



2022

Comprehensive Annual Report on Public Diplomacy & International Broadcasting

Focus on FY 2021 Budget Data





TRANSMITTAL LETTER

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 2022 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 2022 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 2021, 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) 2021 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 2022 planned spending, strategy, and activities, in addition to FY 2023 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

2022 Comprehensive Annual Report on Public Diplomacy & International Broadcasting

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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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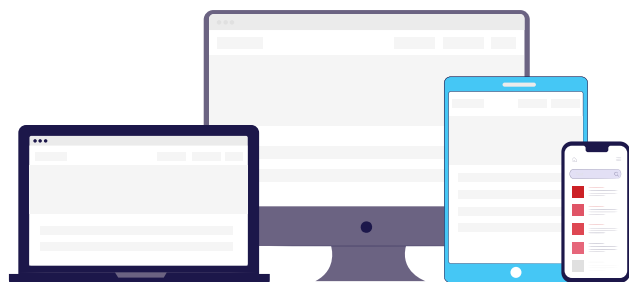
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Many thanks to the leadership of the Global Public Affairs Bureau (GPA), including Elizabeth Trudeau and Richard Buangan as well as Liz Detmeister, Nick DiNardo, Gaby Canavati, and the entire GPA special assistant team. We are grateful to the leadership of the Global Engagement Center (GEC), including Leah Bray, as well as GEC colleagues Dale Prince, Justin Chapman, and Indran Amirthanayagam. We are indebted to the leadership team of the Bureau of Educational and Cultural Affairs (ECA), including Scott Weinhold, Stacy White, and Rafik Mansou, as well as Michele Petersen and Ed Kemp. Thanks too to Michelle Los Banos and Clare Ashley at the Foreign Service Institute (FSI), Rebecca Pasini and Kathy Guerra in Consular Affairs (CA) and to Susan Cleary, Hilary Brandt, and Glen Giumond at the National Museum of American Diplomacy (NMAD).

We also appreciate the help received from Public Diplomacy and Public Affairs 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: Matt Miller, David Connell, and Heidi Smith (AF); Brian Gibel, Valerie O'Brien, and Allyson Coyne (EAP); Sherry Keneson-Hall, Steve Posivak, and Jessica Edwardsen (EUR); John Kincannon, Brinille Ellis, Lavenia Holland, and Jed Dornburg (NEA); Molly Stephenson, Ellen Delage, and Brooke Spelman (SCA); Ryan Rowlands, Amy Storrow, Mary Sue Fields, Sara Bailey, and Blakeney Vasquez (WHA); Mark Schlachter, Monica Cummings, and Megan Johnson (IO).

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

At the U.S. Agency of Global Media (USAGM), we greatly appreciate the support and insights provided by Shawn Powers, as well as the time Kate Neeper and Yelena Osipova-Stocker gave to compiling the data on the agency's services.

Many thanks to our Spring 2022 research assistant, Varsha Menon, 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, including Sarah Arkin, Janice Kaguyutan, Grant Mullins, and Brian Cullen.



DATA COLLECTION: METHODOLOGY, SOURCES, AND KEY TERMS

The 2022 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 2021, described as “actual” spending amounts. Whenever possible, the report also provides fiscal year 2022 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, regional, and functional bureaus and offices and the U.S. Agency for Global Media. In addition, PD leadership of the regional and functional bureaus provided access to foreign policy and public diplomacy plans from fiscal year 2021 and, when available, fiscal year 2022.

Budget and Program Data Sources

The Undersecretary’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 the incomplete implementation of PD Tools, this year’s global thematic and program figures are unavailable. Country-by-country data included in the regional bureau chapters is self-reported by public diplomacy practitioners in the field

The Bureau of Educational and Cultural Affairs (ECA) provided 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.

Country Profile Data Source

The Department of State regional bureaus supplied overall FY 2021 PD spending data organized by U.S. mission. In the absence of spending data by program activity, the ACPD focused on country demographic as well as economic, social, and media indicator categories to provide context for mission PD activities.

Demographic, economic, literacy/education, and internet/mobile access data are largely drawn 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. In cases where unreliable or nonreported data was present, 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 necessities to prosper irrespective of gender, race, or sexual orientation.
- [Corruption Perceptions Index](#) from *Transparency International*
Corruption Perception data measures the prevalence of corruption, as well as 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.

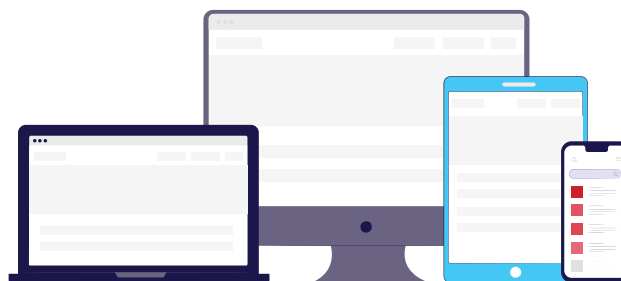


- [Good Country Index](#) from *The Good Country*
The Good Country Index reports on each country’s external impacts, positive and negative, outside its own borders.
- [World Press Freedom Index](#) from *Reporters without Borders*
The World Press Freedom Index measures the degree of freedom available to journalists.
- [Global Soft Power Index](#) from *Brand Finance*
The Global Soft Power Index 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.
- **American Spaces:** GPA funding to posts for American Spaces, contact relationship management systems, and other outreach purposes.
- **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.
- **D&CP .7 Carryover:** Prior year funding held over and spent in following fiscal years
- **Economic Support Funds (ESF):** ESF is aid designated to promote economic or political stability in areas where the United States has special strategic interests.
- **GPA Other:** GPA funding to support Media Hub activities, TV coops, and other international messaging activities.
- **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.
- **Representation Funds:** DP allocated to offices to facilitate official receptions and other representational activities for foreign contacts.





Academy for Women Entrepreneurs Alumna Gabriela Lee's Restaurant in the Dominican Republic
[Photo Courtesy of ECA]



EXECUTIVE SUMMARY





Executive Summary

The 2022 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 (PD) and global media activities conducted by the U.S. Department of State and the U.S. Agency for Global Media (USAGM). 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 (USG) public diplomacy initiatives remain effective in a consistently competitive global information environment.

Overall PD spending in fiscal year (FY) 2021 was \$2.1 billion, a \$106 million decrease (4.7 percent) from FY 2020. 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 2021 PD spending increased from 3.99 percent to 4.86 percent of the 2021 international affairs budget (\$44.05 billion), but still represents only 0.16 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 the slow global recovery in the wake of the pandemic, around 914,095 international students studied in the United States in 2020-21. They contributed \$28.4 billion to the U.S. economy and supported 306,308 U.S. jobs, according to the U.S. Department of Commerce. Less tangibly but no less importantly, 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 2017-2021

(in millions)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
DP - Public Diplomacy	\$358.20	\$392.90	\$391.20	\$465.80	\$331.20
DP - American Salaries	\$134.60	\$183.50	\$186.80	\$179.80	\$192.50
Educational and Cultural Exchange Programs (ECEP)	\$634.10	\$646.10	\$700.90	\$735.70	\$740.00
Supplemental Funding (AEECA)	\$208.80	\$159.20	\$130.90	\$51.00 (AEECA)	\$40.30 (AEECA)
USAGM/BBG	\$794.00	\$803.50	\$800.30	\$805.10	\$827.35
Total State & USAGM PD Spending	\$2,129.70	\$2,185.20	\$2,210.10	\$2,237.40	\$2,131.30
State & USAGM PD Spending as a % of Total International Affairs Budget	3.56%	3.88%	3.91%	3.99%	4.86%
International Affairs Budget	\$59,752	\$56,386	\$56,476	\$55,939	\$44,052
State & USAGM PD Spending as a % of Federal Discretionary Budget	0.17%	0.17%	0.17%	0.14%	0.16%

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

- Original USAGM programming across six global networks reaching more than 394 million people across the world each week, distributing news and information programming in 62 languages to more than 100 countries;
- More than 7.6 million visits to American Spaces programs worldwide and 48.3 million participants in in-person, virtual, or hybrid programs at nearly 600 American Spaces;
- 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;
- Over 130,000 exchange visitors from nearly 200 countries and territories;
- 914,095 international students studying at U.S. higher education institutions totaling 4.6 percent of all students in U.S. higher education;
- \$700 million (more than 90% of ECA resources) contributing directly to local economies across America through a range of partnerships;



- Close to 1 million foreign students contributing \$28.4 billion to the U.S. economy and supporting 306,308 U.S. jobs;
- 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;
- An online community of more than 110 million followers accessing the Department's global network of hub, embassy, and ambassador social media accounts;
- Monitoring and analysis of more than 2,500 digital properties and websites to provide timely assessments of the global media environment analysis and spot trends across digital, social, and traditional mediums;
- Direct engagement with approximately 2,000 accredited U.S.-based foreign correspondents from major global media outlets via Foreign Press Centers in Washington, D.C., and New York.

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

- **To improve tracking and engaging millions of global alumni of USG-supported and -sponsored exchanges**, the Office of Alumni Affairs in ECA launched a new, cloud-based database platform, the Alumni Contact Engagement System, or ACES. ACES is ECA's master repository of 1.7 million alumni records from over 500 exchange programs since 1940 and grows at a rate of approximately 200,000 alumni per year. ACES has shared functionality with other State Department applications, including CRM and PD Tools. The event management and email engagement features in ACES allow contact of exchange program alumni directly from the system, as well as enhanced reporting and contact management capabilities, providing embassies and the Department with direct reach to alumni groups.
- **To expand the Department's global engagement network**, in 2021 GPA deployed the Contact Relationship Management tool to 129 posts, compared to 73 in FY20, a 77 percent increase. As part of the deployment, about 2,000 mission and office staff attended GPA-led training. In that same period, GPA imported 1.2 million contacts on behalf of end users, increasing the size of the Department's global engagement network by 116 percent to a total of 4.2 million contacts.
- **To support the Department's counter disinformation efforts through skills building**, FSI's PD Training developed and piloted a new course in collaboration with the Areas Studies division in 2021. With the challenge of disinformation affecting nearly every bureau and mission, it was imperative that the course included the right balance of theory and practice to meet the needs of its diverse audiences. Facilitators worked alongside leading experts from the field to provide five days of substantive and practical training, and the course is now a permanent fixture of FSI's catalog.
- **To improve human resources coordination for the PD funded workforce**, in 2021 R/PPR convened the first PD talent management steering committee to provide feedback, advice, and recommendations. The steering committee included Civil Service, Foreign Service, and Locally Employed Staff PD practitioners with a diversity of backgrounds, experience, and overseas vs. domestic experience. As a result of the steering committee's initial review and resources, R/PPR has undertaken lines of effort to improve the culture of learning in public diplomacy, to increase the flexibility of resources, and to enhance the Department's ability to scale PD resources during a crisis.

