delivery: \$4.094 million

TV/Video Original Programming: 5.58 hours/week

TV/Video Total Broadcast: 22.08 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 35 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Shortwave, Satellite

Website, Social Media, Mobile App

VOA Burmese provides millions of Burmese with the latest news from Burma, Southeast Asia, the United States, and the world, relying on radio, television, internet, and social media platforms such as Facebook. The Service, which also targets Burmese communities in neighboring Thailand and Bangladesh, closely monitors and reports U.S. and international attention to Burmese national developments, especially in the areas of human rights and press freedom. VOA Burmese also educates and engages its audiences with lessons and features on English teaching, health, society, lifestyle, and entertainment. According to USAGM research conducted in 2018, the Service's programs reached 10.4% of Burma's adult population, or 3.8 million people.

The February 2021 military coup returned the country to an information dark-age. The military has banned all major private TV stations and news media outlets and restricted the public's internet access, to include social media and mobile data networks. People now rely heavily on international broadcasters like VOA, RFA, and the BBC for their daily news and information. Coverage of the military takeover in Burma has increased the Service's audience significantly across many platforms. The website broke VOA's one-day traffic record four times within two months, surpassing 1.22 million visits the day after the takeover and 1.29 million the week after.

In March 2021, as the news broke about military attacks on protestors in Sanchuang, traffic peaked on the VOA Burmese website at 1.35 million. This record was broken again the next day with 1.49 million. On one day (February 2, 2021) on Facebook, the Service logged a record-high of 3.4 million interactions and 26 million video views. Between April 2020 and March 2021, the Service saw nearly 112 million social media interactions (an increase of 191%) and logged about 683 million social media views—a 77% increase over the previous year.

Major Programs:

- **Daily News from VOA:** A 30-minute live television news program featuring breaking news, interviews, and in-depth reports on Myanmar, Asia, U.S., and world news.
- **Week in Review:** A 30-minute round up of the week's top stories (TV).
- **Weekend Magazine:** A weekly roundup of high-profile interviews on the latest situation in Myanmar, stories about America, and English Learning (TV).
- **VOA Burmese News for Affiliates:** A 15-minute daily TV news feed to affiliates, currently for Mizzima TV and formerly for Democratic Voice of Burma (DVB,) an affiliate recently shut down by military officials.
- **English Learning:** A 6-minute video segment that helps audiences improve their American English.
- **VOA Burmese News:** Two one-hour daily live radio shows (one airing in the morning and one airing in the late evening) that include original reporting from Myanmar, Southeast Asia, and the United States, along with analysis and informational reports on civil society.



VOA Cantonese Service (Language: Cantonese)

Origin: 1987 (also on air 1941–1945 and 1949–1963)

FY 2020 Service Actual Spending: \$0.973 million

FY 2020 Service + Program Delivery: \$0.99 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.67 hours/week

Radio/Audio Original Programming: 7 hours/week

Radio/Audio Total Broadcast: 54 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Shortwave

Website, Social Media, Mobile App

The VOA Cantonese Service offers audiences news and information with a broad range of views otherwise unavailable on Chinese state media. The service provides content that the average Chinese citizen can use to build civil society institutions. As China tightens control of Hong Kong, its citizens also turn to VOA for information about U.S. reactions. VOA Cantonese targets an audience of over 100 million Cantonese speakers in the most economically dynamic region of south China. VOA also serves Cantonese speakers in Hong Kong, Macau, Australia, and Chinese communities in Southeast Asia where Cantonese is the preferred dialect. The Service reaches 2.6 million people in mainland China on a weekly basis, or 2.24% of adults in this region. Between April 2020 and March 2021, VOA Cantonese saw a year-on-year growth of 7% in the consumption of its site content and accumulated over 2 million video views on social media.

Major Programs:

- **American Report:** A five-minute weekly feature television program that includes the latest developments in science, medicine, and arts and entertainment.
- **Daily Video News:** A five-minute television program that provides the latest news available on the VOA Cantonese website, YouTube, and Facebook pages.
- **VOA60 World:** A daily one-minute television news segment covering major world developments.
- **News in Brief:** A five-minute radio program at the top of the hour during the two-hour daily program, with a predominant focus on U.S.-China relations and international news.
- **Windows to the World:** A 55-minute radio segment repeated twice within the two-hour daily show that includes interviews and expert analysis on the United States, China, and world affairs. The program is on short-wave radio and carried by Hong Kong digital radio platform D100.
- Bi-weekly Q&A with affiliates in Hong Kong including Radio Television of Hong Kong, the largest public broadcaster.



VOA English to Asia Service (Language: English)

Origin: 2010 in English Division/2017 in East Asia and Pacific Division

FY 2020 Service Actual Spending: Included in VOA News Center in FY20

FY 2020 Service + Program Delivery: \$0.054 million

TV/Video Original Programming: 0.23 hours/week

TV/Video Total Broadcast: 0.23 hours/week

Radio/Audio Original Programming: 4 hours/week

Radio/Audio Total Broadcast: 6.08 hours/week

Delivery Method:

TV/Video: Affiliate, USAGM-Owned Terrestrial

Radio/Audio: Affiliate, Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, Mobile App

VOA English to Asia broadcasts news and information to English-speaking populations in the East, Southeast, and South Asian regions. The television, radio, internet, and social media programs target audiences living in Asia interested in global, U.S., and regional Asia news. The Service places programs on and provides Washington Bureau reporting for regional, national, and international affiliate networks. With a second focus on university students, the Service partners with college campus radio and television stations in Asia to reach young, educated, upwardly mobile, and future influencers in Asia.

The Service produces a daily Asia news radio and podcast program, as well as co-produces a weekly television feature with one of the biggest networks in India. VOA also offers a three-minute weekly video roundup of business news from Asia and around the world and has produced two video series. The first of these highlights the experiences of immigrant chefs from all over the world in the United States while the second addresses many different aspects of life on American college campuses. The Service has also continued to grow its Facebook following and launched new social media videos on Instagram and YouTube.

While not all English language consumption of VOA in Asia can be attributed to this Service's programming, VOA English content reached a weekly audience of 9.1 million across the region in FY 2020. On social media, the Service's properties experienced year-on-year increases of 52% in interactions and 180% in video views between April 2020 and March 2021.

Major Programs:

- **VOA Asia:** A 25-minute daily radio and podcast program about news pertaining to Asia and America.
- **Business Scene:** A three-minute weekly video roundup of business news from Asia and around the world.
- **WION-VOA Co-Production:** A 15-minute weekly live hit on U.S. news from VOA on Indian affiliate WION TV.
- **Food Bites:** A video series of three-minute episodes highlighting the American experiences of immigrant chefs from all over the world.
- **College View:** A video series of three-minute episodes addressing life on American college campuses.

VOA Indonesian Service (Language: Indonesian)

Origin: 1942

FY 2020 Service Actual Spending: \$5.433 million

FY 2020 Service + Program Delivery: \$5.433 million

TV/Video Original Programming: 3.93 hours/week

TV/Video Total Broadcast: 10.47 hours/week

Radio/Audio Original Programming: 35.9 hours/week

Radio/Audio Total Broadcast: 48.4 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

The VOA Indonesian Service aims to provide trusted and credible news and information about Indonesia, the United States, and the world to help audience members make informed decisions about important issues and to better understand diversity and tolerance in a country with the world's largest Muslim population, the world's third largest democracy, and the world's fourth largest population overall. The Service reaches an audience of 38.5 million people, or 21.3% of the adult population in Indonesia weekly – by television, radio, and digital platforms including websites and social media. Its programs are carried by more than 400 FM/AM radio, TV and digital affiliates, as well as websites and social media accounts. Between April 2020 and March 2021, VOA Indonesian's website visits increased by 10% over the previous year to 13.4 million, while its social media video views grew by 76% to nearly 214 million.



Major Programs:

- **Dunia Kita:** A 30-minute human-interest television program.
- **Laporan VOA:** A five-day-per-week television program that centers around economic reports for a major affiliate's business newscasts.
- **Sapa Dunia:** A weekly 5-minute segment featuring current affairs and human interest stories.
- **SH+E Magazine:** A weekly 30-minute magazine show that highlights notable profiles, career, education, and lifestyle to inspire Indonesian women.
- **Reportase Weekend:** A twice weekly 30-minute TV show that highlights the week's news and features on technology, lifestyle, and culinary arts.
- **Warung VOA:** A 30-minute weekly television talk show that explores culture and lifestyle for a partner station in East Java.
- **VOA This Morning & VOA This Evening:** Two radio programs airing five days a week bringing listeners news and features of the day from the U.S. and Indonesia, as well as highlighting stories on Indonesian diaspora around the world.
- **Start Your Day with VOA:** A 30-minute daily morning radio news program for major radio networks.
- **America Now:** A 2-hour live interactive between VOA hosts and Sonora Radio on the latest news from the U.S.
- **VOA Executive Lounge, VOA Plus:** A 30-minute radio talk show that targets young professionals.

VOA Khmer Service (Language: Khmer)

Origin: 1962 (also on air 1955-1957)

FY 2020 Service Actual Spending: \$2.802 million

FY 2020 Service + Program Delivery: \$2.992 million

TV/Video Original Programming: 0.74 hours/week

TV/Video Total Broadcast: 0.74 hours/week

Radio/Audio Original Programming: 10.5 hours/week

Radio/Audio Total Broadcast: 21 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, Mobile App

VOA Khmer is a multimedia news operation that reaches its Cambodian audience by radio, TV, the internet and social media. VOA Khmer's programs serve Cambodians as a trusted source of news and information about the United States, Asia, and Cambodia in the Khmer language. The Service targets students, young to mid-career professionals, and government workers. It builds on a reputation for reliability established through three decades of wartime broadcasts.

According to USAGM research, in 2019, VOA Khmer reached 8.5% of the population across all platforms, equivalent to 0.97 million people. VOA Khmer's digital presence has become increasingly important following a severe crackdown by Cambodian authorities in the second half of 2017 against independent media, civil society organizations, and the opposition party. Between April 2020 and March 2021, VOA Khmer saw nearly 11 million social media interactions and an over 7% year-on-year increase in social media video views—to 199 million.

Major Programs:

- **Washington Nexus:** A weekly 12-minute interactive TV program about developments in the U.S. with TV affiliate station CNC in Phnom Penh.
- **Creative Cambodia:** A TV-video news-feature program about innovative Cambodians working in arts and ideas.
- **Reporter's Notes:** An in-depth on-camera discussion and video production about a trending or topical story with a VOA Khmer journalist and a host.
- **Envision Cambodia:** A 16-episode podcast about the future of Cambodia.
- **Washington Today:** Television news segments about U.S. news, broadcast via an affiliate.
- **U.S. Business News:** TV news-insert packages about economic developments in the United States.
- **VOA Log On:** A series of five-episode TV-video seasons airing in 2021-2022 featuring stories on digital technology.
- **Evening New Hours:** A 60-minute international breaking news and feature radio program that covers the latest developments in the United States, Asia, Cambodia, and the world.
- **Hello VOA:** A 30-minute live call-in radio talk show with guests from NGOs, the government, businesses, universities, and the health sector.
- **Sunrise News:** A 30-minute news program covering the latest global developments.



VOA Korean Service (Language: Korean)

Origin: 1942

FY 2020 Service Actual Spending: \$6.128 million

FY 2020 Service + Program Delivery: \$7.563 million

TV/Video Original Programming: 2.88 hours/week

TV/Video Total Broadcast: 2.88 hours/week

Radio/Audio Original Programming: 39.5 hours/week

Radio/Audio Total Broadcast: 49 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

VOA's Korean Service broadcasts news and information about North Korea, South Korea, the United States, and the world, including international reaction to human rights conditions in North Korea and North Korea's nuclear and missile programs. The Service provides timely, relevant news and information through television, radio, and the internet. Programming is distributed via social media platforms, including YouTube, in addition to the Service's website and satellite network.

VOA Korean serves North Korean elites, who represent 10-15% of the population, with timely and authoritative news about U.S. policy towards North Korea and the state of bilateral relations. The information provided by the Service is otherwise unavailable to North Koreans through the state-controlled North Korean media. VOA Korean also targets countries such as Russia, where many North Korean migrant workers live, and officials frequently visit.

VOA Newscast, the Service's most popular program across all digital platforms, generated almost 36.4 million video views and 1.7 million interactions on social media between April 2020 and March 2021. In the same period, VOA Korean saw a total of 43 million social media video views and 4.5 million site visits.

Major Programs:

- **Washington Talk:** A 20-minute weekly television program based in Washington that discusses the week's top events affecting North Koreans featuring high caliber experts and policy makers in the United States.
- **VOA Newscast:** A 10-minute television news program that provides major news stories with analysis of special interest to North Koreans.
- **Global Report:** A 11-minute weekly television program that analyzes the top global news of the week, along with informative stories from high-tech and environment to medical advances from around the world.
- **College Tours:** A 20-minute biweekly documentary series that explores colleges around the U.S. and seeks to find out what makes them competitive.
- **VOA News Today:** A three-hour daily radio news show that provides comprehensive coverage on North Korea from Washington and Seoul.
- **Live from Washington:** A two-hour daily radio show about current events as well as entertainment developments in the United States and around the world.

VOA Lao Service (Language: Lao)

Origin: 1962

FY 2020 Service Actual Spending: \$0.734 million

FY 2020 Service + Program Delivery: \$0.772 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.17 hours/week

Radio/Audio Original Programming: 4 hours/week

Radio/Audio Total Broadcast: 4.5 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Medium Wave

Website, Social Media, Mobile App



VOA Lao serves as a reliable local source for news and information about the world, reporting on events and developments not otherwise covered by the local media, including government inefficiency, lack of accountability, and corruption. VOA Lao covers developments related to U.S. and Lao relations, especially on such issues as U.S. assistance in removing unexploded ordinances from the Indochina War and USAID's work in developing better governance in the country. The Service provides information on education for isolated minority audiences in remote areas of the country. Its programs can be heard on medium wave and local FM affiliate stations in Laos and northeastern Thailand. VOA Lao's measurable weekly audience was 1% (or 0.04 million). Online, the Service registered nearly 7 million website visits between April 2020 and March 2021, a year-on-year increase of over 11%, with about 1.4 million social media interactions (60% year-on-year growth) and as many on social media.

Major Programs:

- **Your American English Show:** A five-minute television video segment airing twice weekly on Lao National TV that teaches English words and idioms as they appear in the news and movies.
- **Regional and World News:** A 30-minute daily radio show that covers regional and world news, correspondent reports, news analysis, and weekly features on Laotians living and working overseas.

VOA Mandarin Service (Language: Mandarin)

Origin: 1941

FY 2020 Service Actual Spending: \$12.768 million

FY 2020 Service + Program Delivery: \$13.189 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 91 hours/week

Radio/Audio Original Programming: 15 hours/week

Radio/Audio Total Broadcast: 78 hours/week

Delivery Method:

TV/Video: Affiliate (limited), Satellite

Radio/Audio: Shortwave, Medium Wave, Satellite

Website, Social Media, Mobile App

VOA Mandarin broadcasts news and feature reports that provide Chinese audiences with an accurate understanding of the United States, its policy, people and society. The Service offers Chinese-speaking populations in the People's Republic of China and around the world daily television and radio broadcasts as well as digital content that tells the story of America and its relations with China. VOA Mandarin delivers fact-based reporting on events and a wide range of perspectives from the United States and Asia. In light of the increasingly aggressive Chinese propaganda offensive, VOA Mandarin serves an important role of counter disinformation by the PRC state media with objective and fact-based news and responsible discussion of U.S. policy. VOA Mandarin provides uncensored news about significant developments in China and around the world that enables the Chinese audience to make informed decisions about important issues.

Thanks in part to circumvention technology that allows audiences on the internet and social media to access content blocked by the Chinese firewall, VOA Mandarin reaches 39.2 million adults (aged 15+) each week in China, or 3.7% of the adult population, according to a 2017 USAGM national survey. Between April 2020 and March 2021, over 96 million people consumed the site's content and nearly 220 million viewed VOA Mandarin videos on social media (40% year-on-year growth).

Major Programs:

- **Eye on America:** A 30-minute television program on U.S. news and other developments, Monday-Friday.
- **Issues & Opinions:** A 30-minute television news and talk show on major developments in China five days a week.
- **Pro & Con:** A 30-minute weekly talk show debating controversial issues in the news.
- **Strait Talk:** A 30-minute weekly call-in television program to discuss news and issues of common interest for people across the Taiwan Strait.
- **Windows on the World:** A 60-minute long daily radio program about current affairs.



VOA Thai Service (Language: Thai)

Origin: 1962 (also on air 1942 – 1958)

FY 2020 Service Actual Spending: \$1.038 million

FY 2020 Service + Program Delivery: \$1.038 million

TV/Video Original Programming: 0.66 hours/week

TV/Video Total Broadcast: 0.66 hours/week

Radio/Audio Original Programming: 6.04 hours/week

Radio/Audio Total Broadcast: 6.54 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Affiliate, Streaming

Website, Social Media, Mobile App

VOA Thai operates on an affiliate-based strategy, which places programs on popular local FM radio and TV stations. On the air since 1942, VOA Thai broadcasts news on a wide range of topics, including geopolitics, business, and English learning. The Service targets Thai speakers living in Thailand, neighboring countries, and around the world. VOA Thai reaches its audience of 0.3 million people – or 0.6% of the adult population in Thailand – through a multimedia approach using television, radio, and digital platforms, including websites and social media. VOA Thai has been a source for critical stories on press freedom and an authoritative source on Thai politics at a crucial time. Between April 2020 and March 2021, about 5 million people consumed VOA Thai’s website content, while about 35 million viewed its social media videos.

Major Programs:

- **Report for America:** A 15-minute weekly television program that covers a wide range of topics, including U.S.-Thai relations and the Thai diaspora.
- **Hotline News from VOA Washington:** A radio program designed for rush-hour commuters, airing weekdays. Each show covers world news as well as features that explain U.S. government and economic policies, U.S. relations with Asian countries, and special segments on popular topics.
- **Weekend with VOA:** A 30-minute radio show that summarizes important events of that week.
- **Let’s Learn English:** A weekly radio show that helps audiences improve their English through an engaging format that explains American English idioms.
- **Facebook Live News Programs:** The Hotline News from VOA Washington and Weekend with VOA radio programs are reformatted and broadcast live on Facebook as video shows.
- **Diaspora Stories:** A ten-minute digital program with original video stories about people in the Thai diaspora community in the United States.

VOA Tibetan Service (Language: Tibetan)

Origin: 1991

FY 2020 Service Actual Spending: \$4.266 million

FY 2020 Service + Program Delivery: \$4.411 million

TV/Video Original Programming: 2.67 hours/week

TV/Video Total Broadcast: 36 hours/week

Radio/Audio Original Programming: 42 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

Through television, radio, and the internet, VOA Tibetan provides its audience with uncensored news otherwise unavailable to Tibetan audiences through state-controlled Chinese media. The Service reaches an audience in the ethnic Tibetan regions of China in the provinces of Qinghai, Sichuan, Gansu, and Yunnan, as well as Tibetan communities in Bhutan, Nepal, and India. VOA Tibetan, which supports the development of civil society, offers open discussions of important issues and provides information and expertise that counter Chinese government propaganda. Part of the Service’s programming focuses on Tibetan culture and traditions, which are under constant assault from the Chinese government. While it is not possible to measure VOA audiences in Tibet, it is believed that some portion of the recently measured VOA audience in India is due to VOA Tibetan programming and affiliations in India. Online, over 5 million people consumed VOA Tibetan site content between April 2020 and March 2021, while on social media the Service had over 24 million video views over the same period, a nearly 30% increase from the past year.



Major Programs:

- **Khawai Mina:** A 15-minute television and radio program that profiles and interviews Tibetan newsmakers and members of the Tibetan global diaspora.
- **Kunleng Forum:** A 35-minute television program that tackles cultural and current affairs topics not easily discussed inside Tibet.
- **Kunleng News:** A 15-minute television news program that discusses news from the United States, the world, and Tibet in the Tibetan language.
- **Bhome-Women Transforming:** A 15-minute radio and television program that focuses on the changing role of women around the world and discusses it in the Tibetan context.
- **Cyber Tibet:** A 10-minute television show that provides a roundup of trending Tibetan cyber news, music, and video posts, and blog and website activities.
- **Youth & Education:** A weekly radio program on issues and challenges facing Tibetan youth.
- **Table Talk:** A weekly radio interview program with newsmakers, writers, artists, entrepreneurs, educators, and politicians.

VOA Vietnamese Service (Language: Vietnamese)

Origin: 1951 (also on air 1943 – 1946)

FY 2020 Service Actual Spending: \$2.294 million

FY 2020 Service + Program Delivery: \$2.31 million

TV/Video Original Programming: 3.5 hours/week

TV/Video Total Broadcast: 3.5 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Podcast

Website, Social Media, Mobile App

VOA Vietnamese broadcasts news and feature stories about Vietnam, the United States, and the world via television, internet, and social media. The Service provides Vietnamese audiences with accurate and balanced news in a market with limited news outlets. Digital traffic soars during major news events when audiences look to trustworthy international media like VOA for confirmation of news reports on local government controlled media. The Service reaches 1.6% of the adult population in Vietnam, or 1 million people, when last measured. Its popular YouTube channel regularly attracts the most total video views on VOA channels. Service journalists engage with their audience through live streaming, discussions, social media, blogs, and newsletters. Between April 2020 and March 2021, about 30.5 million people consumed VOA Vietnamese site content, while across social media, the Service registered over 570 million video views.

Major Programs:

- **VOA Express:** A 30-minute television program that features stories about the United States, Vietnam, global news/trends, and learning English programs.
- **VOA Blogs:** Blog posts by influential and independent Vietnamese journalists and observers in Vietnam and around the world on important events affecting Vietnam.
- **Audio:** A 30-minute daily podcast.
- **Study in the U.S.:** A weekly Facebook Live program that features interviews with education experts and students on studying in the United States.
- **U.S. Immigration:** A weekly Facebook Live program through which audiences can ask questions of the Service's guest U.S. immigration experts.
- **Your Health:** A weekly Facebook Live program in which health experts discuss health news and answer audience questions.
- **EconTalk:** A weekly Facebook live program with a guest expert discussing economics in daily life, analyzing the latest economic news, bringing the global economy to life, and taking questions from the audience.



VOICE OF AMERICA (VOA): EURASIA

VOA Albanian Service (Language: Albanian)

Origin: 1943 (closed in 1945, reopened in 1951)

FY 2020 Service Actual Spending: \$1.935 million

FY 2020 Service + Program Delivery: \$1.935 million

TV/Video Original Programming: 3.75 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, Streaming

Radio/Audio: Streaming (TV/Video simulcast)

Website, Social Media, Mobile App

VOA's Albanian Service plays a critical role in providing uncensored, objective, and comprehensive news and in promoting U.S. foreign policy objectives in a region still vulnerable to internal and external destabilizing forces, including Russian and Chinese malign influence, transnational crime, endemic corruption, and lack of an independent judiciary. In the politicized media markets of Albania, Kosovo, and the Albanian-speaking areas of North Macedonia, Serbia, and Montenegro, VOA Albanian reaches more adults than any other international broadcaster (60.5% of the total adult population in Albania, and 33.8% of that in Kosovo) and continues to be a trusted source of news and information in the region, reaching a total of 2.1 million people per week. More than 87% of the Service's Albanian audience considers VOA's content as trustworthy.

The Service focuses its cross-platform coverage on democratic reforms, ethnic reconciliation and regional cooperation, the importance of the rule of law, and the fight against corruption and organized crime. VOA Albanian news provided a fact-based alternative to domestic and foreign disinformation that took advantage of the COVID-19 pandemic and political polarization during election campaigns in Kosovo and Albania, to undermine trust in independent media, U.S., and Western institutions and universal values of democracy and freedom. While focusing on television, the news medium of choice for Albanian-speaking audiences, VOA Albanian journalists also interact with active and engaged digital audiences. Between April 2020 and March 2021, the Service's major program, Ditari, received over 5.7 million online video views. In the same period, the Service had a total of 197 million social media video views—a year-on-year increase of nearly 19%.

Major Programs:

- **Ditari:** A daily 30-minute news and information television program tailored to local audience needs. The show airs on 41 TV affiliates in Albania, Kosovo, Macedonia, Montenegro, and Serbia.
- **Special Reports:** In addition to its regularly scheduled TV programs, VOA Albanian provides special reports (interactives) for two top-rated affiliates in Albania and one in Kosovo. These largely focus on major political developments in the United States and provide U.S. perspectives on events affecting the region.

VOA Armenian Service (Language: Armenian)

Origin: 1951

FY 2020 Service Actual Spending: \$0.669 million

FY 2020 Service + Program Delivery: \$0.669 million

TV/Video Original Programming: 1.75 hours/week

TV/Video Total Broadcast: 1.75 hours/week

Delivery Method:

TV/Video: Affiliate, Digital VOD and VOIP distribution, Streaming

Website, Social Media, Mobile App

VOA's Armenian Service is one of the agency's smallest but most effective services, with a measured weekly reach of 34.7% in Armenia, or 0.8 million people. The Service provides reliable, objective, and comprehensive news and information, serving as a model of free press and an important source of information about the United States, its society and institutions, and its policies toward Armenia and other former Soviet states. Audiences in Armenia relied on VOA for fact-based coverage of U.S. official and expert perspectives regarding developments exploited by the Russian disinformation apparatus, including the COVID-19 pandemic, the conflict in Nagorno-Karabakh and the ensuing humanitarian and political challenges in Armenia, or the Biden Administration's decision to recognize the Armenian Genocide.

More than 84% of the audience in Armenia said they trust VOA's news. Armenia's leading media outlets regularly republish the Service's America-focused reports, which often dominate the local news agenda. The Service also produced impactful, short-documentary programs focusing on post-conflict reconciliation, human rights abuses, women's empowerment, and Russian propaganda influence in the public space. In addition to its video programming, VOA Armenian engages a growing population of online users across digital and social media platforms, including Facebook, Twitter, YouTube, and Instagram. VOA Armenian's reporting on the U.S. commemoration events of the 1915 Armenian genocide resulted in record-high numbers for the Service on Facebook, with over 1.3 million video views. The Service's program View from America was watched over 1.2 million times on Facebook. Site visits increased by nearly 60% over the previous year in the period between March 2020 and April 2021, while on social media interactions increased by 62% and video views by 44%—to 119 million.



Major Programs:

- **Armenian Daily Report:** A 15-minute television product (airing Monday through Friday) that focuses on U.S. and world events, U.S. foreign policy, business, science, and U.S.-Armenia relations.
- **View from America:** A 20-minute weekly magazine program that focuses on telling America's story, emphasizing features about the Armenian-American diaspora, and featuring reports on science, business, and entertainment.
- **Good Morning:** A five-minute daily segment (airing Monday through Friday) focusing on American life.

VOA Bosnian Service (Language: Bosnian)

Origin: 1996

FY 2020 Service Actual Spending: \$1.23 million

FY 2020 Service + Program Delivery: \$1.23 million

TV/Video Original Programming: 2.75 hours/week

TV/Video Total Broadcast: 2.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, Streaming

Website, Social Media, Mobile App

VOA is a leading international broadcaster in Bosnia-Herzegovina, serving as an impactful source of news and information about the United States, the Western Balkans, and the world. Through varied multimedia programming, VOA Bosnian Service successfully meets the information needs of a sophisticated audience in a region of strategic interest to the United States, which has been increasingly targeted by malign foreign influence, including from Russia, China, and violent extremists. In an increasingly complex and atomized media environment, VOA Bosnian provides content that transcends ethnic biases and presents fact-based content in a balanced, authoritative voice to all of Bosnia-Herzegovina's people. VOA Bosnian additionally shares America's democratic experience and is often the medium of record regarding pronouncements by U.S. officials.

VOA's Bosnian Service reaches nearly a fifth of the adult population (19%, or 0.9 million people) in Bosnia each week through its nationally distributed, live TV programming, documentary series and growing digital outreach. Most of the Service's digital efforts still focus on Facebook thanks to its dominance in the local social media scene. VOA Bosnian's Studio Washington program accumulated over 1.7 million video views on the Service's website and Facebook. A story about whether Serbian President Aleksandar Vučić agreed to move the Serbian embassy to Jerusalem drew almost 930,000 views and 7,800 reactions, comments, and shares on Facebook. Overall, between April 2020 and March 2021, the Service's site content consumption increased by over 58%, while on social media it accumulated over 8 million video views.

Major Programs:

- **Studio Washington:** A live, 15-minute news and current affairs television program that airs Monday through Friday by satellite and on 16 TV stations throughout Bosnia-Herzegovina. The show includes interviews with newsmakers from the United States and the region, investigative reporting, and features focused on American life, thought, and institutions.
- **Interactives:** VOA Bosnian provides regular, live TV remotes and interactives to national and regional TV networks, including BHT1, FTV, FaceTV, and N1. These reports are aired in primetime newscasts and programs, primarily focusing on news events in the United States and providing U.S. perspectives on developments affecting the audience in the target area.



VOA Georgian Service (Language: Georgian)

Origin: 1951

FY 2020 Service Actual Spending: \$1.005 million

FY 2020 Service + Program Delivery: \$1.005 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, Streaming

Website, Social Media, Mobile App

The VOA Georgian Service employs an interactive mix of television and digital programming to inform, engage, and connect with audiences that have become increasingly vulnerable to Russian strategies of malign influence. VOA broadcasts provide reliable, objective and fact-based news and information to Georgian-speaking audiences, including in Georgian territories occupied by Russia. VOA Georgian acts as a “window on American life,” providing insights into American culture, thought, and institutions, as well as analyses of Georgia’s democratic evolution and its prospects for Euro-Atlantic integration. VOA Georgian’s audience has increased thanks largely to the success of its TV programming and news reports on five major national networks, and increased outreach on digital and social media platforms.

The Service currently reaches 7.7% of the adult population in Georgia, or 0.2 million people weekly. More than 86% of VOA users in Georgia trust VOA’s content. In the past year, VOA Georgian’s Washington Today program received 876,000 video views across digital platforms, including the website. One of the Service’s most successful social media posts, a video about the Bronx Zoo opening attracted more than 935,000 views across platforms. The Service’s COVID-19 coverage was also popular among audiences. Site content consumption increased by over 76% in the year between April 2020 and March 2021, to 3.2 million, while on social media, the Service saw 18.4 million video views.

Major Programs:

- **Washington Today:** A weekly 20-minute TV magazine carried by nationwide Georgian Public TV, focusing on developments in the United States, American perspectives on major developments in the target area, and the Georgian diaspora, and providing features on social issues, medicine, science, technology, and culture.
- **Studio Washington:** A five-minute daily news program carried by affiliate TV stations (airing Monday through Friday) that covers major developments in the United States and offers American reactions on breaking news pertaining to Georgia and/or the target region.
- **View from Washington:** A weekly 15-minute TV show carried by affiliate TV Pirveli on Saturdays in primetime. The program is a long-format interview with American decision-makers, experts, and influencers who discuss democratic values, American foreign policy towards the target region, and social, economic, and political processes.
- **Interactives:** VOA Georgian conducts regular weekly reporting and live interactives for affiliates, including Achara TV, TV Pirveli, Business Media Georgia, MAESTRO TV, Formula TV, and the Georgian Public Broadcaster.

VOA Macedonian Service (Language: Macedonian)

Origin: 1999

FY 2020 Service Actual Spending: \$0.694 million

FY 2020 Service + Program Delivery: \$0.694 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 1 hour/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, Streaming

Website, Social Media, Mobile App

One of the top-rated international broadcasters in the Republic of North Macedonia, VOA’s Macedonian Service offers original and exclusive reporting on U.S. policies and expert opinions on the country’s Euro-Atlantic prospects, as well as developments in the Western Balkans. Through its cross-platform programming, the Service offers a comprehensive perspective on life in the United States and explains U.S. foreign policy in a volatile region vulnerable to disinformation provided by outside players with malign interests in the region, particularly Russia and China. As a trusted source of news, information, and analysis, VOA Macedonian contributes significantly to audience understanding of current events, U.S. policies, and society.

Reaching 21% of the adult population (or 0.4 million people) weekly, the Service has significant impact on the local news agenda with its comprehensive coverage of the news, exemplifying the principles of a free press while reporting on a wide variety of issues, including human rights, lack of the rule of law, the plight of migrants, and women’s rights in particular. Last year, the Service’s flagship show, NewsFlash, reached almost 1 million video views online, primarily via Facebook. Content produced by the Service was also often shared by local officials as well as Americans serving in the country and the region on their respective social media platforms.



Major Programs:

- **NewsFlash:** VOA Macedonian's flagship show and the only regular Macedonian-language TV show by an international broadcaster. The 10-minute program, which airs nationwide on Monday to Friday, is broadcast through affiliates such as Telma TV, 24 Vesti, and several regional/local stations throughout Northern Macedonia. It focuses on news and information from the United States, the Macedonian diaspora, and North Macedonia.
- **Interactives:** VOA Macedonian conducts two regular, weekly TV interactives with national affiliates, Telma TV and Alfa TV, incorporating live remotes and reports in their nightly news shows.

VOA Russian Service (Language: Russian)

Origin: 1947

FY 2020 Service Actual Spending: \$8.645 million

FY 2020 Service + Program Delivery: \$8.645 million

TV/Video Original Programming: 12.5 hours/week

TV/Video Total Broadcast: 12.5 hours/week

Radio/Audio Original Programming: 1 hour/week

Radio/Audio Total Broadcast: 1 hour/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, OTT, Streaming

Radio/Audio: Podcasts, Streaming

Website, Social Media, Mobile and OTT Applications

VOA Russian employs a digital-first strategy to inform, engage, and connect information-deprived Russian audiences, offering fact-based alternatives to the Kremlin's disinformation designed to fan anti-Western sentiment. With its innovative, cross-platform programs, VOA Russian Service engages audiences in conversations about America and its values while providing insights into U.S. policy, life, and institutions, including U.S.-Russia relations and American reactions to developments in Russia or Russia's actions globally.