How Does FY 2020 Spending Compare?

This year, as in previous years, spending on public diplomacy activities has fallen far 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.

Since 1980, the annual average of U.S. government PD spending has been \$1.99 billion (adjusted for inflation). From a high of \$2.7 billion (adjusted for inflation) in FY 1994, U.S. government expenditures on PD programs have decreased by \$480 million to a total of \$2.13 billion in FY 2021, despite the need to reach a global audience.

The rise of authoritarian influence, the widespread increase in extremist and foreign government disinformation and propaganda campaigns, the need to remain competitive in the contemporary media ecosystem, and the persistent fall-out effects of the global pandemic have created challenges to national security and economic interests that public diplomacy programs are uniquely able to address. And yet the U.S. government fails to prioritize resources for its public diplomacy programs.

This resource gap makes no sense. Effective USG public diplomacy in the 21st century requires sustained increases in public diplomacy funding to equip teams worldwide with the necessary staff and tools to understand, assess, and make strategic decisions about audiences, to compete for attention and influence in an overloaded information space, to engage in short term advocacy and messaging, to provide long-term educational exchange and professional training programs, and to conduct impact evaluation of programs and campaigns in the field

Successful public diplomacy initiatives also 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 inform every public diplomacy 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.

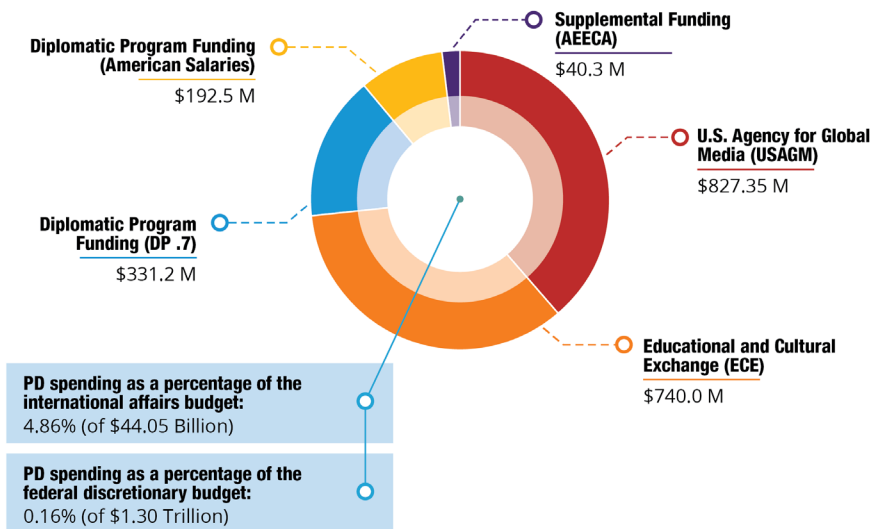


Where Did the Money Go?

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 2021 PD SPENDING BY BUDGET

Total Public Diplomacy Budget (FY 2021) \$2,131.3 M



The USAGM spent approximately \$827.35 million (38.8 percent of total PD funding). ECA's exchange and cultural programs allocation increased slightly to \$740.0 million (34.7 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 \$331.2 million (15.5 percent of total PD funding). Reported supplemental funding (e.g., AEECA) – the vast majority of which went to support PD efforts in Afghanistan, Iraq, Pakistan, Russia, and Ukraine – was \$40.3 million (2 percent of total PD funding). Salaries for Foreign and Civil Service Officers and other American employees accounted for \$192.5 million (a modest 9 percent of total PD spending).

Of the \$371.5 million DP .7 and supplemental funding directly supporting the State Department's Washington, D.C.- based operations, \$69.6 million was for the Global Engagement Center (GEC); \$119 million was for the Bureau of Global Public Affairs (GPA); \$29.6 million was for the Office of the Undersecretary and its Policy, Planning, and Resources office (R/PPR); and \$1.6 million was for the State Department's PD training division at the Foreign Service Institute.

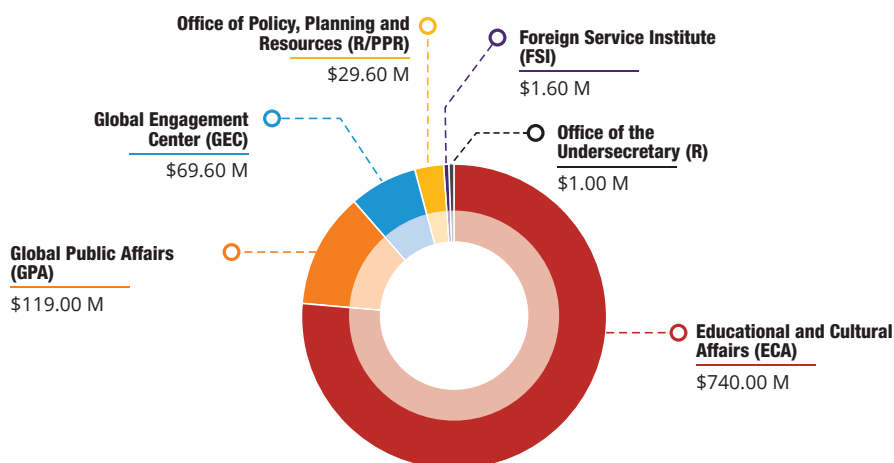
In the field, PD spending (including DP .7, supplemental funds, USAGM forward-deployed operations, and personnel) was greatest in Europe and Eurasia (218.12 million), followed by the Near East (\$196.16 million), East Asia and the Pacific (\$151.84 million), South and Central Asia (\$144.70 million), Africa (\$102.41 million) and the Western Hemisphere (\$91.99 million).

Overall, field-led PD spending totaled \$909.27 million in FY 2021, a \$44 million increase from the previous fiscal year. Specific funding increase percentages follow: in Europe and Eurasia, a 2.6% increase; in South and Central Asia, a 2.6% increase; in the Western Hemisphere, a 3.9% increase; in the Near East, a 14.4% increase; in East Asia and the Pacific, an 8.24% increase; and in Africa, a 3.1% increase.

PD spending at U.S. Missions was highest in Pakistan (\$28.83 million), Afghanistan (\$17.64 million), Ukraine (\$11.76 million), Russia (\$11.73 million), Iraq (\$10.50 million), China (\$9.69 million), Japan (\$8.37 million), India (\$7.93 million), and Germany (\$6.57 million). Much of this report details these expenditures and highlights PD program effectiveness by region.

WASHINGTON-COORDINATED FY 2021 DEPARTMENT OF STATE PD SPENDING COMPARED

Total Spending Amount FY2021 \$960.70 M

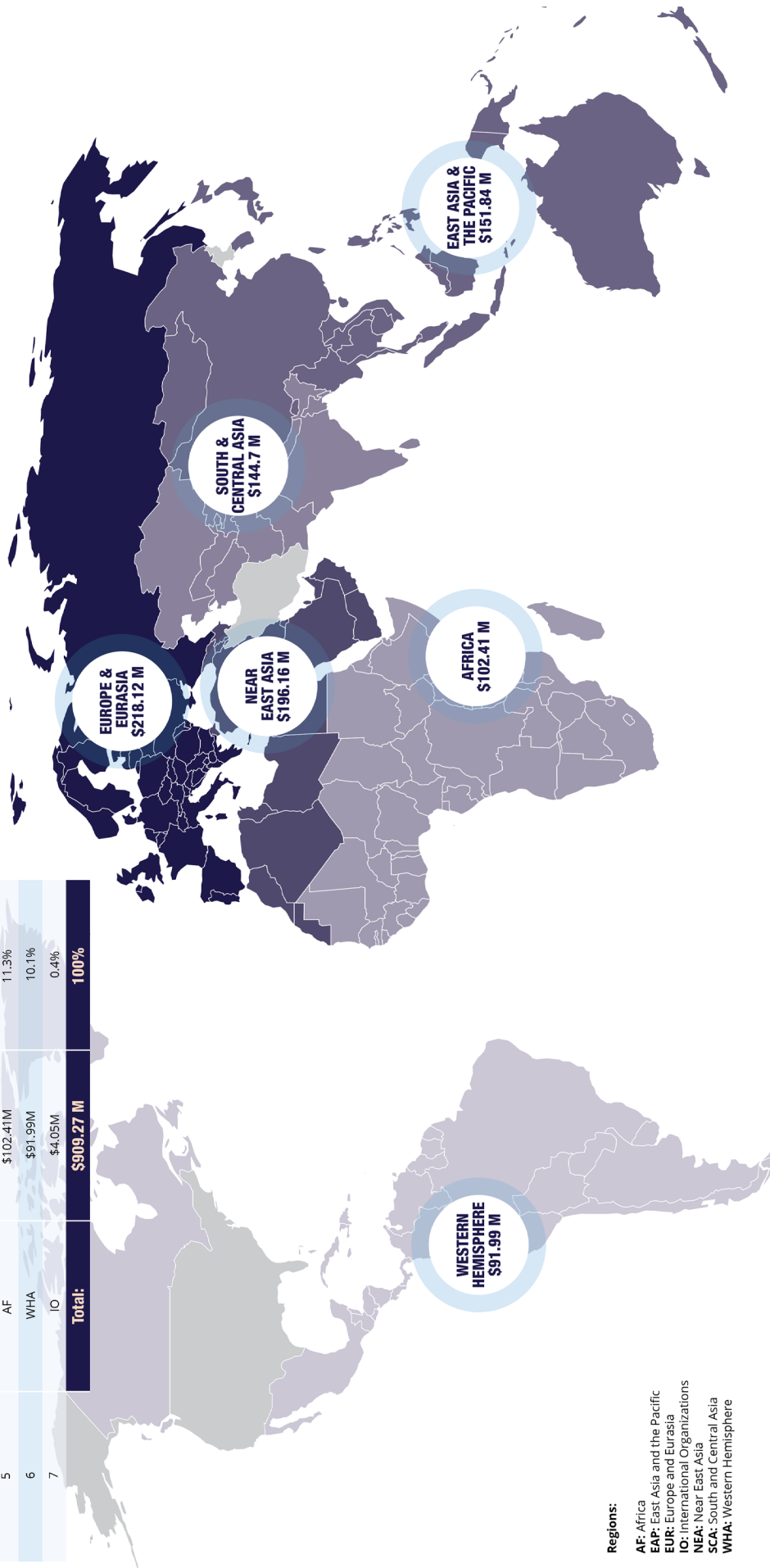




Global Map of FY 2021 Public Diplomacy Spending Compared by Region

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

Position	Region	Total Spending	Percentage
1	EUR	\$218.12M	24.0%
2	NEA	\$196.16M	21.6%
3	EAP	\$151.84M	16.7%
4	SCA	\$144.7M	15.9%
5	AF	\$102.41M	11.3%
6	WHA	\$91.99M	10.1%
7	IO	\$4.05M	0.4%
Total:		\$909.27 M	100%