VOA Russian's interactive multimedia content includes 12 hours of weekly TV programming that airs on the Current Time Channel, and digital outreach with video streaming, podcasts, and social media native products, expert blogs, and newsletters that provide viewpoints and engage audiences on topics not presented by Russia's state-controlled outlets.

VOA's Russian Service debunks Russian propaganda and false, anti-American narratives with facts and good journalism; offers in-depth coverage of issues vital to U.S. national interests; gives an accurate and comprehensive portrayal of America and its policies and institutions; and targets potential change agents in Russia, including opposition figures and business leaders with a strong stake in integrating Russia into the global economy, and the many Russians — now largely silent — who favor putting Russia back on a path that embraces democracy and respects human rights.

VOA Russian reaches 2.9% of the adult population in Russia weekly, and 5.5 million people across its various market regions. VOA Russian's audience on digital platforms is active and engaged. From April 2020 to March 2021, VOA Russian's program Current Time America was viewed over 16 million times online and generated nearly 200,000 engagement actions. Featured human interest programs also resonated with their digital audience. One program about a female trucker was viewed over 5.2 million times on Facebook, and a second story about a Russian biker club in New York achieved over 2.7 million views. In the same period, total social media views reached 254 million.

Featured Programs:

- **Current Time America:** A live television newscast that provides U.S. and international news and analysis, political reporting, coverage of presidential and congressional affairs, and reports on health, science and technology, and entertainment.
- **Current Time Itogi:** A television magazine offering in-depth coverage and analysis of events in Russia, U.S.-Russia relations, and U.S. policy.
- **Current Time Detali:** A science and technology magazine that reports on headlines in space exploration, tech innovation, and medical breakthroughs.
- **America Live Coverage Desk:** Live, unfiltered coverage of events in America, focusing on U.S. policy issues, U.S.-Russian relations, and Russia's influence in Eurasia.
- **Discussion VOA:** A weekly interactive live digital talk show featuring a panel with experts examining U.S.-Russia relations and offering unique perspectives regarding the week's major stories, all while engaging with audiences in real time.
- **Great American Road Trip:** In its second season, this documentary series explores the character of different U.S. states and cities through stories about their people, history, culture and food. The 24-minute episodes showcase the uniqueness of each place and break down stereotypes about American society. It is distributed via Current Time, social media, and video-sharing sites.
- **What on Earth?:** A 40-minute Sunday webcast streamed live on Facebook and YouTube discussing major topics of the week with experts as well as members of the public.



VOA Serbian Service (Languages: Serbian, Montenegrin)

Origin: 1943

FY 2020 Service Actual Spending: \$1.606 million

FY 2020 Service + Program Delivery: \$1.639 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, OTT, Streaming

Radio/Audio: Affiliate, Satellite (TV/Video simulcast)

Website, Social Media, Mobile App

VOA Serbian provides an important source of free, accurate, and objective reporting to more than 10 million Serbian speakers in Serbia, Montenegro, and other countries in the Western Balkans, an audience targeted by Russian and Chinese disinformation and influence operations. The Service is recognized as a respected source of accurate information about the region, the United States, and the world. VOA Serbian programming, distributed across TV and digital platforms, promotes democratic values, peace and stability, ethnic reconciliation, the rule of law, human and minority rights, media freedoms, and explains U.S. foreign policy interests or perspectives on regional as well as global issues. In 2020, the Service produced a documentary series focusing on declining media freedoms in Serbia and problems of state capture and systemic corruption in both Serbia and in Montenegro.

The Service's content, distributed via more than 40 national and regional affiliates and online, reaches 26.1% of adults (15 and older) in Serbia and 30.3% of adults in Montenegro weekly, which equates to around 2 million people in its target markets. The Service has successfully engaged audiences with its coverage of political events in Serbia, as indicated by its reporting on July 2020 protests in Belgrade which earned almost 600,000 video views and 10,000 interactions on Facebook. VOA Serbian's original reporting is also widely cited by other news organizations in Serbia. TV N1 Beograd, Krik.rs, and Radio Sarajevo syndicate VOA Serbian content and share it widely with their audiences. On social media, the Service drew over 15 million video views in the April 2020—March 2021 time period.

Major Programs:

- **Otvoreni (Open) Studio:** A daily 15-minute TV news and information program that provides wide-ranging coverage of developments in the Western Balkans, and regularly hosts newsmakers from the United States and the region.
- **Special Programs and Interactives:** VOA Serbian produces a 15-minute weekly magazine TV show, From America, for its affiliate, independent regional cable network (N1 TV) based in Belgrade. In addition, the Service provides a weekly report for public service TV broadcaster RTS on U.S. politics, society, and culture. The Service also provides twice-weekly live, interactive reports focusing on U.S.-Montenegrin relations and developments in the United States for its affiliate public service, TV Montenegro.

VOA Ukrainian Service (Language: Ukrainian)

Origin: 1949

FY 2020 Service Actual Spending: \$2.510 million

FY 2020 Service + Program Delivery: \$2.843 million

TV/Video Original Programming: 2.75 hours/week

TV/Video Total Broadcast: 2.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution, OTT, Streaming

Website, Social Media, Mobile App

VOA's Ukrainian Service is among the leading international broadcasters in Ukraine. With a weekly audience of 10.5% of Ukrainian adults, or 3.7 million people, VOA Ukrainian is an important source of information about U.S. foreign policy toward Ukraine and the region, as well as American life and achievements in democratic governance, business, health, science, and technology. Serving as a model of balanced, credible, and impartial coverage, VOA Ukrainian has had a major influence on the development of the Ukrainian media market since Ukraine gained independence in 1991. Today, VOA Ukrainian's daily TV broadcasts, weekly TV magazine and other cross-platform content, distributed on digital platforms and through a network of more than 40 regional and national television affiliates, offer an important fact-based alternative for Ukrainian audiences targeted by Russian disinformation campaigns.

Acting as a de facto "Washington Bureau" for many major media players in Ukraine (including national networks such as Pryimi, Channel 5, UA: First, ICTV, Channel 24, Espresso TV and Hromadske TV), VOA Ukrainian regularly breaks new ground in sharing America's democratic experience and is often the medium of record regarding policy announcements by U.S. officials. VOA Ukrainian's coverage is regularly cited by local outlets, newsmakers, and influencers. In 2020, key Ukrainian media outlets cited VOA reporting more than 7,200 times. The Service's online presence augments its television coverage and engages a new generation of audiences with digital content.



During the period from April 2020 to March 2021, the Service's flagship daily program, Chas-Time, generated over 11 million video views on the VOA Ukrainian website and social media platforms. The Service's reporting on U.S. news and living also resonated with its audience. One Facebook post about the everyday life of NASA astronauts earned nearly five million video views and 90,000 engagement actions. A second feature on a Ukrainian female trucker living in the U.S. reached 3.4 million views and 80,000 engagement actions. Overall, VOA Ukrainian drew 115 million social media views in that period.

Major Programs and Features:

- **Chas-Time:** A daily 15-minute TV news and information program broadcast nationally that features international news, developments in the United States, and newsmaker interviews on U.S.-Ukraine relations.
- **Window on America:** A weekly 20-minute TV magazine showcasing compelling stories about American life and society.
- **Studio Washington:** A daily five-minute news digest.
- **Special Reports and Interactives:** VOA Ukrainian produces special reports and live interactives that are integrated into the primetime TV news broadcasts of key national TV networks.
- **In the Spotlight:** A digital-first program streamed live on Facebook, designed to engage a younger generation of audiences.
- **English for Everyone:** An Instagram project that engages younger audiences on English idioms, popular phrases, and expressions with original illustrations and animated explanations.

VOICE OF AMERICA (VOA): LATIN AMERICA

VOA Creole Service (Language: Creole)

Origin: 1987

FY 2020 Service Actual Spending: \$1.262 million

FY 2020 Service + Program Delivery: \$1.262 million

TV/Video Original Programming: 2.08 hours/week

TV/Video Total Broadcast: 2.08 hours/week

Radio/Audio Original Programming: 10.75 hours/week

Radio/Audio Total Broadcast: 15.75 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Radio/Audio: Affiliate, Satellite

Website, Social Media, Mobile App

Recognized as one of the most reliable sources of information in Haiti, the VOA Creole Service fills a critical need for information about local and international issues in a country with limited resources and infrastructure. It provides news about the United States and the world to Haitian audiences through partnerships with local affiliate stations. Its programs focus on issues related to reconstruction, democracy building, health, and the environment. The Service is engaged in journalism training throughout Haiti and has developed a strong social media presence to engage Haiti's youth (almost half of Haiti's population is under the age of 25). A 2016 USAGM survey indicated that every week the Service reached 24.2% of the adult population in Haiti, or 1.7 million people, and that 91% of weekly listeners trusted the Creole-language news and information from VOA. More recent survey data from 2019 showed that VOA Creole's weekly audience in Haiti has increased to 2 million people.

The Service's has achieved sustained success on Instagram, with over 160,000 likes and comments and 4.8 million video views recorded from April 2020 to March 2021. VOA Creole's reporting on the September 2020 Haitian police protest in Port-au-Prince generated record numbers on Facebook. Posts about stories like the confrontation between the police and law students accumulated almost 6.6 million video views and 76,000 engagement actions in one day. Overall, the Service received nearly 73 million social media video views and 1.6 million engagement actions in that period.

Major Programs and Features:

- **Pwoteje Sante:** A feature program that covers public health threats and includes discussions with guest experts on how to deal with emerging diseases.
- **Fowòm Jèn:** A weekly segment that discusses the role of young Haitians in shaping Haiti's future.
- **Justice USA:** A weekly 5-minute feature on American laws, their application, and differences with the laws of other countries.
- **Egalite:** A weekly feature on women's issues in Haiti.
- **English Learning:** A segment that airs two times per week, as a response to listeners' expressed interest to learn the English language.
- **Diasporama:** A weekly segment focusing on the Haitian diaspora.
- **Creole Radio on TV Program:** A daily video program with news and information of interest to the Haitian audience.
- **Creole Radio Programs:** News and information of interest to the Haitian audience that is broadcast twice a day, 30 minutes each, on Monday – Friday, and 30 minutes daily on Saturday and Sunday.



VOA Spanish Service (Language: Spanish)

Origin: 1960

FY 2020 Service Actual Spending: \$6.009 million

FY 2020 Service + Program Delivery: \$6.009 million

TV/Video Original Programming: 21.07 hours/week

TV/Video Total Broadcast: 123.07 hours/week

Radio/Audio Original Programming: 14.42 hours/week

Radio/Audio Total Broadcast: 65.92 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

VOA Spanish – a multimedia content producer and one of VOA’s most highly syndicated services – has become a go-to media source for major networks in the Americas seeking objective and comprehensive news and information about the United States and its relations with the region, as well as local, national, and international news and information. Content produced by VOA Spanish is also frequently shared on social media by affiliates, such as NTN 24, ETV Miami, and Azteca Noticias.

Programming for these countries addresses issues of national importance such as security, governance challenges, citizen security, trade, and immigration in addition to offering extensive coverage of diaspora communities in the United States. To promote the dissemination of information in constrained media environments, VOA Spanish has increased its focus on Venezuela, Nicaragua, and the rest of Central America. USAGM surveys show VOA Spanish has a weekly reach of more than 66.7 million adults in the region, including 40.4% of the adult population in Mexico, primarily through its affiliate network of media partners. A 2020 USAGM survey in Venezuela measured VOA Spanish weekly audience reach at 15.6%, or 2.6 million adults.

VOA Spanish is now one of the leading international media organizations broadcasting to Venezuela, increasing its audience share in the country by effectively 40% in four years. Between April 2020 and March 2021, VOA Spanish’s overall Venezuela reporting drew in over 3 million visits and 2.2 million article views on the Service’s website. Across platforms, almost three million views were generated by Venezuela-related video content. In the same time period, the Service’s *El Mundo al Día* newscast surpassed 19.5 million video views on its website and social media accounts, proving especially popular on Twitter and YouTube. Total social media views increased by more than 16%—to 86 million.

Major Programs/Initiatives:

- **El Mundo al Día:** A 30-minute television newscast featuring U.S. and international news.
- **Foro Interamericano:** A 30-minute television news analysis on the leading weekly headlines.
- **Buenos Dias, América:** A 30-minute radio program with national and international news, which is also VOA’s longest-running Spanish-language news show.
- **Buenas Noches, América:** A five-day-per-week nightly newscast which lasts 30 minutes.
- **Venezuela360:** A weekly 30-minute video program focusing on topics of interest to the Venezuelan audience.
- **Avances Informativos:** Three-minute news briefs focusing on global news of interest to the region.
- **Daily Radio/TV Reports & Live Segments for Regional Affiliates:** These include co-produced and collaborative projects with independent media in Venezuela, Nicaragua, and Central America.
- **Special Coverage Focus:** Coverage whose principal topics or subject areas include refugees, immigration, press freedom, and China’s role in the region.
- **Verificado:** A digital fact-checking initiative.



VOICE OF AMERICA (VOA): PERSIAN

VOA Persian/VOA 365 (Language: Persian)

Origin: 1979 (also 1942–1945; 1949–1960; and 1964–1966)

FY 2020 Service Actual Spending: \$13.886 million

FY 2020 Service + Program Delivery: \$15.466 million

TV/Video Original Programming: 39 hours/week

TV/Video Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite

Website, Social Media, Mobile App

VOA 365, a re-launch and expansion of USAGM's Persian-language programming to Iran, confronts the disinformation and censorship efforts of the Iranian regime and enhances U.S. efforts to speak directly to the Iranian people and the global Persian diaspora. VOA leads this project in cooperation with RFE/RL's Radio Farda. Operating in a government-controlled media environment in Iran, VOA 365 provides timely and essential information to its audiences, while highlighting critical issues within Iran, including anti-government protests, human rights, women's empowerment, and democracy. VOA 365 also reports on U.S. culture and society to provide a comprehensive view of life in America and foster understanding of U.S. policies and values.

VOA 365 reaches 15.7% of the adult population in Iran, or 12.1 million people. Its programs can be accessed on direct-to-home satellite, streaming sites, and a host of social media sites. VOA 365's website also offers content available in text, audio, video, live streaming, and video-on-demand. VOA 365 has one of the top VOA accounts on Instagram with 86.5 million interactions and almost 530 million video views over the year from April 2020 to March 2021. For example, U.S. election night coverage earned 4.2 million views and 775,000 likes and comments and reporting on the 2021 Presidential inauguration drew 3.5 million video views. Between April 2020 and March 2021, VOA 365 attracted nearly 652 million video views and over 101 million interactions on social media.

Major Programs:

- **Early News:** A daily prime time newscast that sets the tone and topics of the evening news lineup.
- **9 NEWS:** VOA 365's flagship news program that covers U.S. and international stories of the day, as well as issues of interest to audiences in Iran and around the world.
- **Late Night News:** A daily prime time newscast that ends the lineup for the day and provides an overview of the most important news of the day.
- **Straight Talk:** A social media-driven series that shares views from Iranian audiences on the news of the day and current social media trends.
- **Last Page:** An investigative journalism program exposing regime corruption.
- **Tablet:** A prime time show focusing on cultural and social issues involving youth in Iran and the United States.
- **Chess:** A weekly roundtable on Iran's issues focusing on regime violations in the political, economic, and social spheres.
- **VOA Tek:** A weekly news magazine program exploring cutting-edge solutions to global challenges, medical breakthroughs, and high-tech discoveries.
- **Ekran:** A weekly program that looks at the acclaimed Iranian feature films and documentaries. Using expert analysis, Ekran takes a thorough look at the topics and themes explored by Iranian cinematographers and documentarians.
- **Red Card:** A weekly satire sports show that covers newsmakers and the most important and newsworthy sports events in Iran.



VOICE OF AMERICA (VOA): SOUTH AND CENTRAL ASIA

VOA Afghan Service (Languages: Dari, Pashto)

Origin: Dari – 1980; Pashto – 1982

FY 2020 Service Actual Spending: \$4.189 million

FY 2020 Service + Program Delivery: \$10.336 million

TV/Video Original Programming: 6.76 hours/week

TV/Video Total Broadcast: 6.76 hours/week

Radio/Audio Original Programming: 42.58 hours/week

Radio/Audio Total Broadcast: 56.58 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, USAGM-Owned FM

Website, Social Media, Mobile App

VOA Afghan is one of the leading sources of daily news and information in Dari and Pashto languages for the country’s population of more than 39 million as well as a large Afghan diaspora in the immediate region and across the world. Though Afghanistan’s post-Taliban constitution guarantees freedom of press, the government, insurgent and terrorist groups, and powerful warlords continue to threaten major news outlets. VOA Afghan provides reliable and balanced local and international news to its audiences. The Service’s programming reaches about 64% of the adult population in the country, including 55.2% of the Dari-speaking Afghan population and 44.9% of Pashto speakers. According to a 2018 survey, VOA Afghan’s total audience each week was 16.2 million people. In the same survey, eight-in-ten weekly users indicated that VOA Ashna is one of the most trusted media outlets in Afghanistan.

From April 2020 to March 2021, VOA Afghan experienced an 11% increase in social media video views (nearly 509 million) and a 46% increase in interactions (58 million). Its social content about important issues in Afghanistan, including the COVID-19 pandemic, were among the Service’s most popular. VOA Pashto’s Facebook post about the struggles of livestock farmers in Nuristan earned 3.2 million video views and 93,000 engagement actions. Similarly, a report on how the opioid crisis is affecting families in Afghanistan was viewed 1.2 million times.

Major Programs:

- **TV Ashna (“Friend”):** A 60-minute program in Dari and Pashto that includes interviews with Afghan and American policymakers and provides international news. Aired Saturday to Thursday on TOLO TV, TOLO News, and Lemar TV.
- **Radio Ashna:** Eight hours of daily programming in Dari and Pashto, featuring news and call-in programs, health and youth programs, and four hours of English Learning.
- **Karwan:** A 30-minute youth-oriented weekly TV program about science and technology in the United States. Aired on TOLO TV, TOLO News, and Lemar TV.
- **Gofto Shonood:** A 60-minute mixed language radio call-in show focused on current affairs. (Dropped).
- **Women’s Call-In Program:** A weekly 25-minute radio show in Dari and Pashto that discusses crucial issues facing women in Afghanistan and helps raise women’s awareness about legal, health, political, and social issues.
- **Kyber to Bolan:** A weekly 25-minute radio show in Pashto that discusses the economic and social issues facing Afghans living along the border with Pakistan and in the federally administered tribal areas.
- **Ashna Tech:** A weekly science and technology radio program in Dari and Pashto.

VOA Azerbaijani Service (Language: Azerbaijani)

Origin: 1982

FY 2020 Service Actual Spending: \$1.047 million

FY 2020 Service + Program Delivery: \$1.047 million

TV/Video Original Programming: 1.25 hours/week

TV/Video Total Broadcast: 3.75 hours/week

Radio/Audio Original Programming: 42.58 hours/week

Radio/Audio Total Broadcast: 56.58 hours/week

Delivery Method:

TV/Video: Satellite

Website, Social Media, Mobile App



Amid the dwindling number of independent media organizations and the blockage of access to the news websites inside the country, VOA's Azerbaijani Service provides reliable and objective news for its Azerbaijani-speaking audience. The Service seeks to retain and strengthen its role in the Azerbaijani media as a full-service multimedia news agency that provides news in a variety of formats. VOA Azerbaijani focuses on issues that are otherwise ignored by the state-controlled media in Azerbaijan, including political, social, economic, medical, technological, and cultural topics. Because of its regular coverage of developments inside the Azerbaijani-populated areas of Iran, VOA Azerbaijani serves as a major source of news for Iranian Azeris and those interested in the plight of the largest ethnic minority group in the Islamic Republic.

Via the Internet and satellite, the Service reaches weekly audiences of one million people in Azerbaijan, equivalent to 1.4% of the country's adult population. The Service also targets about 306,000 individuals in neighboring Azeri-speaking provinces in Iran. VOA Azerbaijani engages intensively with its audience on its social media platforms via Facebook Live reports, surveys, and proactive content sharing. From April 2020 to March 2021, the Service's two programs, World View and American Review, reached almost 1.5 million views across digital platforms.

Major Programs:

- **World View:** A six-minute news program featuring international news stories and technology reports.
- **American Review:** A 25-minute weekly show that features interviews and original news reports on various topics.

VOA Bangla Service (Languages: Bangla, Rohingya)

Origin: 1958

FY 2020 Service Actual Spending: \$2.033 million

FY 2020 Service + Program Delivery: \$2.206 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 1 hour/week

Radio/Audio Original Bangla Programming: 6 hours/week

Radio/Audio Original Rohingya Programming: 2.5 hours/week

Radio/Audio Total Broadcast: 8.5 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Shortwave, Medium Wave

Website, Social Media, Mobile App

While the press in Bangladesh is becoming less restrictive, targeted violence limits the freedom of journalists in the country. VOA Bangla provides millions of daily listeners, viewers, and readers with relevant news and information on radio, television, mobile, and the Internet. VOA's programs reach Bangladesh, the Bangla-speaking Indian States, and diaspora populations. According to a 2017 USAGM survey, VOA Bangla's weekly audience constitutes around 5.3 million people, or 4.6% of the adult population in Bangladesh. VOA Bangla also produces programming in the Rohingya language for those in the refugee camp population in eastern Bangladesh. Along with the Service's television and radio programs, VOA Bangla engages with its audience through its VOA Fan Clubs in Bangladesh and the Indian State of West Bengal.

The Service experienced significant digital audience growth starting in early 2020 with its COVID-19 reporting. From April 2020 to March 2021, site visit increased over 60% to 2.7 million, while on social media, Bangla content drew over 66 million views. VOA Bangla's most popular Facebook post, which addressed the treatment of prisoners around the world during the pandemic, generated almost 2.6 million video views. The Service's coverage on the Rohingya refugees has also received a significant response from audiences, earning 162,000 engagement actions and 4.7 million video views on Facebook alone during the previous year.

Major Programs:

- **Hello America:** A weekly television program that provides a glimpse of international issues as well as interviews with prominent Americans and Bangladeshis.
- **American Hour:** A 30-minute weekly television program presenting life in America, American events, profiles of noted personalities, and an episode of Learning English.
- **U.S. Politics:** A 15-minute weekly television program featuring a roundtable on U.S. current affairs and the political scene.
- **Straight from America:** A six-minute television version of Hello America, featuring interviews and segments about life in America.
- **VOA 60 USA:** A one-minute weekly TV roundup of the latest news from the United States.
- **VOA Bangla:** A daily 30-minute radio program that includes news, feature stories, and stringer reports from the Bangla-speaking area of South Asia on important international, regional, and U.S. stories.
- **Hello Washington:** A 20-minute weekly radio call-in show that provides in-depth analysis of major social and political issues in the United States, Bangladesh, and South Asia.
- **Women's Voice:** A radio/web program on women's issues, including gender equality, empowerment, health and education.



VOA Radio Deewa (Language: Pashto)

Origin: 2006

FY 2020 Service Actual Spending: \$4.521 million

FY 2020 Service + Program Delivery: \$5.471 million

TV/Video Original Programming: 28.33 hours/week

TV/Video Total Broadcast: 28.33 hours/week

Radio/Audio Original Programming: 35 hours/week

Radio/Audio Total Broadcast: 42 hours/week

Delivery Method:

TV/Video: Satellite (24/7), OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

VOA Deewa (“Light” in Pashto) provides news and information for nearly 50 million Pashtuns, the second largest ethnic group in Pakistan. Audience members include those living in Khyber Pakhtunkhwa (formerly the Federally Administered Tribal Area or FATA near the Afghanistan-Pakistan border), Islamabad, Karachi, Balochistan, and diaspora in the Middle East, Europe, and the U.S. In a region where military narratives, jihadist agendas, and extremist groups’ propaganda dominate local, state, and private media, VOA Deewa performs an essential service, informing and engaging this critical audience on democracy, peace, and the challenges of extremism. VOA Deewa programming also offers a unique and objective perspective on U.S. foreign policy, the regional political paradigm, and national and local developments.

Each week, overall VOA Deewa reaches more than 21.6% of adults in the region, or 0.8% of adults in Pakistan alone, equating to about 1 million people. A 2015 USAGM survey indicated that the Service had the highest listenership of any international or local broadcaster in the former FATA region. (USAGM has not been able to measure audiences in this tumultuous region since 2015.) In the period from April 2020 to March 2021, the Service saw a significant increase in social media video views (47% over the previous year, to 375.4 million) and interactions (61% over the previous year, to 37 million). It has also generated some reporting that has gone viral on social media platforms. The Service’s interview with a Balochistan man who kept lions as pets, for example, surpassed 8.6 million views and 400,000 interactions on Facebook.

Major Programs:

- **Bibi Shireena:** A two-hour TV interactive program, Monday – Friday, that engages female leaders and callers along with male audience members on issues such as education, gender rights, and regional challenges for women.
- **Hello VOA:** A one-hour TV interactive show on politics and socio-economic developments that features leading politicians, human rights activists, and U.S.-based analysts on the “story of the day.” The show airs via Direct-To-Home satellite at prime time in Pakistan.
- **LKP:** A 30-minute TV program focusing on youth, education, extremism, and U.S. perspectives on regional and international issues.
- **Deewa News Hour:** A one-hour TV news program, Monday – Friday, that features video stories from the region, video packages analyzing U.S. perspectives, and video interviews with newsmakers in the U.S., Pakistan, and Afghanistan.

VOA Kurdish Service (Language: Kurdish)

Origin: 1992

FY 2020 Service Actual Spending: \$4.166 million

FY 2020 Service + Program Delivery: \$4.212 million

TV/Video Original Programming: 3.1 hours/week

TV/Video Total Broadcast: 3.1 hours/week

Radio/Audio Original Programming: 62 hours/week

Radio/Audio Total Broadcast: 62 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: Affiliate, Medium Wave, USAGM-owned FM

Website, Social Media, Mobile App

VOA Kurdish reaches audiences by radio, television, and the Internet. Though the Service focuses mainly on Iraqi Kurds, it also produces programs that are relevant to Kurdish speaking populations in Turkey, Syria, Iran, and beyond. The Service produces programs that focus on extremism, ISIS, and U.S. policies toward the region. It also features coverage of issues inside the United States to bring original American stories to Kurdish audiences.



VOA Kurdish programming targets the 30 million Kurdish speakers across the Middle East, Eurasia, and North America. Its total weekly audience reach is 4.3 million in Turkey and Iraqi Kurdistan, reaching 49.1% of the adult population in Iraqi Kurdistan alone. It is the only international broadcaster that speaks to the Kurds of the Middle East in their principal dialects – Sorani and Kurmanji.

The Service broke this year’s agency-wide record for most video views on Facebook in one day with over 34.2 million. This was largely driven by two popular posts: one on how people in Spain use a unique machine to harvest over 350 tons of oranges (almost 29 million views), and another on a long-lost sheep weighing more than 35 kilos that was being shorn in Australia (over 7.9 million views). Overall, the Service’s social media video views for the April 2020—March 2021 period increased by 82%—to 111.8 million.

Major Programs:

- **Washington Eye:** A 40-minute weekly program presenting Washington’s viewpoint on regional and global developments.
- **Kurdvision:** A 30-minute weekly TV show on news and features of interest to the Kurds in Turkey.
- **Heftreng (“7 Colors”):** A biweekly, 30-minute TV show in the Kurmanji dialect about international art and culture.
- **Zayeley Dahenan (“Echo of Inventiveness”):** A 30-minute TV show in the Sorani dialect covering international art and culture.
- **Hello Washington:** A 30-minute current affairs radio program with expert guests.
- **Rawanga (“View”):** A radio roundtable discussion on Iran and Kurds living there.
- **Tirej:** A radio show focusing on Kurds in Turkey and Syria in the Kurmanji dialect.
- **Sense & Stance:** A call-in program specifically on Syria.
- **Facebook Live:** A 30-minute Facebook Live painting show hosted by Lukman Ahmad on the Kurdish Service website every Tuesday.
- **From Washington:** A weekly, 45-minute Facebook Live show in Kurmanji hosted by Mutlu Civiroglu that focuses on Washington, commenting on administration policies and statements relevant to the region.
- **Life with Culture:** A weekly 30-minute arts and culture radio/web program airing on Sundays in the Sorani dialect.
- **Deng U Reng (Sound and Color):** An arts and culture radio feature in the Kurmanji dialect.

VOA Turkish Service (Language: Turkish)

Origin: 1942 (closed in 1945, reopened in 1948)

FY 2020 Service Actual Spending: \$3.116 million

FY 2020 Service + Program Delivery: \$3.27 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 6 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Radio/Audio: Affiliate, Medium Wave, USAGM-owned FM

Website, Social Media, Mobile App

A multimedia internet and TV platform, the VOA Turkish website and mobile news services attract a high number of viewers in Turkey. Interviews and broadcasts by VOA Turkish are frequently redistributed in the Turkish media. VOA Turkish serves as a credible, objective source of news and information at a time when Turkey’s media is significantly at risk. Since 2016, the Turkish government, using enhanced power under a state of emergency, has carried out a massive purge of media outlets accused of links to an attempted military coup. The Turkish government continually presses charges against Turkish media representatives, and in 2019 held the world’s record for the number of imprisoned professional journalists. In October 2020, a new social media law went into effect in Turkey, bringing more restrictions that include requirements on foreign-operated platforms.

VOA Turkish is currently the only foreign broadcaster on Turkish TV. The Service’s digital presence includes a website, mobile app, Facebook page, Twitter, YouTube, and Instagram accounts. It also sends a daily newsletter to nearly 5,000 subscribers and maintains two blogs. According to a 2019 survey, VOA reaches 4.1% of Turkey’s adult population (15 years or older) weekly on any platform and in any language, including 3.2% in Turkish, or about 1.8 million people. Recent data from Turkey in FY 2021 indicates that VOA now reaches 2.5 million adults weekly.

The Service’s extensive reporting on the global pandemic has resulted in 375,000 engagement actions and 11.2 million video views on social media platforms from April 2020 to March 2021. A Facebook post about the 24-hour quarantine in El Salvadorian prisons alone accounts for three million of these views. A Service-produced Instagram story about a stranger’s heroic rescue of three people from a burning vehicle earned nearly 4.4 million views, making it the single most popular Instagram post across all VOA services.



Major Programs:

- **VOA TV for Affiliates:** A 30-minute daily live television wrap of the latest news from Washington, New York, Paris, London, and Berlin. Studio VOA covers news, economy/business updates and analysis/updates by reporters in the field. A weekend program, 6th Day, produced for an affiliate, offers current issues, health, science, technology, diaspora, and lifestyle features.
- **Washington Bureau Niche:** VOA Turkish adopts the Washington Bureau approach by providing many local Turkish media outlets with daily special reports and live soundbites. On special occasions such as the U.S. elections, presidential inaugurations and State of the Union speeches, VOA Turkish provides joint programming to top TV stations in Turkey upon request.
- **+90:** A YouTube channel created jointly by VOA Turkish, BBC Turkish, Deutsche Welle, and France 24 in 2019, which now has more than 350,000 subscribers, as well as its own Twitter and Instagram accounts. This is the first international collaboration of its kind by four major international news outlets. Four of the original VOA Turkish videos are among the top 10 videos on +90 YouTube Channel, competing internationally with others.

VOA Urdu Service (Language: Urdu)

Origin: 1951

FY 2020 Service Actual Spending: \$5.680 million

FY 2020 Service + Program Delivery: \$7.985 million

TV/Video Original Programming: 2.08 hours/week

TV/Video Total Broadcast: 6.24 hours/week

Radio/Audio Original Programming: 18.4 hours/week

Radio/Audio Total Broadcast: 71.8 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: FM Affiliate, Medium Wave

Website, Social Media, Mobile App

VOA Urdu offers its audience a wide variety of programming on TV, radio, and the internet. Its website also carries live streams of the Service's TV and radio programs, along with special web-only video content. VOA Urdu is a reliable source of news and information for its primary audience within Pakistan, the Urdu-speaking population in India, and the Pakistani diaspora in the Middle East and Europe. VOA Urdu programs reach 4.8% of adults in Pakistan weekly (approximately 6.3 million people), according to 2019 USAGM research.

Though it is blocked in Pakistan, the Service has effectively reached its target audience by leveraging digital tools such as circumvention and social media. The publication of engaging article content on Facebook has generated almost 6 million visits (about 60% of total traffic) to the Service's website. Between April 2020 and March 2021, the Service generated over 581 million social media video views and nearly 30 million interactions. Connecting world news to VOA Urdu's audience has paid off significantly. Two of the Service's most popular posts on Facebook each earned 13.6 million views: one concerned an Indonesian couple being punished for violating Islamic laws and the second featured the strict prison lockdown imposed by the President of El Salvador.

Major Programs:

- **View 360:** A 30-minute TV show on a major local affiliate that provides unbiased news on U.S.-Pakistan relations as well as coverage of current events, politics, education, health, and women's rights from an American perspective.
- **World View:** A one-minute international news brief.
- **Local Affiliate Packages:** VOA Urdu works as the Washington Bureau for several affiliates in Pakistan. Urdu TV team members regularly appear on the news and talk shows of affiliates to offer updates on the latest developments in the United States.
- **FM Bulletins:** The Service has partnered with a popular local FM station to present fast-paced news bulletins in the peak drive time hours.

VOA Uzbek Service (Language: Uzbek)

Origin: 1972

FY 2020 Service Actual Spending: \$1.054 million

FY 2020 Service + Program Delivery: \$1.081 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 4.5 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite

Website, Social Media, Mobile App



The media environment in Uzbekistan, which flourished in the years after late president Karimov's death, has recently become more restrictive, according to local activists and journalists. While the Uzbek government still controls the media, VOA Uzbek provides daily accurate, objective, and reliable news and information to its audiences in Uzbekistan and ethnic Uzbek populations in Kyrgyzstan, Tajikistan, Afghanistan, and across Central Asia. The service also offers a platform for reconciliation among Uzbek, Kyrgyz, and Tajik communities in the region, frequently producing programs on issues relevant to ethnic Uzbeks in northern Afghanistan and western China. In addition, VOA Uzbek's programs provide an objective perspective on U.S. culture and policy interests.