GLOBAL PUBLIC DIPLOMACY SPENDING BY U.S. MISSION

U.S. Mission Spending Ranked by FY 2021 Total PD Spending

	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
1	SCA	Pakistan	\$34,340,000	\$26,830,000	\$28,837,000	\$28,837,000
2	SCA	Afghanistan	\$38,167,000	\$38,270,000	\$17,674,000	\$17,674,000
3	EUR	Ukraine	\$8,376,000	\$12,640,000	\$11,910,000	\$11,760,000
4	EUR	Russia	\$11,236,000	\$11,850,000	\$11,410,000	\$11,730,000
5	NEA	Iraq	\$17,610,000	\$16,870,000	\$16,870,000	\$10,500,000
6	EAP	China	\$7,971,465	\$8,105,970	\$6,465,438	\$9,693,851
7	EAP	Japan	\$9,448,000	\$9,617,888	\$9,152,043	\$8,372,449
8	SCA	India	\$7,779,457	\$8,320,000	\$7,698,100	\$7,933,820
9	EUR	Germany	\$6,330,320	\$6,270,000	\$5,640,000	\$6,570,000
10	EAP	Indonesia	\$7,298,396	\$5,274,011	\$5,788,431	\$6,430,886
11	SCA	Uzbekistan	\$2,530,300	\$10,320,000	\$5,776,129	\$5,794,671
12	NEA	Israel	\$5,407,884	\$4,833,884	\$5,123,884	\$5,468,000
13	EUR	Georgia	\$4,334,000	\$4,610,000	\$5,300,000	\$5,200,000
14	WHA	Mexico	\$4,962,535	\$4,682,089	\$4,490,000	\$5,120,000
15	NEA	Jordan	\$2,900,046	\$1,787,046	\$1,927,046	\$5,100,000
16	WHA	Brazil	\$7,719,231	\$6,386,950	\$5,235,000	\$5,040,000
17	EUR	Moldova	\$4,359,000	\$4,869,847	\$4,278,000	\$4,920,200
18	AF	South Africa	\$3,406,871	\$3,440,529	\$4,420,000	\$4,850,000
19	EAP	South Korea	\$4,768,000	\$4,437,861	\$4,469,769	\$4,762,737
20	AF	Nigeria	\$5,160,000	\$5,300,000	\$4,798,810	\$4,715,077
21	EUR	Bosnia and Herzegovina	\$4,369,000	\$4,730,000	\$4,230,000	\$4,480,000
22	NEA	Egypt	\$5,414,000	\$4,500,000	\$4,730,000	\$4,299,101
23	NEA	Palestinian Territories	\$3,710,326	\$3,591,326	\$3,841,326	\$4,232,000



	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
24	SCA	Kazakhstan	\$4,228,148	\$4,030,000	\$3,701,873	\$4,191,873
25	SCA	Tajikistan	\$5,356,730	\$2,050,000	\$2,159,960	\$4,021,726
26	AF	Africa Regional Services	\$3,640,000	\$3,140,158	\$4,230,000	\$4,000,000
27	EUR	Serbia	\$3,637,000	\$3,710,000	\$4,490,000	\$3,870,000
28	EUR	France & Monaco	\$3,600,000	\$3,760,000	\$3,580,000	\$3,840,000
29	EAP	Australia	\$3,810,000	\$2,906,982	\$4,421,571	\$3,641,197
30	SCA	Kyrgyzstan	\$4,674,555	\$6,320,000	\$2,302,852	\$3,634,536
31	NEA	United Arab Emirates	\$2,872,536	\$2,209,536	\$2,799,536	\$3,600,000
32	EUR	Italy & San Marino	\$3,539,070	\$3,500,000	\$3,220,000	\$3,530,000
33	EUR	Armenia	\$2,233,000	\$2,391,230	\$2,272,200	\$3,476,300
34	NEA	Lebanon	\$1,183,257	\$1,301,257	\$1,341,257	\$3,300,000
35	NEA	Saudi Arabia	\$3,023,614	\$2,566,614	\$2,776,614	\$3,100,000
36	EUR	Turkey	\$3,330,000	\$3,080,000	\$3,690,000	\$3,050,000
37	EAP	New Zealand	\$1,390,000	\$1,376,738	\$1,609,768	\$3,034,728
38	WHA	Canada	\$2,670,000	\$2,851,757	\$2,700,000	\$3,030,000
39	EUR	Albania	\$1,872,000	\$3,076,642	\$4,550,000	\$3,018,600
40	EUR	Kosovo	\$2,317,000	\$2,294,825	\$2,251,100	\$3,004,100
41	EAP	Vietnam	\$2,560,000	\$1,947,026	\$2,968,763	\$2,885,251
42	NEA	Morocco	\$3,158,514	\$2,447,514	\$2,507,514	\$2,764,249
43	EUR	Spain & Andorra	\$2,766,350	\$2,680,000	\$2,820,000	\$2,740,000
44	WHA	Peru	\$2,752,677	\$2,809,785	\$2,610,000	\$2,690,000
45	EUR	United Kingdom	\$2,330,000	\$2,290,000	\$2,430,000	\$2,690,000
46	EUR	Poland	\$2,313,600	\$2,340,000	\$2,000,000	\$2,470,000
47	WHA	Venezuela	\$3,455,552	\$2,107,315	\$823,800	\$2,390,000
48	SCA	Turkmenistan	\$2,046,795	\$2,190,901	\$1,988,915	\$2,349,054
49	AF	Kenya	\$1,907,750	\$2,509,350	\$1,833,323	\$2,310,750



	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
50	WHA	Colombia	\$2,435,160	\$2,960,514	\$1,998,200	\$2,310,000
51	WHA	Argentina	\$3,954,068	\$3,673,594	\$2,010,000	\$2,240,000
52	EAP	Malaysia	\$1,887,610	\$2,195,617	\$2,188,970	\$2,213,775
53	WHA	Bolivia	\$2,057,681	\$2,007,510	\$2,079,306	\$2,210,000
54	AF	Mali	\$604,240	\$840,075	\$1,093,700	\$2,193,475
55	EAP	Thailand	\$2,657,087	\$2,535,800	\$2,360,107	\$2,184,815
56	EAP	Philippines	\$2,371,000	\$1,860,119	\$1,943,929	\$2,111,944
57	WHA	Ecuador	\$2,144,084	\$2,691,270	\$2,027,500	\$2,080,000
58	EAP	Hong Kong (China)	\$1,660,000	\$1,559,925	\$1,515,934	\$2,028,932
59	EUR	North Macedonia	\$2,058,000	\$1,850,939	\$2,776,400	\$2,026,500
60	EUR	Belgium	\$1,760,000	\$1,760,000	\$1,790,000	\$1,940,000
61	AF	Cote d'Ivoire	\$1,344,012	\$1,038,820	\$1,454,257	\$1,894,947
62	AF	Ethiopia & USAU	\$2,723,200	\$3,520,000	\$2,500,000	\$1,892,475
63	NEA	Qatar	\$1,273,463	\$1,359,463	\$1,369,463	\$1,877,350
64	WHA	Chile	\$1,902,620	\$1,818,819	\$1,783,760	\$1,850,000
65	EUR	Montenegro	\$1,557,000	\$1,375,664	\$1,526,600	\$1,786,400
66	SCA	Bangladesh	\$2,106,148	\$2,030,000	\$1,776,425	\$1,776,425
67	EUR	Azerbaijan	\$1,735,140	\$1,817,000	\$1,743,300	\$1,767,000
68	NEA	Algeria	\$1,451,671	\$880,191	\$928,516	\$1,729,337
69	EUR	Austria	\$1,640,000	\$1,990,000	\$1,610,000	\$1,720,000
70	EUR	Greece	\$1,858,060	\$1,830,000	\$1,790,000	\$1,710,000
71	NEA	Yemen	\$1,050,000	\$1,080,000	\$1,090,000	\$1,700,000
72	EUR	Czech Republic	\$1,458,380	\$1,490,000	\$1,410,000	\$1,680,000
73	AF	Zimbabwe	\$1,927,481	\$1,347,140	\$1,499,858	\$1,666,297
74	NEA	Kuwait	\$899,298	\$966,873	\$977,359	\$1,628,250
75	AF	Democratic Republic of the Congo	\$2,340,000	\$1,910,579	\$1,975,175	\$1,584,389