When last measured, VOA Uzbek's weekly audience was 0.4% of adults in Uzbekistan, but VOA Uzbek also reaches significant populations in neighboring countries, including Afghanistan, with 681,000 audience members, and 0.9 million people in total across its multiple markets. In 2018, a VOA Uzbek reporter received the first official accreditation to work as a foreign media correspondent inside Uzbekistan. As a result, official and independent media have picked up more of VOA Uzbek's reporting from Washington, D.C. The Service's Xalqaro Hayot news brief, for example, now has over 6 million views across digital platforms. In the April 2020 to March 2021 period, the Service attracted a total of 75 million social media video views and 2.4 million social media interactions.

Major Programs:

- **Xalqaro Hayot:** A daily six-minute global news brief that features headline news about recent global developments.
- **Amerika Manzaralari:** A 30-minute weekly TV magazine focusing on U.S. policy, economic, and social developments, as well as ethnic Central Asians in the United States.
- **Vashington Choyxonasi:** A weekly web TV talk show about Uzbek immigrants' lives in the United States, and general issues relevant to Uzbek audiences.
- **Amerika Ovazi:** A multi-media website with text, audio, video, special blogs, and links to all its social media accounts.

OFFICE OF CUBA BROADCASTING (OCB)

Radio/Televisión Martí (Language: Spanish)

Origin: 1985

FY 2020 Service Actual Spending: \$12.360 million

FY 2020 Service + Program Delivery: \$12.634 million

TV/Video Original Programming: 12.23 hours/week

TV/Video Total Broadcast: 168 hours/week

Radio/Audio Original Programming: 102 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, Streaming on webpage and social media

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App



Cuba is among the most media-repressive societies in the world, with a highly-restrictive political environment and a lack of democratic institutions and guarantees for human rights. Radio and Televisión Martí offer uncensored news and information to the Cuban people on multiple platforms. Because of technological advances, the Martí platforms reach more people in Cuba than ever. The growth of internet access on the island has prompted more interaction between the various Martí platforms and their audiences.

Major Programs:

- **Info Marti:** Five 5-minute news briefs streamed on FB and web throughout the day.
- **Breves:** News headlines at the top of the hour (under five minutes).
- **Tempranito y de Manana:** Morning news and magazine show.
- **Cuba al Dia:** Daily hour-long news show featuring analysis and interviews.
- **En Profundidad:** A weekly one-on-one in-depth interview show.
- **Las Noticias Como Son:** One-hour daily news analysis show.
- **7N30:** Thirty-minute weekly news wrap-up.
- **Venezuela al Dia:** News reports and interactive discussions on Venezuela.
- **Café Digital:** Thirty-minute variety show spotlighting technology and innovation.
- **Nuestra Historia:** Historical, 10-minute shorts examining important events in Cuban history.
- **Subterráneo:** Documentary series that highlights the history of Cuban hip hop and the effect it has had on Cuban society.



- **Morirse de la Risa:** Twenty-minute documentary series on the history of Cuban humor and censorship.
- **Deportes 360:** A weekly sports news and analysis show.
- **Arcoiris:** One-hour, weekly radio program focusing on issues in the LGBTQ community.
- **Perfiles:** Daily, 30-minute daily interview show with sundry personalities from Cuban and Hispanic history and culture.
- **Al Duro y sin Guante:** Nightly hour-long sports talk show.
- **Abriendo Espacios:** A weekly 30-minute radio show focusing on women's issues.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL): SOUTHWEST ASIA

RFE/RL Radio Farda (Languages: Persian, English)

Origin: 2002

FY 2020 Service Actual Spending: \$10.507 million

FY 2020 Service + Program Delivery: \$11.618 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 7 hours/week

Radio/Audio Original Programming: 39.33 hours/week

Radio/Audio Total Broadcast: 161 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App



RadioFreeEurope
RadioLiberty

RFE/RL's Iranian Service, known as Radio Farda, offers a Persian-language alternative to government-controlled media in Iran, reporting on local, national and world events. Farda breaks through government censorship, providing accurate news and a platform for informed discussion and debate to audiences in Iran. The Service stands out for its coverage of human rights and political and societal issues otherwise underreported or taboo in Iran.

Farda targets urban, educated 20-40-year-old Iranians and aims to help them better understand Iran and the region in order to strengthen civil society and support social and political freedoms. The Service offers a 24/7 programming mix of news, features, documentaries, and music. This reporting has also included documentaries profiling Iran's political prisoners; reports challenging official narratives of historic events; and provides coverage of social movements, minority issues, and political protests. Farda's reporting is unique in that it offers rare, groundbreaking access to original footage from inside Iran.

Farda has a strong and growing digital focus. Its website has been blocked in Iran since 2003, but Iranian users are able to access it using circumvention technology. Additionally, despite a government ban blocking Facebook and YouTube in Iran, Farda has seen significant online audiences on those platforms as well as Instagram. According to the results of a USAGM-sponsored nationally representative survey in 2017, 15.7% of Iranian adults use Radio Farda each week.

Major Programs:

- **Breakfast with News:** A 60-minute TV program providing news and analysis.
- **The Sixth Hour:** A live radio call-in show addressing topical issues.
- **Farda Station:** A weekly radio and social media satire program with a large audience in Iran.
- **The Other Voice:** A weekly radio program on women's issues in Iran.
- **Paradox:** A weekly political talk show focusing on the most important topic of the week.
- **Report Card:** A weekly program on labor issues, focusing on economic and union-related hardships in Iran.
- **The Hatch:** A weekly human rights program covering human rights abuses reported by sources inside Iran.

Radio Free Afghanistan – RFE/RL Radio Azadi (Languages: Dari, Pashto)

Origin: Dari – 2002 (also on air 1985 – 1993); Pashto – 2002 (also on air 1987 – 1993)

FY 2020 Service Actual Spending: \$5.203 million

FY 2020 Service + Program Delivery: \$6.454 million

Radio/Audio Original Programming: 74.93 hours/week

Radio/Audio Total Broadcast: 84 hours/week

**Delivery Method:**

Radio/Audio: Shortwave, Medium Wave, USAGM-Owned FM, Satellite, Streaming

Website, Social Media, Mobile App

Radio Azadi provides in-depth coverage of local issues and events affecting the Afghan people’s daily lives. While powerful individuals or interest groups own most local media outlets, Radio Azadi remains a symbol of fair and objective journalism in Afghanistan. Radio Azadi carries 27 regularly scheduled feature radio programs, each between 10 to 15 minutes in length, on subjects that have a direct impact on people’s lives such as women’s empowerment, youth, culture, political satire, and family matters.

As a surrogate national public broadcaster, Azadi reaches 45.1% of the Afghan population across the country, according to a USAGM-sponsored nationally representative survey conducted in 2018. Senior Afghan officials, including cabinet and parliament members, have stated that Radio Azadi helps to set their meeting agendas and topics of discussion.

Journalists in Afghanistan remain under constant threat of violence and intimidation from warlords, religious leaders, the Taliban, and other extremist groups. The Service’s reporting puts them at risk for conflict and attack while on assignment. Tragically, a suicide bombing attack in Kabul on April 30, 2018 claimed the lives of three Azadi journalists, and another journalist was killed in a targeted attack on November 12, 2020.

Major Programs:

- **Caravan of Poison:** An anti-narcotics reporting project funded via a grant from the State Department’s Bureau of International Narcotics and Law Enforcement Affairs.
- **In Search of Loved Ones:** A call-in program that has helped reunite families who have been dislocated in the wake of violence or war.
- **Who Was the Victim?:** Video programming that profiles the victims of terror attacks and bombings in Afghanistan.

RFE/RL Radio Mashaal (Language: Pashto)

Origin: 2010

FY 2020 Service Actual Spending: \$3.254 million

FY 2020 Service + Program Delivery: \$3.762 million

Radio/Audio Original Programming: 54.85 hours/week

Radio/Audio Total Broadcast: 63 hours/week

Delivery Method:

Radio/Audio: Shortwave, Medium Wave

Website, Social Media, Mobile App

Radio Mashaal provides a powerful alternative to extremist propaganda in Pakistan’s remote tribal regions along the Afghan border. Mashaal engages Pashto-speaking audiences, primarily youth, targeted by the “mullah” radio of the Taliban and the recruitment efforts of militant groups. Radio Mashaal provides balanced news reporting in the region and, through its call-in shows and other programs, helps to mitigate audience isolation by providing a bridge to political representatives.

Mashaal relies primarily on radio to reach its target audience, and despite low internet penetration in its target region, attracts sizeable audiences and high engagement on digital platforms. RFE/RL has been unable to conduct an audience survey in the target area since 2011 because the local authorities refuse to grant their approval for such a study. However, according to the 2019 USAGM-sponsored survey in the rest of Pakistan, one million Pakistanis use Radio Mashaal content each week.

In January 2018, Pakistan’s Interior Ministry cleared and sealed Mashaal’s offices in Islamabad on orders from the country’s Inter-Services Intelligence agency; however, RFE/RL continues to report from the country despite interference from both the Pakistani government and extremist militants.

Major Programs:

- **Voices of Youth:** An hour-long weekly call-in show connecting young people in tribal areas with political and educational authorities.
- **Good Morning Pakhatoonkhawa:** An hour-long daily call-in show for citizen journalists who report on social and economic issues.
- **In the Name of Mashaal:** An hour-long program designed for women in conservative Pashtun society who cannot call in to live programs but can safely register their comments anonymously.



RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL): CENTRAL ASIA

RFE/RL Radio Azattyq (Languages: Kazakh, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$1.633 million

FY 2020 Service + Program Delivery: \$1.633 million

TV/Video Original Programming: 1.25 hours/week

TV/Video Total Broadcast: 1.25 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Website, Social Media, Mobile App

RFE/RL's Kazakh Service, Radio Azattyq, serves as an independent, alternative source of local, regional, and national news in a country where the government overwhelmingly seeks to control the press. Azattyq offers informed and accurate reporting in Kazakh and Russian languages about issues that matter in Kazakhstan, while providing a dynamic platform for audience engagement and the free exchange of news and ideas. The Service operates out of bureaus in Kazakhstan's capital city Nur-Sultan and in the country's largest city, Almaty.

Targeting young, educated, and engaged people in the country, the Service delivers multimedia content digitally via its Kazakh- and Russian-language websites, YouTube channel, mobile platforms, and social media. The Service seeks to set the information agenda, offering objective news and perspectives in both the Kazakh and Russian languages. In 2016, 5.3% of Kazakhstani adults reported using Azattyq each week in a USAGM-sponsored nationally representative survey. A new survey is planned for later this year.

The Service routinely breaks news, including stories on political prisoners, rights activists, and public and labor protests, producing TV documentaries on key issues in Kazakh society, and conducts investigations, including a recent one about houses and castles owned by members of former Kazakh president Nursultan Nazarbayev's family. Its reporting on the abusive treatment of ethnic Kazakh communities in western China has helped bring the issue to international attention.

Major Programs:

- **AzatNEWS:** A weekday 15-minute live TV news program on Kazakhstan and world events.
- **Prisoners of Xinjiang:** A special web rubric that looks at repression in Xinjiang.

RFE/RL Radio Azattyk (Languages: Kyrgyz, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$2.205 million

FY 2020 Service + Program Delivery: \$2.525 million

TV/Video Original Programming: 9.25 hours/week

TV/Video Total Broadcast: 9.25 hours/week

Radio/Audio Original Programming: 33 hours/week

Radio/Audio Total Broadcast: 52.5 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

Radio Azattyk is a leading, multimedia source of independent news and information in Kyrgyzstan, reporting on topics that other media ignore, including minority rights, government corruption, and Islamic radicalism. The Service operates in a media landscape dominated by Russian disinformation narratives that promote the Kremlin's account of domestic and foreign policy issues, as well as the rising influence of radical Islam in the region. Nevertheless, Azattyk remains a trustworthy and balanced journalistic organization, providing audiences with unbiased, in-depth, and factual reporting. In 2019, Azattyk was awarded a prestigious Investigative Reporters & Editors award for its investigation into a one-billion-dollar money-laundering scheme that put a top Kyrgyz figure on the U.S. sanctions list.

Azattyk targets educated information seekers who are active in civil society, such as politicians, NGO leaders, teachers, students, intellectuals, and professionals. Its measured weekly audience is 43% of the population, according to a nationally representative USAGM-sponsored survey conducted in 2018. In addition to radio and digital content, the Service produces daily and weekly TV programs from its Bishkek TV studio and news bureau, which also serves as a reporting hub for RFE/RL's Central Asian language services and the Current Time network.

Major Programs:

- **Inconvenient Questions:** A political talk show presenting in-depth investigative reporting.
- **Sisterhood:** A 30-minute women's talk show broadcast on two popular TV channels twice a week.
- **Azattyk+:** A youth-oriented show that discusses issues and problems at home and abroad with the aim of bringing the most progressive ideas and experiences to Kyrgyzstan.



RFE/RL Radio Ozodi (Languages: Tajik, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$1.976 million

FY 2020 Service + Program Delivery: \$2.118 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Radio/Audio Original Programming: 11.08 hours/week

Radio/Audio Total Broadcast: 39.33 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

A trusted source of local news, Radio Ozodi attracts outsized audiences with reporting on issues not otherwise covered by Tajikistan's state-run media. Operating out of its Dushanbe bureau, the Service is the only Tajik-language media that consistently challenges the state's tightly controlled press and propaganda with high-impact reporting on the most popular digital platforms about local politics. Reports focus on current affairs, human rights, health and the COVID-19 crisis, labor migrants, corruption, Chinese influence, religious freedom, Islamic State recruiting, law enforcement, family reunification, and women's and minority rights.

Ozodi strives to reach Tajiks aged 18-45 who are looking for information about events in Tajikistan and the world. Each week, 8.7% of adult Tajikistanis use Ozodi according to the results of a 2017 USAGM-sponsored nationally representative survey of Tajikistan. International human rights organizations such as Human Rights Watch, the International Red Cross, the UN Committee on Women's Rights, Freedom House, and the U.S. Commission on International Religious Freedom have commended Service programming.

Major Programs:

- **Ozodi-Online:** Presents a range of viewpoints, summarizes audience reactions to the news, and creates a forum for measured and responsible social critiques.
- **Navidi Bombod:** A 10-12 minute live news video blog on topical issues published on YouTube.
- **Akhbori Tojikiston va Jahon ("News from Tajikistan and Around the World"):** A popular daily video newscast that includes a segment entitled "Interview of the Day" in which experts provide their views on key events.

RFE/RL Radio Azatlyk (Languages: Turkmen, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$0.809 million

FY 2020 Service + Program Delivery: \$0.837 million

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 56 hours/week

Delivery Method:

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

Radio Azatlyk is the only international Turkmen-language media working inside Turkmenistan and reporting independently on political, economic, cultural, and security issues. Azatlyk offers Turkmen-speaking audiences professional and locally sourced information about current affairs within their society. In 2019, a USAGM-sponsored nationally representative survey of Turkmenistan found that 5.6% of adults in Turkmenistan use Azatlyk each week.

RFE/RL has neither a bureau nor accredited journalists in Turkmenistan, but through its local network, manages to provide authoritative reporting and original video and photojournalism from inside the country. Azatlyk's coverage of food shortages, wage arrears, forced labor, homelessness, housing conditions, and travel restrictions on Turkmen citizens has on several occasions prompted government action to improve facilities and social services. As Azatlyk's popularity has grown, however, authorities have intensified their pressure on the Service's local correspondents.

Azatlyk's website is blocked in Turkmenistan, though audiences can access it using circumvention tools. Azatlyk is also present on many social networks – Facebook, Twitter, YouTube, VKontakte and Skype – where it engages with constantly growing audiences of young, educated Turkmen.

Major Programs:

- **Azat Adalga (Free Lexicon):** Weekly video explainers that introduce basic democratic concepts to the Turkmen public.
- **Habarlar Gündeligi (Daily News):** A daily original 30-minute radio and social media program that reports on day-to-day life in Turkmenistan, domestic social and economic challenges, government corruption, and abuse of power.



RFE/RL Radio Ozodlik (Languages: Uzbek, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$1.552 million

FY 2020 Service + Program Delivery: \$1.602 million

Radio/Audio Original Programming: 8.52 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

Well known as a trustworthy news and information source in Uzbekistan, RFE/RL's Radio Ozodlik has a wide network of local contacts and sources as well as a professional reporting team in Prague. In contrast to domestic media outlets, Radio Ozodlik provides uncensored news and analysis that delves into the government's policies, creates an atmosphere of open debate, and provides an accurate account of world affairs.

Ozodlik targets Uzbeks who are active, engaged, and seek dialogue and change, while interacting thoughtfully within the confines of a fearful society. These potential "change agents" are primarily young people between 25-35, who are either students or educated professionals working in private or government positions. According to the results of a USAGM-sponsored nationally representative survey of Uzbekistan in 2017, 1.0% of adults use Ozodlik each week. The Service also has the one of the largest social media audiences in Uzbekistan.