	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
76	WHA	Uruguay	\$1,518,900	\$1,329,030	\$1,280,000	\$1,570,000
77	NEA	Tunisia	\$1,552,408	\$980,408	\$1,067,738	\$1,541,000
78	EUR	Belarus	\$1,291,645	\$1,421,978	\$1,226,799	\$1,506,300
79	EAP	Singapore	\$1,731,000	\$2,080,323	\$1,424,379	\$1,495,358
80	WHA	Guatemala	\$1,500,000	\$1,352,014	\$1,645,000	\$1,450,000
81	WHA	Panama	\$1,241,007	\$1,306,720	\$1,310,000	\$1,360,000
82	EUR	Romania	\$1,289,860	\$1,826,250	\$1,060,000	\$1,360,000
83	EUR	Bulgaria	\$920,535	\$919,889	\$950,800	\$1,335,900
84	EUR	Slovakia	\$1,240,000	\$1,220,000	\$1,170,000	\$1,310,000
85	EUR	Netherlands	\$1,220,000	\$1,400,000	\$1,220,000	\$1,290,000
86	EUR	Hungary	\$998,860	\$963,807	\$944,000	\$1,210,000
87	AF	Tanzania	\$761,100	\$700,350	\$978,465	\$1,207,644
88	EUR	Croatia	\$1,195,610	\$1,230,000	\$1,140,000	\$1,190,000
89	AF	Ghana	\$1,138,777	\$1,124,636	\$1,860,178	\$1,151,536
90	AF	Senegal	\$942,580	\$948,850	\$1,148,435	\$1,148,915
91	EAP	Burma	\$1,272,012	\$1,614,689	\$1,273,397	\$1,145,424
92	WHA	Haiti	\$1,650,177	\$1,684,748	\$862,500	\$1,140,000
93	NEA	Syria	\$437,650	-	\$596,994	\$1,134,994
94	WHA	Costa Rica	\$1,099,135	\$1,136,647	\$1,140,000	\$1,110,000
95	NEA	Bahrain	\$917,152	\$985,414	\$1,016,044	\$1,110,000
96	AF	Cameroon	\$1,161,349	\$815,520	\$1,055,781	\$1,103,155
97	NEA	Libya	\$699,950	\$584,093	\$599,739	\$1,060,098
98	EUR	European Union	\$1,126,600	\$972,590	\$989,500	\$1,060,000
99	EUR	Denmark	\$830,000	\$918,040	\$2,789,000	\$1,050,000
100	WHA	El Salvador	\$1,247,367	\$1,357,652	\$1,616,219	\$1,050,000
101	EUR	Finland	\$942,990	\$976,663	\$908,000	\$994,300



	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
102	WHA	Dominican Republic	\$1,110,000	\$1,145,960	\$1,099,100	\$990,700
103	SCA	Nepal	\$1,483,700	\$1,330,000	\$977,325	\$977,325
104	SCA	Sri Lanka & Maldives	\$1,128,130	\$1,010,000	\$671,700	\$936,700
105	EUR	Sweden	\$1,010,000	\$924,243	\$941,600	\$934,000
106	WHA	Honduras	\$1,068,500	\$964,490	\$858,404	\$927,800
107	AF	Angola	\$1,097,080	\$997,525	\$698,916	\$925,725
108	AF	Mozambique	\$891,760	\$1,136,825	\$907,697	\$923,700
109	EUR	NATO	\$863,000	\$891,536	\$855,500	\$921,700
110	AF	Burkina Faso	\$760,700	\$860,350	\$778,880	\$889,150
111	EUR	Slovenia	\$699,000	\$692,110	\$693,100	\$882,500
112	AF	Uganda	\$1,243,880	\$1,115,853	\$958,069	\$863,700
113	EUR	Portugal	\$960,295	\$1,190,000	\$825,200	\$853,500
114	AF	Sudan	\$882,540	\$735,740	\$1,272,590	\$840,323
115	EUR	Norway	\$798,000	\$790,578	\$755,600	\$837,900
116	EUR	Estonia	\$724,615	\$920,996	\$664,800	\$837,900
117	EAP	Cambodia	\$1,257,406	\$978,394	\$1,279,606	\$836,811
118	WHA	Nicaragua	\$573,086	\$806,473	\$797,200	\$831,042
119	WHA	The Bahamas	\$263,150	\$247,400	\$425,300	\$821,966
120	AF	Niger	\$821,020	\$800,275	\$593,700	\$807,475
121	AF	Zambia	\$834,600	\$1,053,475	\$690,969	\$800,683
122	AF	Chad	\$470,960	\$476,350	\$546,100	\$772,350
123	WHA	Paraguay	\$796,344	\$780,476	\$707,300	\$741,430
124	WHA	Barbados & Eastern Caribbean	\$751,514	\$718,540	\$709,300	\$730,200
125	EUR	Latvia	\$648,015	\$799,621	\$678,800	\$714,000
126	AF	Togo	\$765,697	\$612,825	\$646,735	\$704,749
127	AF	Madagascar & Comoros	\$503,080	\$560,075	\$548,550	\$704,510

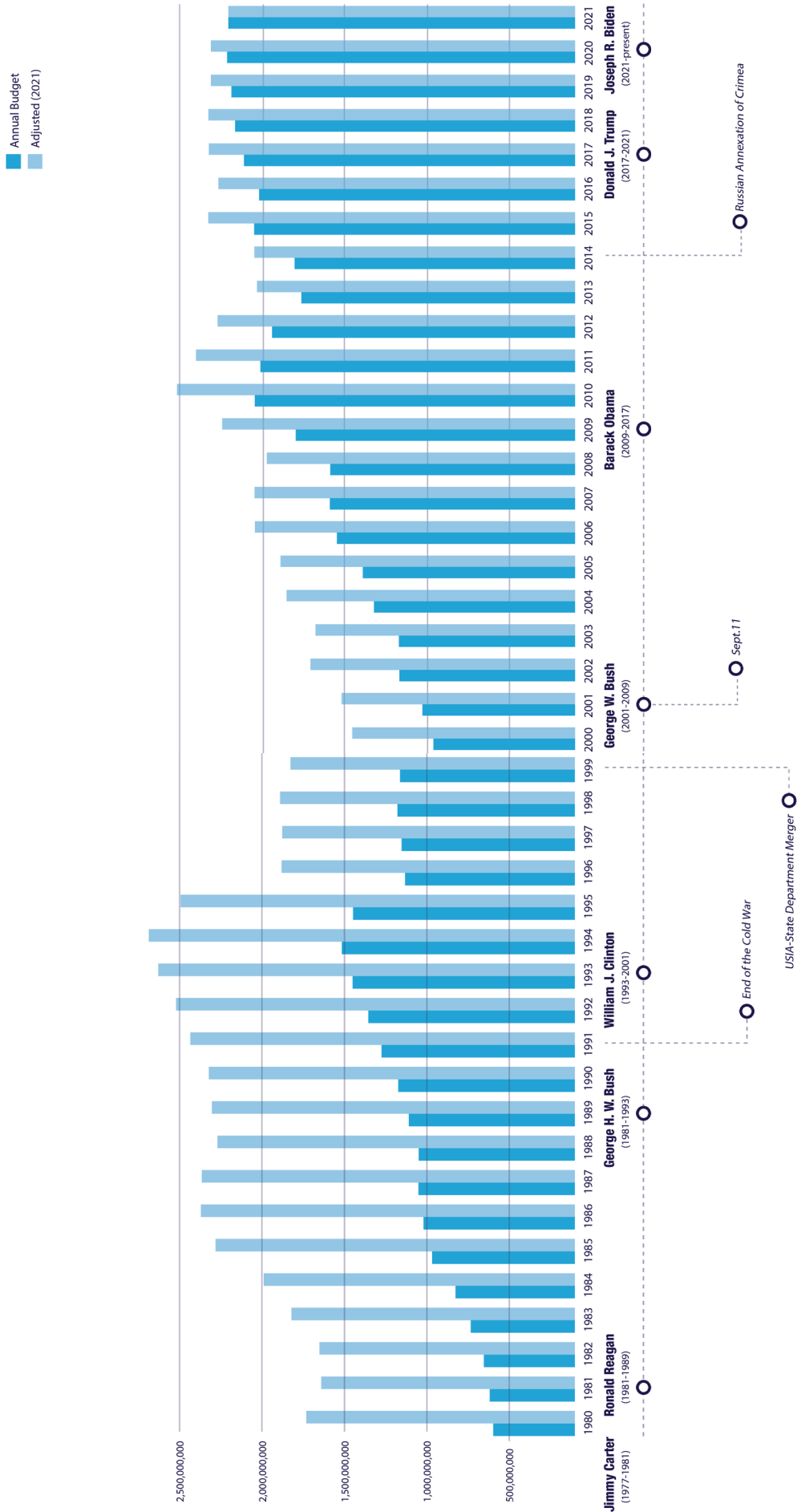


	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
128	EAP	Laos	\$689,385	\$630,222	\$493,829	\$700,951
129	WHA	Jamaica	\$1,048,231	\$931,632	\$805,600	\$689,900
130	WHA	Trinidad and Tobago	\$721,835	\$665,965	\$674,000	\$689,700
131	NEA	Oman	\$628,388	\$654,485	\$715,652	\$680,485
132	EUR	Lithuania	\$618,440	\$779,528	\$750,300	\$673,000
133	AF	Benin	\$546,608	\$547,626	\$567,417	\$654,652
134	EUR	Cyprus	\$665,630	\$635,709	\$636,200	\$649,500
135	AF	Mauritania	\$442,460	\$457,575	\$583,196	\$628,584
136	EUR	Switzerland & Liechtenstein	\$559,000	\$564,105	\$627,100	\$608,500
137	AF	Botswana	\$616,460	\$589,057	\$707,589	\$607,750
138	EUR	Ireland	\$542,000	\$547,908	\$518,500	\$581,100
139	AF	Guinea	\$512,100	\$489,300	\$630,122	\$574,007
140	AF	Malawi	\$416,340	\$422,825	\$557,851	\$561,125
141	AF	Sierra Leone	\$400,740	\$236,525	\$254,500	\$560,590
142	AF	Rwanda	\$677,065	\$610,300	\$869,139	\$540,750
143	EAP	Fiji, Kiribati, Nauru, Tonga & Tuvalu	\$708,783	\$497,501	\$499,378	\$535,743
144	EUR	Iceland	\$504,000	\$478,059	\$461,700	\$531,200
145	EAP	Brunei	\$273,998	\$296,118	\$305,372	\$502,949
146	EAP	Mongolia	\$648,913	\$552,102	\$796,347	\$497,385
147	AF	Namibia	\$631,900	\$583,650	\$462,290	\$490,175
148	AF	Liberia	\$483,660	\$294,950	\$497,835	\$487,350
149	AF	South Sudan	\$313,600	\$545,350	\$392,169	\$462,864
150	AF	Eritrea	\$440,000	\$461,277	\$452,252	\$450,352
151	EAP	Papua New Guinea, Solomon Isl. & Vanuatu	\$508,570	\$498,691	\$379,408	\$448,682
152	EUR	OSCE	\$383,000	\$387,853	\$365,600	\$390,700
153	EUR	Luxembourg	\$373,000	\$371,140	\$350,400	\$378,300