With a strategic focus on innovation, investigative reporting, and new media, Ozodlik is unique in the market in practicing "accountability journalism" to counter Uzbek government disinformation and Russian propaganda efforts. Ozodlik's investigative reporting has resulted in changes to Uzbek state policies and the dismissals of several top officials, among them the vice premier and the Tashkent chief of police.

Major Programs:

- **Sizdan Telegram ("Telegram from You"):** A solutions journalism project that allows the audience to submit reports via Telegram. Audiences act as Ozodlik's citizen journalists, sending news, photos, and videos from all corners of Uzbekistan, often elevating local news to the national level.
- **OZODLIVE:** A weekly video program highlighting most important stories of the week, distributed on all online platforms.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL): EURASIA

RFE/RL Radio Azatutyun (Languages: Armenian, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$1.911 million

FY 2020 Service + Program Delivery: \$2.060 million

TV/Video Original Programming: 47.5 hours/week

TV/Video Total Broadcast: 81.83 hours/week

Radio/Audio Original Programming: 12.92 hours/week

Radio/Audio Total Broadcast: 16.92 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

Radio Azatutyun serves as a surrogate media source for independent news and information about events in Armenia. The Service has the capacity to provide objective coverage without government control or interference; as a consequence, it has emerged as a key source of information on political and social developments in the country. In 2018, USAGM-sponsored representative surveys found that 22.7% of adults in Armenia and 8.9% of adults in Nagorno-Karabakh use Azatutyun each week.

Major Programs:

- **Sunday Analytical:** The Service's flagship political talk show program, which features interviews and debates with top newsmakers of the week and analysis of key regional and international affairs.
- **The Village:** Azatutyun's film crew travels from village to village, showing Armenians corners of their country that they otherwise would not know.
- **Evening Show:** Azatutyun's flagship radio program, which covers a wide range of topics, including politics, economics, regional, and international developments.



RFE/RL Radio Azadliq (Language: Azerbaijani)

Origin: 1953

FY 2020 Service Actual Spending: \$1.910 million

FY 2020 Service + Program Delivery: \$1.910 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Radio/Audio Original Programming: 0.5 hours/week

Radio/Audio Total Broadcast: 73.08 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Satellite, Streaming

Website, Social Media, Mobile App

Radio Azadliq provides uncensored and reliable news and information to promote transparency, accountability, and pluralism in Azerbaijan. Azadliq’s audience includes educated information seekers and change agents willing to get involved in efforts to improve Azerbaijani society.

The Service’s investigative reporting is critical to addressing issues not covered by official media. Radio Azadliq also serves as a role model for aspiring journalists and independent journalism. In a country where the government controls the flow of information, Azadliq is viewed as the only remaining source of uncensored and balanced news. According to a USAGM-sponsored national survey of Azerbaijan in 2015, 3% of Azerbaijani adults are weekly users of Azadliq.

Significant challenges remain in that operating environment. In 2014, Azerbaijani authorities forcibly shuttered RFE/RL’s news bureau in Baku, and Azadliq’s website remains under a formal government ban imposed in May 2017. Current and former bureau staff have been continuously harassed, threatened, and interrogated by authorities. Nevertheless, Azadliq has leveraged social media and mobile applications to provide critical regional news to audiences in Azerbaijan.

Major Programs:

- **Azadliq A-LIVE:** A popular 10-minute TV show, which airs on Facebook, YouTube, mobile, smart TV apps, and the Service’s website.
- **Free Talk:** A weekly long-form interview with notable guests available on YouTube.
- **Morning Line:** On IGTV, mission-related content developed specifically for Instagram, including “One Day in History,” “News You Don’t Want to Miss,” and “Your Voice.”

RFE/RL Balkan Service (Languages: Albanian, Bosnian, Macedonian, Montenegrin, Serbian — includes Macedonia and Kosovo Units)

Origin: Bosnian, Serbian—1994; Albanian to Kosovo—1999; Macedonian—2001; Montenegrin—2005

FY 2020 Service Actual Spending: \$4.760 million

FY 2020 Service + Program Delivery: \$5.032 million

TV/Video Original Programming: 1.41 hours/week

TV/Video Total Broadcast: 1.41 hours/week

Radio/Audio Original Programming: 39 hours/week

Radio/Audio Total Broadcast: 73 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL’s Balkan Service, one of the only news outlets in the region that engages all sides in its coverage, encourages constructive debate in Bosnia, Serbia, Montenegro, North Macedonia, and Kosovo, championing professionalism and moderation in a media landscape that is sharply divided along ethnic and partisan lines. The Service promotes a civil society that defines people by their actions, beliefs, and civic identity, rather than their ethnicity. By giving a voice to minorities and airing perspectives otherwise missing from the region, the Service helps to build trust among people and increase regional stability.

The Balkan Service also works to unmask disinformation narratives that have emerged as both Russia and China have sought to increase their political and economic influence in the region. These efforts include several digital projects aimed at providing a platform for those seeking objective news and information. More than 150 affiliate stations broadcast the Balkan Service’s programming, which, according to USAGM-sponsored representative surveys, reaches significant audiences: Bosnia-Herzegovina – 18.1%; Kosovo – 12.8%; North Macedonia – 19.6%; Montenegro – 19.1%; and Serbia – 13.5%.



Major Programs:

- **TV Liberty:** A 30-minute weekly show that covers everyday life of Bosnians.
- **Exposé:** A weekly TV program produced by the Kosovo Unit that covers the top international story of the week.
- **Sunday Interview:** A ten-minute weekly program by the Macedonia Unit that covers the hot political topic of the week.
- **Not in My Name:** A social media campaign for Bosnia and Kosovo that directly engages audiences in responsible dialogue about issues surrounding the risks of extremism in their countries.

RFE/RL Radio Svaboda (Language: Belarusian)

Origin: 1954

FY 2020 Service Actual Spending: \$2.307 million

FY 2020 Service + Program Delivery: \$2.393 million

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL's Belarus Service, Radio Svaboda, provides uncensored news, analysis, and feature programming about events in Belarus and the world to a closed, authoritarian-ruled society. Svaboda, reporting in one of Europe's most restrictive media environments, defies the government's virtual monopoly on domestic broadcast media with unique livestreams from street protests, trials, rallies, and cultural events. A vital dimension of this role is to counter ubiquitous Russian propaganda in Belarus. Svaboda also provides strong coverage of Belarusian culture and language.

On digital platforms, Svaboda targets active citizens searching for independent information, specifically educated urban professionals, aged 18-40, who are interested in democratic values, news, politics, and Belarusian culture, and are current and potential agents of change. Svaboda is a digital innovator and consistently experiments with new platforms and formats to engage online audiences. According to the results of a 2016 USAGM-sponsored national survey of Belarus, 1.9% of Belarusian adults use Svaboda programming each week.

Challenges to the Service mounted in the past year. In weeks before the August 2020 presidential election, Belarusian authorities detained members of the press, including five RFE/RL journalists, as part of a campaign of repression. After the election, all RFE/RL journalists in Belarus were stripped of accreditation.

Major Programs:

- **Svaboda Live:** Video streams from protests and public events and analytical online discussions on multiple platforms, focusing on current events and sociopolitical trends.
- **Prague Accent:** A daily live video discussion among political actors and analysts from Belarus and abroad on a hot topic of the day, political, economic, and social tendencies and international issues, which features audience input and interaction.

RFE/RL Bulgarian Service (Language: Bulgarian)

Origin: 2019 (also on air 1950 – 2004)

FY 2020 Service Actual Spending: \$0.514 million

FY 2020 Service + Program Delivery: \$0.514 million

Radio/Audio Original Programming: 0.1 hours/week

Radio/Audio Total Broadcast: 0.1 hours/week

Delivery Method:

Radio/Audio: Streaming

Website, Social Media, Mobile App

Relaunched in January 2019 after a 15-year hiatus, RFE/RL's Bulgarian Service, known locally as Svobodna Evropa, provides independent news and original analysis to help strengthen a media landscape weakened by the monopolization of ownership and corruption. Since resuming operations, the Bulgarian Service has broken major stories, including exposing corruption, Russian propaganda, and other breaking news. For example, it worked with local media outlets and anti-corruption groups to expose a massive real estate scandal involving ruling party members. Additionally, RFE/RL's Bulgarian Service is the only Western news source that provides original and independent news reporting from Bulgaria. It has been harshly attacked by one far-right political party, which accused RFE/RL of "working to destroy the Bulgarian state."

The RFE/RL Bulgarian Service targets educated Bulgarians aged 18 to 54 who are digital news consumers and serve as opinion leaders in their communities. Digital analytics suggest that the Service's popularity is growing; in FY 2020, the Service received an average of 1.2 million monthly visits on the web, and a monthly average of 33,000 engaged daily users on Facebook.



Major Programs:

- **Превод в ефир (“Interpretation on Air”):** A weekly podcast produced by journalist Polina Paunova looking at commentary by prominent politicians.
- **Investigative journalism:** Stories about corruption, interference in the political process, and the use of the judiciary for political persecution.

RFE/RL Hungarian Service

Origin: 2020 (also on air 1950 – 1993)

FY 2020 Service Actual Spending: \$0.485 million

FY 2020 Service + Program Delivery: \$0.485 million

Delivery Method:

Radio/Audio: Streaming

Website, Social Media, Mobile App

RFE/RL relaunched its Hungarian Service in September 2020 as a fully digital news operation. In a polarized environment in which public service media has otherwise been eliminated, the Service aims to be a source of timely, accurate, unbiased, and non-partisan information for Hungarians. It also seeks to serve as a platform for debate on current issues between opposition and government voices.

With a budget of one million dollars per year (the equivalent to one day of operational costs for Hungarian government-controlled media), the Service has already emerged as a leader in investigative reporting. Its stories are routinely picked up by other media outlets. The Service also covers key social issues of concern to the Hungarian public such as education and healthcare, especially during the COVID-19 pandemic. Finally, the Hungarian Service emphasizes direct engagement with audiences on issues of personal interest.

Major Programs:

- **Szefi (Selfie):** A weekly podcast featuring a non-celebrity guest talking about personal and professional challenges.
- **Five Things to Know:** Videos that present popular topics and some basic facts.

RFE/RL RADIO TAVISUPLEBA (LANGUAGE: GEORGIAN)

Ekho Kavkaza (Language: Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$2.425 million

FY 2020 Service + Program Delivery: \$2.436 million

TV/Video Original Programming: 1.87 hours/week

TV/Video Total Broadcast: 1.87 hours/week

Radio/Audio Original Programming: 14.5 hours/week

Radio/Audio Total Broadcast: 24.5 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL's Georgian Service, Radio Tavisupleba, serves as a source of fact-based, ethical, audience-oriented, mission-driven, and balanced journalism in a country characterized by highly politicized media ownership and content production. As a trusted media outlet, Tavisupleba delivers professional reporting on news, current affairs, and cultural issues across multiple platforms. The Service's target audience is interested in politics, engaged in society, and frustrated with Georgia's polarized media market. A 2021 USAGM-sponsored nationally representative survey of Georgia found that 8.9% of Georgian adults rely on Tavisupleba's content each week.

Major Programs:

- **Reflections:** A popular weekly TV show that offers audiences alternative views on topics often ignored by Georgian media and airs issues considered taboo or subject to self-censorship.
- **Liberty Monitor:** A biweekly investigative show airing on a local affiliate that has become one of Georgia's most popular and influential programs.
- **Humans of Liberty:** A bimonthly Facebook series focusing on high-impact, thought provoking profiles of ordinary people fighting for human rights.



Ekho Kavkaza

RFE/RL Georgian Service's Russian-language Ekho Kavkaza provides an uncensored alternative to Kremlin-controlled information in the separatist regions of Abkhazia and South Ossetia and serves as a platform for informed and open exchange of information and ideas.

Major Programs:

- **Ekho Kavkaza (“Echo of the Caucasus”):** A daily, one-hour Russian-language radio program and website covering Georgia's breakaway regions of Abkhazia and South Ossetia that provides impartial reporting as a way to overcome mistrust between ethnic groups in these conflict zones.

RFE/RL Radio Europa Libera (Languages: Romanian, Russian)

Origin: To Moldova – 1998; to Romania – 2019 (also on air 1950 – 2008)

FY 2020 Service Actual Spending: \$2.450 million

FY 2020 Service + Program Delivery: \$2.593 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 5 hours/week

Radio/Audio Original Programming: 11.02 hours/week

Radio/Audio Total Broadcast: 13.02 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL's Moldovan Service, Radio Europa Libera, provides credible and impartial news, information, and analysis as well as a forum for debate on major themes related to Moldova, the region, and the world. The only Western international media source with programs designed to serve a Moldovan audience, Radio Europa Libera promotes democratic values, including free speech, tolerance, and respect for human rights and minorities. Europa Libera strives to reach the people across urban and rural Moldova who believe in working to foster a more open and democratic society.

Programming spans roundtable discussions, programs on political and social issues in the country, and talk shows across TV, radio, and digital platforms. The Service also offers special reporting to the separatist region of Transdniestria (a breakaway territory that is supported by Russia), which is designed to build bridges between peoples living in a divided society. A nationally representative USAGM-sponsored survey conducted in late 2019 in Moldova indicates that nearly one-fifth of Moldovan adults consume the Service's programming every week.

Major Programs:

- **AntiNostalgia:** A U.S. Embassy Chisinau-funded special multimedia project that provides an alternative to popular local Russian media outlets promoting Soviet nostalgia.
- **Pur și Simplu (“Clear and Simple”):** A ten-minute weekday television program focused on building civil society institutions that airs on the national public TV channel in Romanian and Russian (dubbed).
- **Transnistrian Dialogues:** A 30-minute special program for the separatist region of Transdniestria, broadcast in Romanian and Russian via affiliates in the separatist region and in Moldova on Public Radio Moldova.

Romanian to Romania

After a decade-long closure, RFE/RL's Romanian Service, Europa Libera, relaunched in 2019 on digital platforms to help address declining media independence in Romania and the spread of disinformation. The Service provides audiences with local, regional, and international news, expert analysis and original features, while serving as a platform for informed discussion and debate.

RFE/RL Romanian Service digital content targets an audience of young, urban, and educated Romanians (20-40 years old), avid consumers of the Internet who are willing to mobilize for positive change in their country. No audience estimates for the relaunched Service are yet available.



RFE/RL North Caucasus Service (Languages: Chechen, Russian)

Origin: 2002

FY 2020 Service Actual Spending: \$1.227 million

FY 2020 Service + Program Delivery: \$1.227 million

TV/Video Original Programming: 0.33 hours/week

TV/Video Total Broadcast: 0.33 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Website, Social Media, Mobile App

RFE/RL's North Caucasus Service, known locally as Radio Marsho, provides news and information in a violent region where media freedom and journalists remain under threat. RFE/RL, the sole international broadcaster to provide objective reporting and analysis to the North Caucasus in Chechen, provides in-depth coverage of human rights abuses by the police and security forces, political and economic disenfranchisement, corruption, social taboos, violent extremism, and the ongoing efforts by Chechnya's current leader to rewrite the last two decades of history.

The North Caucasus Service targets primarily urban, educated 25-45-year-olds who seek balanced and in-depth reporting on both local and national issues to augment the extremely limited news coverage, views, and opinions offered by the official media. Marsho Radio is also an independent and reliable source of information about the situation in Chechnya for the extensive Chechen diaspora across the world, consisting largely of people who left the republic over the last 25-30 years because of instability and war.

Major Programs:

- **Caucasus.Realities:** A regional reporting project that provides local news in Russian about the North Caucasus region.
- **Chechen Library:** A unique online library, launched in 2015, with both text and audio versions of classics selected from Chechen poetry and prose as well as works from contemporary authors.

RFE/RL Radio Svoboda (Language: Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$8.776 million

FY 2020 Service + Program Delivery: \$8.862 million

Radio/Audio Original Programming: 34.08 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

Radio/Audio: Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL's Russian Service, Radio Svoboda, delivers professional news and information about Russia and the region. Radio Svoboda has historically been a trusted source of balanced information about political, social, civic, cultural, and human rights issues that are unreported or under-reported in Russia. It also provides a forum for discussion and debate on these topics.

With this enduring mission, Svoboda focuses on producing a range of integrated multimedia content—audio, video, and social media—that connects target audiences across Russia and enhances the impact of its journalism. Video programming falls into three categories: live streaming from important public events such as protests, video-casts of talk shows also available as audio, and short videos included in multimedia reports.

The Service also runs two community reporting projects: Siberia.Realities (Sibreal.org), aimed at residents of the trans-Urals region of Russia, and North.Realities (Severreal.org), aimed at northwestern Russia. Both are essential for reporting on local issues facing their target audiences. According to results from a nationwide survey commissioned by USAGM in 2018, 3.8% of adults in Russia consume Radio Svoboda content each week.

The Russian government has targeted RFE/RL's Russian Service, designating it a "foreign agent." As a consequence, the Service has been restricted from local radio and TV rebroadcasting and therefore must rely primarily on digital distribution platforms. Political and legal pressure against RFE/RL's Moscow bureau has escalated in recent years, with fines of \$2.4 million leveled for refusal to comply with punitive foreign-agent strictures. These developments have created uncertainty about the future of RFE/RL's in-country work.