	Bureau	Post Name	FY 2018	FY 2019	FY 2020	FY 2021
154	AF	Equatorial Guinea	\$203,180	\$307,200	\$273,900	\$367,870
155	AF	Republic of Congo	\$310,320	\$272,621	\$309,500	\$364,825
156	AF	Central African Republic	\$370,120	\$223,550	\$163,946	\$319,750
157	AF	Mauritius & Seychelles	\$378,560	\$350,300	\$345,300	\$319,225
158	EAP	Timor-Leste	\$266,386	\$264,632	\$382,308	\$316,929
159	AF	Cabo Verde	\$235,620	\$282,050	\$231,900	\$306,284
160	AF	Gabon and Sao Tome & Principe	\$267,345	\$262,665	\$268,441	\$298,975
161	AF	Somalia	\$259,800	\$347,900	\$160,200	\$289,100
162	AF	The Gambia	\$188,440	\$183,550	\$230,221	\$280,675
163	AF	Djibouti	\$337,040	\$213,175	\$238,830	\$274,075
164	AF	Burundi	\$330,540	\$384,900	\$292,568	\$268,068
165	AF	Eswatini	\$320,430	\$292,120	\$275,168	\$260,901
166	WHA	Suriname	\$142,660	\$183,330	\$205,600	\$209,700
167	AF	Lesotho	\$231,740	\$236,350	\$222,369	\$208,345
168	WHA	Cuba	\$468,000	\$510,660	\$719,207	\$174,830
169	EUR	Malta	\$150,000	\$152,205	\$146,100	\$174,200
170	WHA	Guyana	\$66,500	\$101,020	\$141,700	\$146,600
171	EAP	Marshall Islands	\$72,594	\$66,153	\$2,121,808	\$142,892
172	WHA	Belize	\$159,972	\$137,211	\$108,700	\$110,800
173	EUR	Holy See	\$120,000	\$115,728	\$115,200	\$109,600
174	EAP	Samoa	\$117,093	\$103,203	\$94,365	\$97,328
175	EAP	Palau	\$70,616	\$138,866	\$55,531	\$67,089
176	EAP	Micronesia	\$474,097	\$127,063	\$362,644	\$64,138
177	AF	Guinea-Bissau	\$63,230	\$59,975	\$59,352	\$62,075
178	WHA	Curacao	\$2,000	\$3,880	\$1,000	\$4,470
179	EAP	Taiwan	\$168,817	\$322,154	\$0	-

History of Public Diplomacy Spending 1980-2021: Actual and Adjusted (2021)





DEIA in Public Diplomacy

This year's comprehensive annual report spotlights the integration of diversity, equity, inclusion, and accessibility into public diplomacy programming. Addressing systemic racism or any form of discrimination and strengthening democracy worldwide is a core tenet of U.S. foreign policy. The recently enacted Executive Order 13985 on "Advancing Racial Equity and Support for Underserved Communities Through the Federal Government" prioritized the incorporation of equity into the State Department's foreign affairs activities. This has generated a renewed focus on the integration of DEIA principles into public diplomacy programs and initiatives.

As this report indicates, in 2021 public diplomacy practitioners at home and abroad engaged in a serious effort to promote greater diversity, equity, and inclusion through innovative and high-impact outreach and engagement activities. Notable examples include:

- **ECA:** In FY 2021, ECA began work on several new initiatives to advance DEIA across programs and within the workforce. The Office of the U.S. Speaker Program recruited 82 U.S. experts on DEIA to engage professional foreign audiences on identity, communication, and leadership. ECA's Monitoring, Evaluation, Learning & Innovation (MELI) Unit committed to conducting targeted outreach and recruitment to economically disadvantaged Americans to better understand minority participation in ECA programs and existing barriers to participation. ECA's Policy Office also created a new senior-level civil service position dedicated exclusively to DEIA across the ECA portfolio of programs.
- **USAGM:** In FY 2021, USAGM addressed a major gap in programming for specific ethnic or religious minorities that are persecuted or deliberately alienated by providing critical coverage of their issues and equipping them with the knowledge and tools that contribute to their empowerment and resilience. For example, RFA's Uyghur Service is now the only international broadcasting service in the Uyghur language that not only provides independent and credible information to Uyghurs and other Muslim communities in Xinjiang, but also serves as a major vehicle for the preservation of the Uyghur language and culture, currently under threat of genocide. Similarly, RFE/RL's Tatar-Bashkir Service – Radio Azatliq – is the only major international news provider in the Tatar and Bashkir languages to audiences in Russia's multi-ethnic, Muslim-majority Volga-Ural region, and covers religious, ethnic, cultural, historical, and identity issues amid Moscow's new wave of Russification.
- **AF:** In Ethiopia, the PD section partnered with the Ethiopia Media Women's Association (EMWA) to convene a national conference in honor of World Press Freedom Day for female journalists from private, public, broadcast, print, and digital media from diverse geographic regions. Topics included digital engagement and safety, women working with disabilities, and lessons learned from the association's founders.
- **EAP:** EducationUSA Bangkok hosted a series of three virtual events designed to demystify the LGBTQIA+ experience at U.S. universities. Faculty and alumni from the Association of Thai Students in America (ATSA) shared details about campus programming and outreach, LGBTQ Centers, and support from campus counseling centers. Presenters spoke candidly about issues that directly affect the LGBTQIA+ community. In addition, Embassy speakers explained the intricacies of English pronouns for an audience whose native language doesn't differentiate between He and She.
- **EUR:** In 2021, EUR's Public Diplomacy Diversity, Equity, Inclusion, and Accessibility working group created a DEIA Messaging Playbook for the region, emphasized the importance of including DEIA in PD strategic planning. To commemorate International Holocaust Remembrance Day and combat Holocaust distortion through educational and cultural programs, Embassy Vilnius hosted two screenings and a follow-on discussion of "Nana," a documentary film about the life of Holocaust survivor Maryla Michalowski-Dyamant
- **NEA:** The U.S. Embassy in Amman collaborated on a grant with Mateen Rehabilitation and the Amman Comedy Club to deliver training to an inclusive group of 126 Jordanian and refugee youth on sketch comedy, impromptu and public speaking. The diverse slate of participants included Jordanians and Syrian refugees, including men and women, from a variety of regions and socioeconomic backgrounds. This program provided young people with non-traditional means of psychosocial support, helping them to communicate challenging social issues (e.g., child marriage, child labor, generational conflict) in a way that promotes inclusion.
- **SCA:** SCA adapted training and sport opportunities in an effort make skill building accessible to disabled communities. In the Kyrgyz Republic, the PD section supported the opening of a center for inclusive education that enables and empowers people with disabilities, offering adaptive workshops and classes for personal and professional development. The PD section at the U.S. Embassy in Malé developed sports diplomacy exchanges on adaptive sports to bring young Maldivians with disabilities to the United States to learn best practices, engage peers from around the world, and gain direct exposure to U.S. culture and inclusivity.
- **WHA:** WHA is the first and only bureau to establish a Race, Ethnicity, and Social Inclusion Unit (RESIU) that works closely with public diplomacy and public affairs offices on leveraging policy and programs that support social inclusion in the region. RESIU and PDA work closely to support bilateral agreements with Brazil (2008), Colombia (2010), and Uruguay (2014) on racial and ethnic equality and social inclusion, which include a focus on economic prosperity, access to education, political participation, health, justice, and environmental justice. These interagency and multisectoral action plans serve as the basis for deeper collaborations with the U.S. Department of Education, which produced Memorandums of Understanding with consortiums of Historically Black Colleges and Universities (HBCUs) on exchanges with Brazil (2014), Colombia (2019), and the United States. These agreements continue to bear fruit, including the June 2021 announcement of five new 100,000 Strong in the Americas Innovation Fund partnership grants in Colombia with HBCUs and three new partnerships with Hispanic Serving Institutions. This also sparked state and private investments in the 100K Inclusive Education launch.



YSEALI Regional Workshop on Diversity, Inclusion, and Youth
Sponsored by PAS Kuala Lumpur



RECOMMENDATIONS





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, 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 Undersecretary of State for Public Diplomacy and Public Affairs. The Department of State has gone far too long without an Undersecretary of State for Public Diplomacy and Public Affairs. Vacant since March 2018, the position has been unfilled more than 40% of the time since its creation in 1999. Between the intensification of the competition for influence in the global information space and the long-term impacts of COVID-19 on flagship educational and cultural programs, now more than ever strong public diplomacy leadership is essential.

Additionally, fully integrating public diplomacy considerations into U.S. diplomatic efforts, as well as enhancing the efficacy and cost effectiveness of public diplomacy operations, requires sustained oversight from an Undersecretary 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 public diplomacy profession would be worthy of consideration to lend stability to this chronically vacant position and sustained leadership to career public diplomacy 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 strategies. This 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. Designate the Undersecretary 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 Undersecretary for Public Diplomacy and Public Affairs and the Department as the government's lead foreign affairs agency.

2. Engage in a wholesale review of the U.S. Agency for Global Media's mission, structure, and legislative status. The Commission recommends a wholesale review of the USAGM's mission, structure, and legislative status to assure that the agency can meet the challenges of the contemporary information environment while playing an essential role in the promotion of national security interests. In addition to an updated vision and structure for the 21st century, this review should assess the effectiveness of USAGM's oversight of its services and grantees and, as appropriate, recommend adjustments. Particular attention should be paid to the benefits or inefficiencies of the agency supporting networks with overlapping language services and mandates, as well as to the federal versus non-profit grantee status of different USAGM supported entities.

3. 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 global communication infrastructure. In today's complex media environment, the Department of State must communicate effectively and consistently to both foreign and domestic audiences about its programs and policies. The Commission recommends, therefore, that Congress should update legislation to allow .7 funding to be used for programs directed at domestic as well as 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.

4. 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 to simplify and streamline the PD program evaluation process.



TO THE SECRETARY OF STATE:

1. 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 foreign disinformation and propaganda, with corresponding increases in funding and personnel. The GEC has become the State Department's most powerful asset in the effort to combat information manipulation and as such should be formally designated as an official bureau or bureau equivalent. As a bureau the GEC should be further designated as central coordinating authority for counter disinformation and propaganda activities within in the Department of State.

2. 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.

3. Facilitate the R family bureaus' further integration into Department and interagency policy planning process. It is widely acknowledged that ECA, GEC, GPA, and R/PPR 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. We acknowledge that GPA has made strides in better coordinating its planning and communications programming with 7th floor principals and that R/PPR has made progress in coordinating R family participation in interagency policy committees.