Major Programs:

- **Siberia.Realities:** A community reporting project targeting residents of the trans-Urals region of Russia with the aim of addressing Siberian life objectively and comprehensively.
- **North.Realities:** A community reporting project targeting residents of Russia's vast northwest.
- **Signs of Life:** The Service's short-form documentary series, which focuses on pressing current events within Russian society.
- **Face the Event:** A live talk show about the most important news story of the day.



RFE/RL Radio Azatliq (Languages: Tatar, Bashkir, Crimean Tatar, Russian)

Origin: 1953

FY 2020 Service Actual Spending: \$1.503 million

FY 2020 Service + Program Delivery: \$1.503 million

Radio/Audio Original Programming: 0.42 hours/week

Radio/Audio Total Broadcast: 0.42 hours/week

Delivery Method:

Radio/Audio: Streaming

Website, Social Media, Mobile App

The only major international news provider in the Tatar and Bashkir languages, Radio Azatliq covers religious, sectarian, ethnic, cultural, historical, and identity issues in an environment heavily dominated by Russian media. Azatliq reports primarily in the Tatar language, which is vital to a region in the midst of a new wave of Kremlin-launched Russification. The Service also provides a platform for open discussion of issues such as identity and the peaceful coexistence of various ethnic and religious communities, topics essential to the development and nourishment of civil society and democratic institutions in the region.

Radio Azatliq aims to serve as a conduit between Tatar communities in Russia, Crimea, and the world. Using its website as its primary delivery platform, Azatliq targets people living in Tatarstan and Bashkortostan as well as in neighboring areas. Radio Azatliq content serves as an indispensable resource for teaching the Tatar language to students owing to its modern use of the language, topical stories, and the combination of audio and video versions of reports. Azatliq also runs a Russian-language community reporting project, *Idel.Realities*, to cover the Volga-Ural regions. No current audience estimates from Tatarstan or Bashkortostan are available.

Major Programs:

- **Idel.Realities:** A regional reporting project targeting the wider Volga-Ural region of the Russian Federation that publishes content in Russian. *Idel.Realities* also launched *Real People*, a mini-TV project with 20 minutes a week of recorded video featuring various public figures discussing the most prominent events in the region.
- **Иәдә! Online:** A popular rubric dedicated to helping audiences learn Tatar online.

RFE/RL Radio Svoboda (Languages: Ukrainian, Crimean Tatar, Russian)

Origin: 1954

FY 2020 Service Actual Spending: \$4.690 million

FY 2020 Service + Program Delivery: \$4.709 million

TV/Video Original Programming: 5.03 hours/week

TV/Video Total Broadcast: 9.05 hours/week

Radio/Audio Original Programming: 26.18 hours/week

Radio/Audio Total Broadcast: 43.46 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

RFE/RL's Ukrainian Service, Radio Svoboda, strives to help Ukrainians define the country's path towards a more mature democracy by enabling them to learn from one another, to understand the range of different cultures and outlooks within Ukraine, and to integrate more constructively into European organizations and structures.

Svoboda's reporting serves Ukraine's three distinct media markets: the greater territory of Ukraine, Russian-occupied Crimea, and territories in eastern Ukraine controlled by Russia-backed separatists. This reporting plays an important role in countering Russian disinformation by providing reliable, objective analysis of current issues and events.

Svoboda partners with numerous TV and radio affiliates in the country to expand the reach and impact of its programming. A 2019 USAGM-commissioned nationwide survey showed that 22% of Ukrainian adults use Svoboda content each week, including viewing of Svoboda's reports on local Ukrainian TV channels.

Major Programs:

- **Crimea.Realities:** Targets audiences in Russian-occupied Crimea on TV, radio, and digital. The Russian government has targeted *Crimea.Realities* itself, designating it a "foreign agent."
- **Donbas.Realities:** Targets audiences living in territories in eastern Ukraine controlled by Russia-backed separatists across TV, radio, and digital platforms.



- **Schemes:** An award-winning investigative TV program that provides high-impact reporting on corruption among Ukraine’s political elites. The program has informed official investigations, resulted in high-level dismissals, and promoted greater public accountability in Ukraine. Members of the “Schemes” investigative team have been subjected to assault, doxing, and online threats.
- **Saturday Interview:** Offers discussion about the main issues of the week and features high-profile interviews that are often quoted across the Ukrainian media market.

Current Time Digital

RFE/RL houses Current Time’s digital arm, Current Time Digital, which is responsible for all Current Time branded digital engagement and original content production for digital platforms. Current Time Digital acts as the vanguard of the Current Time brand, producing eye-catching social videos, context-rich explainers, powerful long reads, and quick captures of live news coverage provided by Current Time’s field crews. As of May 2021, Current Time has more than 6 million followers across its social media platforms.

Major Programs:

- **Short videos** designed for social media that tell high-impact stories in the course of a few minutes. Current Time Digital pioneered the use of such videos, which feature explanatory text overlaid on video, for the Russian-language market. Each video is adapted to the best standards of each social media platform.
- **Longer-form video content**, including a popular video blog which shows Russians how basic public services – ranging from public transit to social welfare programs to recycling – operate in Western countries.
- **explainer videos**, which aim to provide context for major news developments in a way that is accessible and easily understandable to audiences.
- **In-depth digital reporting** via the Current Time website, which includes long-read feature articles, investigative pieces, and interactive content such as timelines and quizzes.

RADIO FREE ASIA (RFA): EAST ASIA

RFA Cantonese Service (Language: Cantonese)

Origin: 1998

FY 2020 Service Actual Spending: \$1.053 million

FY 2020 Service + Program Delivery: \$1.06 million

TV/Video Original Programming: 6 hours/week

TV/Video Total Broadcast: 16.5 hours/week

Radio/Audio Original Programming: 6 hours/week

Radio/Audio Total Broadcast: 55 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

The RFA Cantonese Service targets the 70 million native speakers of Cantonese, including those in Hong Kong, where residents have participated in massive demonstrations for political autonomy from Beijing. Hong Kong’s media outlets, once among the world’s most free, have moved from self-censorship to widespread Mainland Chinese ownership. Beijing’s passage of a new National Security Law for Hong Kong in May 2020 criminalized any speech the CCP deems unfavorable. In this increasingly restricted media environment, RFA Cantonese remains a crucial source of objective and independent information for Hong Kong residents and other Cantonese-speaking audiences inside China.

RFA’s Cantonese Service has provided extensive, often live coverage of Hong Kong’s protests, from the 2014 Umbrella Revolution to violent resistance to the 2019 extradition law and revived protests against the new security law. RFA also reports consistently on the aftermath of these protests, to include arrests, detentions and bans on free expression. RFA cartoonist Rebel Pepper’s work has appeared widely in Hong Kong protests and on social media.

Major Programs:

- **News Features:** In addition to political reporting, RFA Cantonese features stories on public health, food safety, and environmental conditions, as well as daily talk shows on current affairs.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** RFA Cantonese maintains an active social media presence on Facebook, Twitter, YouTube, and Instagram. The Service’s YouTube channel reached a total of 100 million views in 2020 and currently has over 200,000 subscribers. Audiences viewed RFA Cantonese Facebook videos 71 million times in 2020.



RFA Korean Service (Language: Korean)

Origin: 1997

FY 2020 Service Actual Spending: \$2.799 million

FY 2020 Service + Program Delivery: \$4.431 million

TV/Video Original Programming: 1.5 hours/week

TV/Video Total Broadcast: 1.5 hours/week

Radio/Audio Original Programming: 24.5 hours/week

Radio/Audio Total Broadcast: 66.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Korean, a leader among broadcasts to North Korea, provides uncensored news and commentary to one of the world's most closed societies. RFA's unique network of in-country sources and its use of North Korean reporters provides access to DPRK citizens, breaking exclusive stories from deep inside this isolated country. More than 20 North Korean defectors contribute to RFA Korean programming, offering a platform for their personal perspectives and experiences of the free world, while helping to ensure accuracy and credibility. RFA Korean's video programs counter pervasive false narratives from Pyongyang. RFA Korean's exclusives are widely cited by top international media as well as by the South Korean press, including news stories revealing North Korea's crumbling healthcare system, violations of international nuclear-and missile-related sanctions, expansion of its notorious political prison camps, and high-level defections. North Korean officials have called out RFA, accusing the United States of engaging in "psychological warfare" through its support of the network.

Major Programs:

- **RFA's Shortwave/Mediumwave Radio Programs:** These programs break news from inside North Korea and offer defector perspectives.
- **RFA Korean's YouTube:** Offers modern, reality-TV-style programs focused on the lives of North Korean defectors in South Korea, special events coverage, and newsmaker profiles. While not available in North Korea, RFA YouTube still reaches North Koreans via alternative channels such as NGO digital distribution systems.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Special Projects:** Multimedia special reports, political cartoons, and e-books.

RFA Mandarin Service (Language: Mandarin)

Origin: 1996

FY 2020 Service Actual Spending: \$4.788 million

FY 2020 Service + Program Delivery: \$5.721 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 18 hours/week

Radio/Audio Original Programming: 24.5 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Medium Wave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Mandarin breaks sensitive political news stories, giving voice to the voiceless inside the People's Republic. From investigating Chinese Communist Party corruption, abuses, and human rights violations, to presenting analysis of otherwise-banned news, RFA Mandarin delivers uncensored information about China around the clock via radio, television, and digital platforms. RFA Mandarin serves as a model of free press while countering aggressive CCP disinformation campaigns both in China and globally. In-depth programming covers rapid socioeconomic change, environmental degradation, land grabs, public health, corruption, and labor. RFA offers in-depth features covering religious and ethnic minorities, as well as Chinese historical events censored or ignored by the CCP.

In 2020, RFA Mandarin received a Gold Medal (New York Festivals Radio Awards) for its documentary on China's Great Leap Forward. Its video coverage of China's crackdown on human rights lawyers and the under reported financial problems in China won the National Murrow Award in 2019 and 2020. RFA's COVID-19 coverage began in late 2019, exposing attempts to silence doctors sounding the alarm and, later, critics of China's response. RFA Mandarin also uncovered China's underreported death toll in Wuhan, a widely cited story that forced China to release new estimates. At the end of FY 2020, the Service had more than 635,000 Twitter followers and 155,000 YouTube subscribers, a notable accomplishment given the challenge of reporting domestic news to a closed market.



Major Programs:

- **Asia-Pacific Report:** RFA Mandarin’s flagship daily radio news.
- **Digital Media:** Social media and web videos focused on explainers, features and short news topics.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** Facebook, Twitter, YouTube and Instagram. Content also shared on China’s censored social media giant, WeChat. In 2020, RFA Mandarin’s Facebook audience was up 93%, with a 460% increase in interactions. FB video views increased 550%.

RFA Tibetan Service (Language: Tibetan)

Origin: 1996

FY 2020 Service Actual Spending: \$4.507 million

FY 2020 Service + Program Delivery: \$5.587 million

TV/Video Original Programming: 3.5 hours/week

TV/Video Total Broadcast: 31.5 hours/week

Radio/Audio Original Programming: 29.2 hours/week

Radio/Audio Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Tibetan provides news in three major Tibetan dialects, aimed primarily at Tibetans living under Chinese rule. The authoritative source of uncensored news about Tibet, the Service covers traditional culture and religion, dissent, human rights abuses, and environmental activism. As Beijing has moved aggressively to destroy Tibetan Buddhist Centers—expelling monks and nuns and destroying their buildings—RFA provides coverage of these abuses as well as the activities of the religion’s spiritual leader, the exiled Dalai Lama. RFA Tibetan also has documented attempts to remove Tibetan language from education and media, as China moves to assimilate this minority population.

RFA offers programming that helps preserve Tibetan history, language, and culture, while also providing a neutral forum for inter-ethnic exchange. The Service plays a critical role in countering Chinese propaganda that attempts to downplay the unrest and strife surrounding Tibetan issues. With contacts in all parts of Tibet, RFA is able to break stories from Lhasa to remote Tibetan villages, not only for Tibetan audiences inside Tibet and in the diaspora regions of Nepal and India, but also for the world.

Major Programs:

- **TibetanDaily:** Morning and evening news radio programs that feature talk shows, Dalai Lama lectures, commentaries by writer/poet Woesser, and weekly features on women’s issues, health, Hong Kong, Taiwan, and South Asia.
- **Satellite and Online Television Newscasts:** Available in three dialects.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** Facebook, Twitter, YouTube, and Instagram.



RFA Uyghur Service (Language: Uyghur)

Origin: 1998

FY 2020 Service Actual Spending: \$1.597 million

FY 2020 Service + Program Delivery: \$1.717 million

TV/Video Original Programming: 1.3 hours/week

TV/Video Total Broadcast: 7.3 hours/week

Radio/Audio Original Programming: 7 hours/week

Radio/Audio Total Broadcast: 49 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Uyghur is the only major source of uncensored local and international news in the Uyghur language inside China's Xinjiang Uyghur Autonomous Region (XUAR). The Service features breaking news on Uyghur dissent, crackdowns, detentions, and human rights abuses, including Beijing's deadly ongoing "strike hard" anti-terror campaign. RFA was among the first to break the news of the extrajudicial internment of over one million Uyghurs and other Muslims in "re-education" camps across Xinjiang, as well as events that followed, including detainee transfers to Chinese factories for forced labor amid the COVID-19 pandemic.

A forum for Uyghurs worldwide to share their experiences and engage with the global community, the Service reports on Uyghur history, language, and culture and provides a medium for inter-ethnic understanding to foster stability and regional security. Chinese authorities have retaliated, detaining many of the Service's U.S.-based reporters' family members still inside the XUAR. Still, the Service's work continues, proving instrumental to the bipartisan passage in the U.S. Congress of the 2020 Uyghur Human Rights Policy Act bill. In addition, RFA journalist Gulchehra Hoja won the prestigious Magnitsky Human Rights Award, as well as the International Women's Media Foundation's Courage in Journalism Award for her coverage of ongoing human rights abuses in Xinjiang.

Major Programs:

- **Radio:** Daily news, news analysis, and features on women, health, environment, human rights, exile communities, culture and history.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** Facebook, Twitter, YouTube, and Instagram.
- **Video:** Weekly opinion talk show and additional features.



CURRENT TIME

Current Time (Language: Russian, English)

Origin: 2014

FY 2020 Service Actual Spending: \$11.569 million

FY 2020 Service + Program Delivery: \$12.292 million

TV/Video Original Programming: 57.66 hours/week

TV/Video Total Broadcast: 168 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming

Website, Social Media, Mobile App



The Current Time TV and digital network – led by RFE/RL in cooperation with VOA – provides Russian speakers across Russia, Ukraine, Central Asia, the Caucasus, the Baltics, and Eastern Europe with access to factual, accurate, topical, and trustworthy information. Current Time also serves as a much needed reality check on disinformation narratives that drive conflict in the region. As a measure of its success, Current Time has been designated by the Russian government as a “foreign agent” in order to discredit its work.

Current Time aims to depoliticize the Russian media space by serving as a bias-free news source for all Russian speakers, who are often limited to Kremlin-controlled news and information options even when living far beyond Russia’s borders. Current Time places a premium on live news coverage that allows skeptical audiences numbed by disinformation and Kremlin narratives to judge events for themselves. It also offers feature programming that focuses on compelling human stories of compassion, resilience, and humor – filmed far from the beaten path in undiscovered corners of Russia, Ukraine, and Central Asia. The network’s award-winning documentary series annually screens more than 100 titles, providing Russian-speaking audiences with rare access to films barred from mainstream distribution in Russia because of their political content.

Current Time is now seen in 22 countries via 227 distributors and more than 68 affiliates in 15 countries. In addition, Current Time is now available on hotel TV platforms in nearly 150 hotels and over 18,000 hotel rooms in the UK and Europe. Properties are all 3-5 star, which are frequented by Russian business travelers and tourists. A USAGM-sponsored, nationally representative survey of Russia conducted in 2018 indicated that 4.1% of Russian adults aged 15 and older use Current Time weekly. Across the target area, 7.8 million adults use Current Time each week according to recent research.

Major Programs:

- **Current Time.Newsday:** A daily half-hour live news program that offers the top international and regional stories of the day.
- **Current Time.Asia:** Produced daily live from RFE/RL’s Bishkek reporting hub, featuring a review of major events across Central Asia.
- **Current Time.Evening:** A nightly live analytical talk show featuring deep-dive coverage of key news events as well as exclusive interviews, debates, and a wide range of views on the vital issues of the day.
- **Current Time.Morning:** Launched in November 2020, this is Current Time’s first morning news program, broadcast live from Kyiv.
- **News Bulletins:** Current Time provides 8 hours of top-of-the-hour live bulletins seven days a week.
- **Footage vs. Footage:** An entertaining program on media literacy and disinformation, juxtaposing news footage to demonstrate how a single news story can be told in a variety of ways – depending on which country is doing the reporting.
- **Unknown Russia:** Hosted by award-winning Russian journalist Vadim Kondakov, the show explores extraordinary places and people in Russia rarely seen on mainstream television.
- **Person on the Map:** Offers a rare encounter with Russians living in the country’s modern-day outback, far from the relative prosperity of Moscow and St. Petersburg.
- **Asia 360:** A weekly program that aims to dispel the most common myths about Central Asia, as well as to talk about traditions and customs in the region that would otherwise be unknown to those outside the area.
- **#InUkraine:** A weekly program focused on life in Ukraine, introducing viewers to unique people, and showcasing places and events that are little known even in the country itself.