Nevertheless, the R-family bureaus are not consistently integrated into policy formulation and planning process within the Department of State or at the National Security Council (NSC). Nor is R family leadership engaged early and often in decision-making regarding their unique ability to shape existing resources and capabilities to support policy priorities. The NSC and State's Policy Planning Staff should actively seek R input before launching any policy planning that includes the use of cultural and educational exchange programs, countering disinformation initiatives, building networks, or other PD programs to achieve strategic objectives. Relevant planning processes should include Deputy Assistant Secretary (DAS) level participation from R/PPR, ECA, GPA, GEC, and the regional bureaus, and an annual policy guidance directive issued jointly by the Undersecretaries of State for Public Diplomacy and Political Affairs.

TO THE OFFICE OF THE UNDERSECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS (R), AND OFFICE OF POLICY, PLANNING, AND RESOURCES (R/PPR):

1. Address persistent gaps in field-based usage of and input into PD Tools implementation. The 2020 deployment of PD Tools was designed to offer an integrated set of planning, budgeting, monitoring, and reporting tools to support public diplomacy sections in advancing foreign policy objectives. However, two years into the deployment of the PD Tools platform, not all posts and offices are actively using the system, significantly limiting its utility for data reporting, program management, and monitoring and evaluation. R/PPR should identify and address the existing obstacles to full post usage of and input into PD tools implementation, and then provide training and support to enable posts to take advantage of this integrated reporting system.

2. 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.

3. Provide targeted support for full PDSI implementation. The Public Diplomacy Staffing Initiative (PDSI) has reorganized PD sections at 99 of 186 overseas Missions. The remaining 87 missions with existing PD sections will be classified by September 2023, and reorganizations are in process at 78 Missions. This process includes 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 targeted advice and support, particularly for smaller posts with limited staff and resources.

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

1. Improve public 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 allow 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 the ECA MELI Unit-collected data and relevant supporting documentation be made publicly available or available upon request, and that the availability of this data be made known 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 sustained Congressional support of its programs and initiatives and grow its domestic constituency.



2. Share results of ECA's upgraded technology-enhanced program platforms and processes. In the wake of the global pandemic, ECA launched an update of its IT infrastructure, along with specialized training for its use in a secure government environment. ACPD recommends that, to the extent possible, ECA make public the 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. This data would be of significant value to policy makers, think tank and researchers, and help to make the case for continued investment in ECA programs and infrastructure.

3. Pursue integration of ECA leadership more fully into Department wide senior level strategic planning processes. To support the full integration of ECA leadership into the senior policy planning process within the Department of State (see Recommendation #3 to the Secretary of State), the ACPD recommends that ECA develop an internal process to gather input for an annual policy guidance directive to be issued jointly by the Undersecretaries of State for Public Diplomacy and Political Affairs. This guidance should link existing ECA program resources and capabilities to desired strategic outcomes.

TO THE BUREAU OF GLOBAL PUBLIC AFFAIRS (GPA):

1. Focus on Internal Communication Tools Integration. GPA has developed and launched several tools to improve information sharing within the Department and coordinate messaging. The ACPD recommends that GPA now focus on the integration and consolidation of these tools to avoid duplication of effort and provide practitioners with standardized, easily accessible platforms to inform and engage key foreign audiences. The ACPD further recommends that targeted training and familiarization programs for the use of these platforms be made easily accessible to the field

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 principle 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. To improve content delivery to the field, the ACPD further recommends that GPA integrate digital delivery specifications into content development.

3. Assess and identify improvements to GPA's organizational structure. 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 undertake a review of its current organizational structure to assure that its personnel, resources, and programmatic structure are positioned to support GPA's message coordination and value projection mandate.

4. Appoint experienced experts and talented career Foreign Service and Civil Service officers 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 and civil service officers 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. Prioritize coordination and synchronization of GEC programs, analytics, and information sharing 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 the GEC is uniquely 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.

2. Take the lead in establishing a government wide lexicon for information manipulation 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 can and should take the USG lead in the establishment of a lexicon of disinformation across the interagency.

3. 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 initiatives, it needs to assess program effectiveness continuously and systematically. Most importantly, these insights need to be tested and shared to ensure that lessons learned, and best practices gleaned from its forward-leaning programming, can benefit practitioner across the public diplomacy community.



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

- 1. Prioritize the use of experienced Foreign Service Officers in the instruction of public diplomacy tradecraft courses.** For FSI to successfully deliver high-quality instruction for public diplomacy practitioners, ACPD recommends that the leadership of the Public Diplomacy Training Division prioritize the use of experienced Foreign Service Officers rather than outside contractors as instructors in PD tradecraft courses. Armed with subject matter expertise and in-depth knowledge of the overseas context, FSOs with public diplomacy experience are best able to provide the professional knowledge and skills required by field practitioners, to include locally engaged staff. Additionally, for modules of tradecraft courses requiring specialized skills (e.g. monitoring and evaluation, strategic planning, and audience analysis), ACPD recommends bringing in or consulting subject matter experts from R/PPR and other DC offices to make sure delivered materials conform to best practices as identified in the PD Foundations course.
- 2. Increase the number of offerings of foundational PD training courses such as PY100, PY219, and PY331.** Expanding access to existing FSI public diplomacy courses to greater portions of the PD workforce should be prioritized so that higher numbers of Locally Employed Staff and Civil Service staff are enrolled each year along with Foreign Service staff.
- 3. Retain synchronous and asynchronous virtual training offerings along with in-person classroom-based training.** Virtual offerings of FSI PD courses have proven reliable and effective during the pandemic. Remote training opportunities allow posts with limited travel and training budgets to increase the ability of staff to participate in training. FSI should maintain and retain this flexibility even as FSI prepares to resume in-person classroom instruction in the near term.

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. For several years, the ACPD has recommended that USAGM 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. Prioritize program research and impact evaluations.** Now that additional funding has been provided for USAGM's program research and impact evaluations, USAGM must focus on upgrading and expanding its performance assessment capabilities. This includes properly staffing the research office to ensure all data acquisition and analysis is conducted with the highest standards of rigor. The ACPD also recommends that the USAGM prioritize the design and implementation of analytical models to capture demonstrable program impacts in line with industry and government best practices.
- 3. Continue whole scale digital modernization of the Office of Cuba Broadcasting (OCB).** The USAGM has initiated modernization of the OCB to streamline operations and re-launch the network as an agile, digital-first news service. Going forward, the ACPD recommends that the USAGM prioritize the creation of a digital infrastructure consistent with the informational needs and technological sophistication of Cuba's emerging and influential youth citizenry. Specifically, 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 obtained and shared on the devices and platforms that are most accessible to target audiences.



The National Museum of American Diplomacy
in the Department of State



OFFICE OF THE UNDERSECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS





OFFICE OF THE UNDERSECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Requested	FY 2023 Requested
\$1.10 million	\$1.00 million	\$1.80 million	\$1.00 million	\$1.10 million	\$1.00 million

OVERVIEW

The Undersecretary 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 Undersecretary 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.

Internally, the Undersecretary oversees the bureaus of Educational and Cultural Affairs (ECA), Global Public Affairs (GPA), the Global Engagement Center (GEC), and the Office of Policy, Planning, and Resources (R/PPR). The Undersecretary also provides public diplomacy (PD) resources to, and coordinates PD priorities with the Department’s regional and functional bureaus. The Office of the Undersecretary includes the International Expositions Unit (R/EXPO).

The Undersecretary’s duties include the following:

- Serve as 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;
- Direct the of formulation and coordination of Department policies on issues related to public diplomacy and public affairs, and represent the Department on related matters with other agencies of the U.S. government and outside audiences;
- Oversight of annual strategic planning and evaluation of public diplomacy and public affairs programming;
- Management of Department leadership responsible for conducting and implementing public diplomacy and public affairs policies, programs, and activities; and
- Service on the Board of the U.S. Agency for Global Media.

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

The Office of Policy, Planning, and Resources (R/PPR) supports the Undersecretary 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:

- Secures the additional resources needed for world-class public diplomacy;
- Establishes State/PD as the leader for U.S. government global public engagement;
- Modernizes and professionalizes the practice of PD; and
- Builds an effective R/PPR team that cares for people, uses effective tools and techniques, and collaborates to deliver exceptional work.

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

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).

R/PPR RESOURCES

<i>(in millions)</i>	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Requested	FY 2023 Requested
R/PPR Evaluations	\$1.20 million	\$1.10 million	\$10.40 million	\$3.30 million	\$3.30 million	\$3.30 million
Digital Support	\$1.00 million	\$5.30 million	\$5.20 million	\$9.20 million	\$9.20 million	\$9.20 million
Audience Research & Analysis	\$1.00 million	\$0.60 million	\$2.00 million	\$2.00 million	\$2.00 million	\$6.00 million
Support for Bureau Initiatives	\$1.50 million	\$2.30 million	\$27.90 million	\$15.10 million	\$14.00 million	\$14.00 million
Total R/PPR	\$4.70 million	\$9.30 million	\$45.50 million	\$29.60 million	\$28.50 million	\$32.50 million



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).

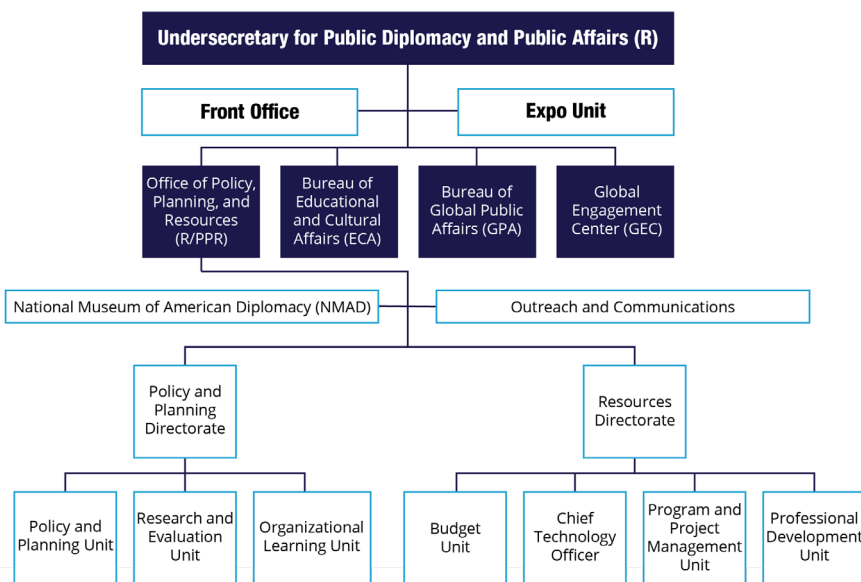
Budget Unit: The Budget Unit allocates Public Diplomacy and Public Affairs resources in alignment with foreign policy priorities and provides advice on and operational support for all phases of financial management, including resource planning.

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, plus the portfolios of the 700 PD Foreign Service overseas positions, to align with the modern policy-centered, audience-focused vision of the Public Diplomacy 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 to the Office of Management and Budget (OMB).

R Chief Technology Officer: The R Chief Technology Officer (CTO) Unit coordinates and oversees technology strategy, market research, acquisition, governance, and user adoption across the PD community, in collaboration with R Family bureaus. CTO solicits input from PD practitioners and stays abreast of emerging technology to ensure PD practitioners continuously have the best tools and technology to conduct strategic and effective diplomatic engagement.

OFFICE OF THE UNDERSECRETARY FOR PUBLIC DIPLOMACY AND PUBLIC AFFAIRS ORGANIZATIONAL CHART



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 (PPU), the Research and Evaluation Unit (REU), and the new Organizational Learning Unit (OLU). (The Public Diplomacy Incubator Unit – PD Inc – has been dissolved, and its functions were transitioned to other entities in 2021.)

Policy and Planning Unit: The Policy and Planning Unit (PPU) advances U.S. foreign policy by leading PD policy formulation, strategic and operational planning, advocating within the Department and the interagency for PD practitioners and priorities, and promoting the alignment of PD resources with policy priorities as articulated in the Interim National Security Strategic Guidance, the Joint Strategic Plan, and the Joint Regional and Integrated Country Strategies. The PPU coordinates the formulation and implementation of the Congressionally mandated PD Strategic Plan (PDSP) and leads the PD Implementation Plan (PDIP) process, which serves to help missions align PD resources with policy objectives. The unit also strengthens the impact of foreign policy implementation by representing and advocating for PD equities in foreign policy formulation, anticipating emerging challenges, and working across the R family to devise solutions to equip PD practitioners to effectively advance U.S. priorities.

Research and Evaluation Unit: The Research and Evaluation Unit (REU) generates original research on PD initiatives, interprets existing research, and disseminates knowledge tailored to the needs of PD practitioners—including through monitoring and evaluation, public opinion polling, and user research—to support the use of evidence in effective decision-making. The REU supports PD sections overseas and shares PD research and evaluations within the Department and with other appropriate Federal departments and agencies to ensure that research and data inform strategic planning and resource allocation.

Organizational Learning Unit: The Organizational Learning Unit (OLU) was formed in October 2021 to cultivate a culture of learning within the PD community and to equip PD professionals with the foundational concepts and skills needed to conduct their work in a rapidly changing environment. The unit has a mandate to serve a globally dispersed, multi-national, and diverse population of more than 4,000 public diplomacy practitioners and stakeholders. The unit's purview includes the development and publication of foundational, authoritative guidance on the theory and practice of public diplomacy; the systematic collection, analysis, synthesis, and distribution of PD lessons learned and best practices; and the creation of learning materials, educational opportunities, and (in time) a holistic program to support the learning needs of this community.



Additional R/PPR Functions

Outreach and Communications Unit: The Outreach and Communications Unit (OCOM) builds external support for the PD mission and PD practitioners. OCOM serves as the primary outreach arm for the Undersecretary 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.

National Museum of American Diplomacy: The National Museum of American Diplomacy (NMAD) tells the story of the history, practice, and challenges of American diplomacy. NMAD is the first and only public museum dedicated to engaging the American public on the contribution of diplomacy to the nation's peace, prosperity, and security. Through educational and public programming, a growing collection of 10,000 artifacts, and online content and exhibits, the museum aims to invite the public to discover diplomacy. The museum is supported through a public-private partnership between the Department of State and the nonprofit Diplomacy Center Foundation

Additional R Functions

International Expositions Unit: The International Expositions Unit (Expo Unit) manages U.S. participation at overseas Expos - also known as World's Fairs. The Expo Unit is the chief interlocutor with the Bureau of International Expositions (BIE), the international body responsible for overseeing Expos. The Expo Unit also mobilizes international support for U.S. candidacies to host Expos. When ongoing, Expos are the largest public and economic diplomacy events in the regions where they take place.

R/PPR HIGHLIGHTS FOR 2021

PD Talent Management Process (PDU) - Improving PD Workforce Development. In 2021, R/PPR convened the first PD talent management steering committee to provide feedback, advice, and recommendations on coordination of human resources for the PD funded workforce. The steering committee comprised Civil Service, Foreign Service, and Locally Employed Staff PD practitioners with a diversity of backgrounds, experience, and overseas vs. domestic expertise. As a result of the steering committee's initial review of resources, R/PPR has undertaken lines of effort to improve the culture of learning in public diplomacy, to increase the flexibility of resources and the Department's ability to scale PD resources during a crisis, and to increase investments in priority capabilities through R participation in talent forecasting, position management, and resource allocation exercises.

PD Staffing Initiative (PDU) - Transforming Public Diplomacy Staffing. The PD Staffing Initiative (PDSI) replaces a 40-year-old legacy structure that emphasized programs, and shifts all PD practitioners to policy centered, audience-focused approaches for advancing Integrated Country Strategy (ICS) objectives. 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. A 2021 ACPD special report, [Putting Audience and Policy First: A Public Diplomacy Paradigm Shift](#), offers an independent assessment of this initiative.

At the end of CY 2021, 65 missions were working in their PDSI structures. In FY 2021, R/PPR began PDSI implementation at 24 missions and completed implementations at 22 missions. R/PPR expects to complete all organizational reviews at all remaining missions with operational PD sections by December 2022.

In support of PDSI implementation in CY 2021, R/PPR expanded Transition Support services, adding additional PD coaches, organizational psychologists, organizational sustainability experts, and leadership coaches to provide dedicated, 12-month support as a PD section begins working in its new structures and roles. In CY 2021, more than 200 Foreign Service Officers and 100 Locally Employed Staff participated in 19 communities of practice, teambuilding, mentoring, and change management support programs. R/PPR will continue to provide transition support for missions working in their new structures through 2024.

Global Survey Project (REU). The REU launched a large-scale opinion polling effort in 2021 with the goal of conducting policy-focused, nationally representative opinion polls in countries around the world. Each survey will contain three sections: a standard set of audience segmentation questions and two sets of thematic foreign policy questions, which include peace and security, civil society, democracy, human rights, health, economic growth, and immigration/consular services. To better understand PD's role in reaching foreign publics, missions can select up to two of these themes which align with the post's Integrated Country Strategy (ICS) and information needs.

Monitoring and Evaluation (REU). The REU continues to support the field through the conduct of rigorous monitoring and evaluation activities. Highlights from FY2021 included the launch of a mixed-methods outcome evaluation of five simultaneous Media Literacy initiatives across the Eastern European countries of Georgia, Serbia, Kosovo, and Albania to understand the extent to which participation improves participant media literacy and discernment. The REU also launched an evaluation of the USA Pavilion at the 2020 World Expo in Dubai to understand the extent to which the USA pavilion achieved its stated goals and to collect recommendations for future refinements

Technology Solutions (CTO). The R family's suite of Salesforce tools – PD Tools and Contact Relationship Management (CRM) – provide a single platform to build relationships with target audiences, track PD activities, and understand how PD work advances Department goals. CTO is also supporting platforms such as Slack, which supports daily collaboration for thousands of PD practitioners, and Zoom for Government (ZfG), which supports over 100,000 virtual meetings and events annually.



SPOTLIGHT ON DIVERSITY

Introducing the Facing Diplomacy Storytelling Campaign

Ambassador Gina Abercrombie-Winstanley
Chief Diversity and Inclusion Officer
U.S. Department of State

Diplomacy on this important initiative.

Watch on

What is the Facing Diplomacy Storytelling Campaign?
The National Museum of American Diplomacy is proud to launch a crowdsourced digital storytelling campaign as part of our Facing Diplomacy series in order to build a more complete history of American diplomacy. This effort is in collaboration with the [Secretary's Office of Diversity and Inclusion](#).

Who can participate?
We define diplomacy broadly and welcome all members of the American foreign affairs community. This includes civil and foreign service professionals, past and present, as well as family members, locally employed staff, interns, participants of the fellows programs, and contractors.

How can I participate?
To learn how to join the campaign, download our toolkit here.

[DOWNLOAD #FACINGDIPLOMACY STORYCORPS TOOLKIT](#)

This campaign leverages the StoryCorps platform, a free web or smartphone application.

Story

The Office of Diversity and Inclusion and NMAD launched a StoryCorps campaign featuring American diplomats of diverse backgrounds.



R/PPR personnel lead and participate in the Public Diplomacy Working Group for the Department's Agency Equity Team (AET), which is responsible for the advancement of racial equity and support for marginalized communities in accordance with Executive Order 13985. At the same time, R/PPR's PD Foundations publication series described how DEIA principles anchor the Department's PD efforts, while the PD Tools application provided modernized reporting features to research, capture, and assess how public diplomacy activities advance DEIA.

Additional public diplomacy tools promoting DEIA include educational programming and diplomatic simulations offered by the National Museum of American Diplomacy in classrooms throughout the United States. The Museum's "Facing Diplomacy" series, for instance, aims to break stereotypes about who can become a diplomat. These events provide enriching content to traditionally marginalized students and stakeholders and highlight diplomacy as a profession open to all.



2021 Spring TechGirls International Summer Exchange [Photo Courtesy of ECA]

BE A TECHGIRL



**BUREAU OF EDUCATIONAL
AND CULTURAL AFFAIRS**





BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS (ECA)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2020 Actual*	FY 2021 Actual	FY 2022 Enacted
\$646.00 million	\$701.00 million	\$701.00 million	\$736.00 million	\$740.00 million	\$753.00 million

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

STRATEGIC OVERVIEW

The Bureau of Educational and Cultural Affairs (ECA) furthers U.S. foreign policy objectives through targeted educational, cultural, and professional exchange programs and public engagement activities. These programs advance democratic principles and promote mutual understanding, while increasing the professional skills of emerging and established leaders to address key priorities, such as disinformation and climate change.

ECA's global programs create and sustain people-to-people ties for individuals and institutions, building networks among current and future leaders. More than one million people have participated in ECA-funded programs since they began more than 80 years ago, including more than 230,000 U.S. citizens. An additional 4.4 million participants have traveled to the United States on the privately funded, ECA-facilitated BridgeUSA Program. In education, culture, sports, health, civil society, business, and all levels of government, ECA exchange alumni demonstrate impact. These alumni are key partners for the United States in achieving foreign policy goals – alumni include 42 current members of the U.S. Congress, 656 current or former heads of state and government, and 86 Nobel Prize winners.