RADIO FREE ASIA (RFA): EAST ASIA

Radio Free Asia (RFA): Southeast Asia

Origin: 1997

FY 2020 Service Actual Spending: \$1.899 million

FY 2020 Service + Program Delivery: \$2.337 million

TV/Video Original Programming: 9 hours/week

TV/Video Total Broadcast: 34 hours/week

Radio/Audio Original Programming: 8 hours/week

Radio/Audio Total Broadcast: 93 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Streaming

Website, Social Media, Mobile App



RFA Burmese has long played a critical role reporting political, security and social issues that domestic media in Burma (Myanmar) avoid. RFA's role became increasingly important since the Feb. 1, 2021, coup, after which the military outlawed domestic independent news media that had emerged during a decade of democratic reforms. Journalists are now extremely vulnerable to arrest, prosecution under draconian national security laws, and violence at the hands of security forces. Even allowing for these constraints, RFA Burmese is still able to tackle sensitive news, including abusive conduct by the military in all corners of the country.

RFA has reported extensively on the plight of ethnic minorities, including Rohingya Muslims forced to flee to neighboring Bangladesh. The Burmese Service provides news bulletins in seven ethnic minority languages, with Burmese subtitles, that are incorporated into its daily programming. A December 2020 poll, shortly before the coup, found that RFA reaches 24.9% of the population on a weekly basis, up from 6.2% in 2018. In 2020, RFA Burmese received 2.3 billion Facebook video views, a nearly 250% increase from the previous year.

Major Programs:

- **Radio/Video:** Two daily 30-minute news bulletins on shortwave radio, also streamed online with full video.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** Active on Facebook, YouTube, Twitter, and Instagram.
- **Satellite TV:** RFA and VOA Burmese programming to be aired on satellite channel with Burma-only content from June.
- **RFA Talk:** A talk show on the top issues of the week.
- **RFA Ethnic Program:** A weekly round-up of news in seven minority languages.

RFA Khmer Service (Language: Khmer)

Origin: 1997

FY 2020 Service Actual Spending: \$1.885 million

FY 2020 Service + Program Delivery: \$2.005 million

TV/Video Original Programming: 7.5 hours/week

TV/Video Total Broadcast: 7.5 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 59.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Khmer serves as a watchdog for ordinary Cambodians, holding to account a government and local authorities who act with impunity. Hun Sen, Cambodia's longtime prime minister, has smothered critical voices in the domestic news media. As a consequence, Cambodians rely increasingly on RFA for dependable information and balanced political coverage that includes views from the main opposition party, which has been outlawed by the government. RFA has managed to sustain this watchdog role and even increase its social media following despite the forced closure of its Phnom Penh bureau in 2017. Two years after their November 2017 arrest, former RFA reporters Yeang Sothearin and Uon Chhin remain under investigation and court supervision.

RFA Khmer programming includes popular call-in shows and regular features on international affairs, women's issues, agriculture, religion, health, and technology. RFA also covers land grabs, illegal logging, corruption, labor disputes, and persecution of human rights defenders and the political opposition. Using public records, RFA has conducted a series of detailed investigations into the overseas properties of elite Cambodians. RFA Khmer has the most popular news-focused YouTube channel in Cambodia, with over 1 million subscribers and 228 million video views in 2020. RFA Khmer also has over 7.3 million followers on Facebook.



Major Programs:

- **Radio:** Two daily, hour-long “hot” news broadcasts on shortwave, seven days a week; the main evening show is broadcast live and streamed online with full video.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Roundtable:** Discusses topics such as religion, ethnic Cambodians living in Vietnam, health, women’s issues, and youth trends.
- **Social Media:** Engaging directly with large followings on Facebook and YouTube, and a nascent Twitter following.

RFA Lao Service (Language: Lao)

Origin: 1997

FY 2020 Service Actual Spending: \$1.454 million

FY 2020 Service + Program Delivery: \$1.498 million

TV/Video Original Programming: 0.2 hours/week

TV/Video Total Broadcast: 0.2 hours/week

Radio/Audio Original Programming: 4.5 hours/week

Radio/Audio Total Broadcast: 52.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Affiliate, Shortwave, Satellite, Streaming

Website, Social Media, Mobile App

RFA Lao covers issues and events otherwise censored by the state-controlled domestic media. Widely viewed as one of the few credible international news outlets serving Laos, the Service digs below the surface to expose this one-party state’s actions. For example, the Service has reported exhaustively on the massive impact of Chinese investment that is transforming Laos, such as the construction of a high-speed China-Lao railway that has displaced thousands of families with inadequate compensation. Other investigative stories have covered the health impacts of heavy pesticide use on banana plantations and other agro-industrial projects, and pollution from unregulated Chinese industrial projects. RFA also focuses on major hydropower projects on the Mekong River and its tributaries, which cause displacement and threaten long-term damage for farming and fishing communities. A Thailand-based videographer files regular reports on the environmental issues and the plight of Lao migrants along the Mekong River.

Because RFA Lao bases much of its reporting on tips from concerned citizens, it has increased production of standalone video and also posts citizen-sourced video on its website and social media platforms. That drove more than 25 million Facebook video views in 2020, a 92% increase over 2019. RFA Lao also has over 278,000 Facebook followers.

Major Programs:

- **Radio:** A daily 30-minute radio broadcast on shortwave and streamed online. Includes weekly features on women and children, overseas Lao, a listeners’ corner, and a weekend talk show.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Social Media:** Active on Facebook, YouTube, Twitter.

RFA Vietnamese Service (Language: Vietnamese)

Origin: 1997

FY 2020 Service Actual Spending: \$1.294 million

FY 2020 Service + Program Delivery: \$1.294 million

TV/Video Original Programming: 3.4 hours/week

TV/Video Total Broadcast: 3.4 hours/week

Radio/Audio Original Programming: 3.5 hours/week

Radio/Audio Total Broadcast: 10.5 hours/week

Delivery Method:

TV/Video: OTT/Streaming

Radio/Audio: Satellite, Streaming

Website, Social Media, Mobile App



RFA Vietnamese provides uncensored news on domestic issues and serves as an outlet for independent, online commentary in a country where the Communist government suppresses political dissent through intimidation and detention. RFA reporting focuses on the plight of dissidents and people arrested for exercising the right to free expression. Other areas of coverage include land grabbing, suppression of religious freedom, and Vietnam’s disputes with China over competing territorial claims in the South China Sea. The government is fiercely critical of RFA coverage, which it frequently denounces in the state media, and three RFA contributors are currently imprisoned in Vietnam.

Because of the government’s concerted effort to jam RFA’s shortwave signal, the Vietnamese Service has reconfigured its approach to focus purely on online content. The Vietnamese government has also leaned on Facebook to censor RFA content inside Vietnam, citing local law, and Facebook has complied in a number of cases. But RFA Vietnamese remains a trailblazer in social media use and in customizing content to reach smartphone users. Video content ranges from infographics dissecting historical events, to viral news videos that can generate millions of views. At the end of FY 2020, RFA Vietnamese had more than 1.73 million followers on Facebook and totaled 787 million Facebook video views – a 362% increase from the previous year.

Major Programs:

- **Radio:** A daily 30-minute audio news bulletin.
- **Podcasts:** Apple Podcasts, Google Podcasts, and Spotify.
- **Webcasts:** One daily, short video news bulletin and one longer-form bulletin, including a daily feature, using content from inside Vietnam and complemented by talk show and interviews segments.
- **Social Media:** Facebook, YouTube, Twitter, and Instagram. An active news feed and mobile-friendly videos are uploaded daily.

MIDDLE EAST BROADCASTING NETWORKS (MBN)

Alhurra TV (Language: Arabic), Alhurra-Iraq (Language: Arabic)

Origin: 2004

FY 2020 Service Actual Spending: \$36.877 million

FY 2020 Service + Program Delivery: \$37.872 million

TV/Video Original Programming: 144 hours/week

TV/Video Total Broadcast: 336 hours/week

Delivery Method:

- TV/Video:* Satellite, OTT/Streaming, USAGM-Owned
- Terrestrial (Iraq)
- Website, Social Media, Mobile App



Alhurra

Alhurra is a 24/7 Arabic-language Pan-Arab television network that provides programs to 17.4 million viewers each week in 22 countries across the Middle East and North Africa.

Major Programs:

- **The Talk Is Syrian:** A weekly show that analyzes, through discussion and visual elements, the developments, human crises, and overall political situation in Syria.
- **The Decision Capital:** A weekly debate program that explores American foreign policy with insiders who shape and influence the policies.
- **Word of Truth:** A weekly show hosted by writer and activist Joumana Haddad allows voices that have been suppressed in the Middle East to be heard on controversial topics such as violations of human rights and personal freedom in the MENA region. The show provides a platform for moderate intellectuals whose ideas are often banned or marginalized in Arab countries.
- **Alhurra Investigates:** A weekly no-holds barred show that highlights and encapsulates the best of original, Alhurra investigative reports produced by Alhurra’s new investigative news unit.
- **Lebanese Scenes:** A weekly program delving into the amalgamation of Lebanon’s current political, economic, and social issues affecting the Lebanese people and the region.
- **\$2 (Two Dollars):** A weekly look at what it is like to live on two dollars a day. Traveling across the region, \$2 focuses on the policies that led to impoverishment, considered a potential source of extremism, as well as the efforts being made to improve the lives of those most affected.
- **Sam and Ammar:** A weekly show in which two intellectuals share their unfiltered and cutting edge views of current affairs and spotlight Washington’s political and economic decisions that affect the MENA region.



- **Debatable:** A weekly show in which the renowned thinker Ibrahim Essa promotes critical thinking while analyzing radical Islamic ideas and raises questions on how these ideas are dictating lives and limiting essential freedom.
- **Gulf Talk:** A weekly talk show that examines the most important political, social, and educational issues facing the Gulf. The program tackles controversial topics and goes beyond the headlines to discuss the impact that different issues have on the Gulf region.
- **Inside Washington:** A weekly American current affairs program that addresses political and social issues by interviewing U.S. politicians, intellectuals, and policy makers.
- **Al Youm (“Today”):** A daily two-hour morning program that provides viewers a window to the world through its coverage of the latest news from the Middle East, the United States and the world; as well as topics such as health, entertainment news, sports, technology, social, and cultural issues. Al Youm presents straightforward news in a relaxed, engaging environment. The program also includes interviews with everyone from politicians to athletes to leaders in business and the arts.
- **Alhurra Now:** Newscasts throughout the morning that provide accurate, objective, and comprehensive reports from the Middle East, the United States, and around the world.
- **Alhurra Today:** Extensive newscasts during the day, providing the latest news from the Middle East, the United States, and around the world.
- **Alhurra Tonight:** An in-depth look at the main stories of the day with expert commentary and analysis.
- **From the Capital:** An hour-long newscast hosted weekdays from studios outside of Washington, D.C. The newscast focuses on the latest news about and from the United States and the impact it has on the MENA region.
- **North Africa News:** A daily hour-long newscast that focuses on the news from North Africa region, as well as updates from major stories around the world.

Alhurra-Iraq

Alhurra-Iraq is a 24/7 Arabic-language television network that reaches more than 37% of Iraqi adults each week. It hosts a number of pan-Arab newscasts and informational shows, as well as newscasts and programs that concentrate on issues important to Iraqi viewers. Broadcasting via satellite as well as via terrestrial transmitters to five Iraqi cities, the Service offers a mix of current affairs and political news programs, while giving the United States a voice amid the anti-U.S. rhetoric found on other Iraqi channels.

Major Programs:

- **Iraq Today:** Three daily newscasts on the events happening in Iraq.
- **In Iraqi:** A discussion program that delves into the most important issues facing Iraqis. Airing Sunday-Thursday, In Iraqi hosts politicians and subject matter experts to provide analysis and context to the main news story of the day.
- **Youth Talk:** A weekly program that addresses issues of concern for young people with discussion of solutions to the challenges facing them and that highlights their achievements and aspirations. The program also provides a platform (via social media) for young Iraqi people to exchange views on politics, culture, technology, and social issues.
- **From Erbil:** A weekly program that reports from the streets of Kurdistan and focuses on the plurality of Iraq, discussing topics that are important to all Iraqis. It sheds light on issues that affect people living in the province, such as human and minority rights, violence against women, unemployment, and problems in the agriculture and tourism sectors.
- **Sports Studio:** A weekly round-up of the latest sporting news from Iraq.
- **Special Interview:** A one-on-one interview with Iraqi officials and politicians.

Exclusively Digital Platforms

- **Raise Your Voice:** A digital platform that amplifies the voices of those living in areas of conflict and persistent social injustice. Raise Your Voice advocates for human rights, celebrates small victories and counters extremism of all types. The Raise Your Voice digital platforms include a website (Irfaasawtak.com), Twitter, Facebook, and Instagram accounts.
- **Maghreb Voices:** An online platform with a website and corresponding social media properties dedicated to providing social, political, and cultural content to the people of the Maghreb region in North Africa. Maghreb Voices targets nearly 100 million people in the region, focusing on issues such as countering ISIS, corruption, human trafficking and slavery, and the promotion of gender, minority, and migrant rights. The website also covers the news of the Maghreb community in the United States and Europe. Maghreb Voices facilitates a 24/7 dynamic conversation that enables all platform users to share their ideas, issues, and concerns openly and freely on topics related to their past, present, and future.
- **El Saha:** A digital, video-centric initiative that features inspiring stories from the Egyptian daily life that reflect the fostering of civil liberties and women’s rights, and the corresponding rejection of extremist ideology. The content produced aims at fostering dialogue among users, encouraging them to express their ideas, thoughts, and aspirations freely. The digital platform has been recognized by several awards.



Radio Sawa (Language: Arabic)

Origin: 2002

FY 2020 Service Actual Spending: \$4.963 million

FY 2020 Service + Program Delivery: \$11.397 million

Radio/Audio Original Programming: 231 hours/week

Radio/Audio Total Broadcast: 336 hours/week

Delivery Method:

Radio/Audio: Medium Wave, USAGM-leased FM, Streaming

Website, Social Media, Mobile App

Sawa Levant

Sawa Levant provides news and programming targeted to the people of the Levant region, including Syria, Jordan, Lebanon, the Palestinian Territories, and the Arabic-speaking population of Israel. In addition to original radio call-in and other talk shows, the stream incorporates relevant Alhurra programming in audio.

Original Levant-Specific Programs:

- **Morning Show:** A daily two-hour morning program that focuses on the major stories of the day from the Levant, the Middle East, and around the world. The call-in program focuses on issues directly affecting the lives of people in the Levant, encouraging them to share their opinions on various topics.
- **Sawa Today:** The hour-long program airs live three times each day to ensure listeners have the latest news from the Levant, the region, and the world. Coverage includes U.S. foreign policy towards the Levant and how that impacts the area.
- **Sawa Tonight:** Sawa Tonight recaps the news of the day with expert analysis and reporting from the Levant, the region, and the world. The hour-long program airs live four times daily.
- **Bridges:** A hour-long weekly program on women's rights and female empowerment, the program features interviews with activists and experts on social issues.
- **Between Brackets:** A weekly recap of the most pressing social and political issues facing the Levant and the region. The hour-long program airs two episodes per week and hosts analysts and experts from the region and the U.S.
- **Press Review:** A weekly look at how media outlets in the region are covering a single topic. The hour-long program hosts journalists and media experts from across the Levant and the Middle East.

Sawa Iraq

Sawa Iraq radio is a 24/7 news and information broadcast stream that targets Iraq. Sawa Iraq's extensive newscasts provide local, national, and international news and information, and incorporate some of the key programs from Alhurra Iraq in audio. Sawa Iraq has a weekly reach of more than 27% of all Iraqi adults (15+).

Major Iraq-Specific Programs:

- **Morning Papers:** A daily hour-long live morning program that focuses on stories about the arts, music, entertainment, lifestyle issues, sports and more.
- **Raise Your Voice:** A daily hour-long live afternoon program that asks people their opinions on political, security, and social issues facing Iraq. The program features a daily guest as well as listener calls.
- **Iraq Today:** Features the latest news, as well as conversations and interviews with newsmakers, politicians, civic leaders, and expert analysis. Iraq Today has two hour-long episodes live each day.
- **Iraq Tonight:** Examines the latest news from Iraq, as well as regional updates and U.S. foreign policy towards Iraq. The hour-long daily program features expert analysis of the headlines from throughout the day.
- **She:** A weekly two-hour program focusing on women's rights and female empowerment issues in Iraq.
- **Youth Chat:** A weekly two-hour program that addresses issues of concern for Iraqi youth with discussion of solutions to the challenges facing them.
- **With Dignity:** Dedicated to discussions about human rights in Iraq and the region, the weekly two-hour program hosts activists and experts to address different topics including religious freedom and free speech.