ECA's programs contribute directly to local economies across America, investing more than 90 percent of Bureau resources, over \$700 million in FY 2021, to U.S. communities through a range of partnerships. American alumni return from exchanges with marketable skills that boost their competitiveness for 21st century jobs. In an average year, over 300,000 exchange visitors travel to the United States to participate in BridgeUSA, contributing billions of dollars to the economy at virtually no cost to taxpayers. In the 2020-2021 academic year, international students added \$28.4 billion to the U.S. economy and supported over 306,000 American jobs. 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.

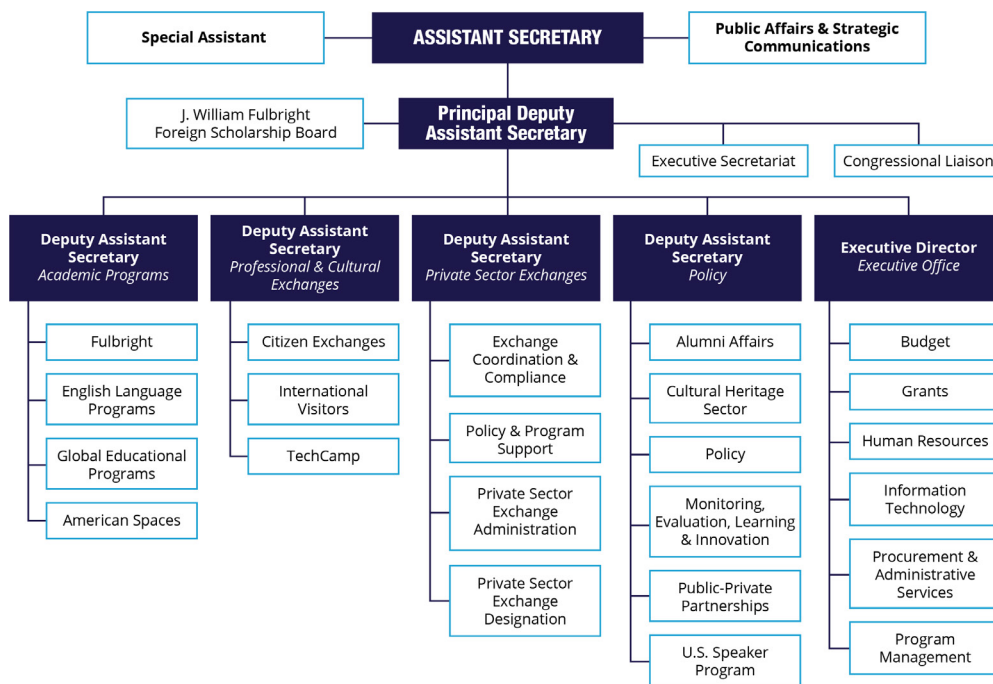
In 2021, ECA made significant investments in all programs to address the challenges facing democracies. ECA program alumni were at the forefront of the COVID-19 pandemic response. BridgeUSA J-1 physicians and research scholars served on the front lines of the medical workforce and researched ways to detect and treat the virus. From 2020-2021, the Alumni Office provided over 100 small grants for alumni to address the pandemic. Visits to American Spaces programs worldwide in FY 2021 surpassed 7.6 million and 48.3 million people participated in in-person, virtual, or hybrid programs at ECA's global network of nearly 600 American Spaces.

By expanding recruitment and participation for underrepresented U.S. institutions and communities, ECA is implementing Executive Order 14035 (Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce) and its call to address structures, policies, and practices that contribute to inequalities in educational access, outcomes, and rights for all.

In 2021, ECA programs and exchanges focused on three priorities:

- Further U.S. foreign policy objectives, including the advancement of democratic principles and promoting mutual understanding, through people-to-people exchanges and public diplomacy engagement efforts;
- Increase the professional skills of emerging and established U.S. and foreign leaders to address global challenges such as countering disinformation and mitigating climate change; and
- Build a forward-leaning ECA which is more resilient, effective, and diverse.

BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS ORGANIZATIONAL CHART





ECA's monitoring and evaluation efforts consistently demonstrate that 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.

ECA's staff includes 597 authorized full-time positions and 126 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 130,000 exchange visitors from nearly 200 countries and territories to the United States in 2021.

ECA BUDGET BY PROGRAM ACTIVITY

Activities (in thousands)	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual*	FY 2021 Actual	FY 2022 Planned**
Program and Performance	\$7,383	\$8,400	\$9,050	\$12,850	\$22,100
Academic Programs	\$320,126	\$357,836	\$372,835	\$369,835	\$372,088
Professional and Cultural Exchanges	\$214,700	\$221,460	\$223,588	\$225,610	\$227,110
Young Leaders Initiatives	\$28,500	\$31,250	\$34,400	\$34,400	\$35,000
Countering State Disinformation and Pressure	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Community Engagement Exchange Program	\$0	\$0	\$5,000	\$5,000	\$6,000
Total	\$582,709	\$630,946	\$656,873	\$659,695	\$674,298

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

**FY 2022 Planned includes \$9.4 million in FY 2022 Additional Ukraine Supplemental Appropriations Act

PROGRAM AND PERFORMANCE

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$7.38 million	\$8.40 million	\$9.05 million	\$12.85 million	\$15.60 million

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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$1.60 million	\$3.00 million	\$3.40 million	\$3.40 million	\$4.76 million

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. In addition to its monitoring, evaluation, and learning efforts, in FY22 the MELI unit focused its efforts on strategy facilitation. MELI led the facilitation of the new FY22-26 Functional Bureau Strategy, ECA's Diversity Equity Inclusion and Accessibility (DEIA) strategy, policy forums dedicated to learning more about and enacting various aspects of the Administration's priorities, and ECA program office mission and vision strategies.



Office of Alumni Affairs

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$5.24 million	\$5.03 million	\$5.23 million	\$5.23 million	\$5.85 million

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 2021, the OAA used lessons learned from the previous year of virtual engagements and the Alumni Rapid Response Fund to update the support provided through the Alumni Engagement Innovation Fund (AEIF). Rather than targeting one major policy priority, AEIF supported any foreign policy goal, allowing embassies to connect with exchange alumni on local interests.

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 using art and culture to transform conflict, expanding media literacy education, diversity, and environmental diplomacy.

In addition to supporting millions of international alumni with programming and networking opportunities, OAA coordinates ECA's engagement with over 500,000 U.S. citizen alumni. With several years of momentum and inspired by the administration's Foreign Policy for the Middle Class initiative, OAA is strengthening programming and network building with this influential cohort of exchange alumni. OAA is currently working to facilitate the creation of cross-program alumni associations around the United States and supports alumni through Career Connections and the Citizen Diplomacy Action Fund (CDAF).

Career Connections is a professional development series designed to support alumni in leveraging their exchange experiences in their careers. OAA has hosted 5 in-person seminars and 26 virtual sessions, reaching nearly 800 alumni since the program began in 2019. These programs and associations are designed to supplement program specific initiatives and focus on bringing alumni together from multiple programs on areas of common interest, building upon the relationships established during their exchange experiences and leveraging their role as citizen diplomats as they return to their home communities across the United States. CDAF is an annual small grants competition supporting teams of alumni to implement community-based projects addressing foreign policy priorities as well as ECA bureau goals. After four rounds of the competition, CDAF has distributed nearly \$1.2 million to 150 projects implemented by over 300 alumni.

OAA's digital platform continues to engage alumni with initiatives such as MentorTalks, a live, virtual program in which 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, the #ExchangeAlumni sites on Facebook, Twitter and Instagram have experienced quickly rising rates of engagement, 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.

To improve tracking and engaging millions of global alumni of USG-supported and -sponsored exchanges, OAA has launched a new, cloud-based database platform, the Alumni Contact Engagement System, or ACES. ACES is ECA's master repository of 1.7M alumni records from over 500 exchange programs since 1940 and grows at a rate of approximately 200K alumni per year. ACES has shared functionality with other State Department applications, including CRM and PD Tools. The event management and email engagement features in ACES allow contact of exchange program alumni directly from the system, as well as enhanced reporting and contact management capabilities, providing embassies and the Department with direct reach to alumni groups.

Prominent Alumni Accomplishments

Government and Politics

- 33 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 2,600 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.

Academy for Women Entrepreneurs

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$1.00 million	\$1.90 million	\$3.50 million	\$4.00 million

to leverage the power of local U.S.-government exchange alumni networks to serve as facilitators, guest speakers, and mentors for the AWE program. As an initiative launched in 2019, AWE provides women entrepreneurs the knowledge, networks, and access they need to launch or scale their businesses. Since its launch, AWE has helped more than 16,000 women entrepreneurs around the world grow their businesses and adapt to new economic realities under COVID-19. AWE aligns with the Interim National Security Strategy and the National Strategy on Gender Equity and Equality by promoting prosperity, expanding women’s economic opportunities, and investing in the economic development of countries in ways that deepen local partnerships and reduce the likelihood of instability, violence, and mass migrations.

Cultural Heritage Center

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$268,376	\$294,498	\$566,119	\$525,422	\$500,000

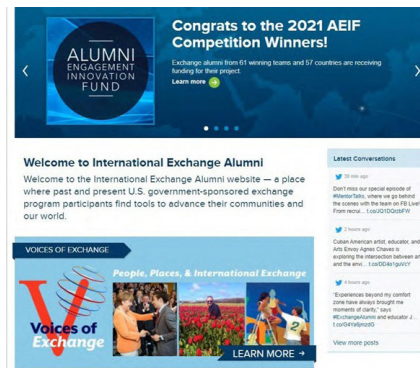
ECA supports the protection and preservation of cultural heritage worldwide through international coordination, engagement, and programming. The Cultural Heritage Center formulates and provides expertise on cultural heritage policy and serves as the secretariat for the interagency Cultural Heritage Coordinating 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;



Exchange alumni at an Alumni Thematic International Exchange Seminar in Minneapolis, MN.



International Exchange Alumni website

Since June 2021, ECA’s Office of Alumni Affairs has managed the Academy for Women Entrepreneurs (AWE) program and is supporting nearly 100 U.S. missions worldwide



Conservation of the 17th-Century Church of the Assumption in Causeni, Moldova assisted by the Cultural Heritage Center. [Photo Courtesy of ECA]



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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$6.25 million	\$6.25 million	\$6.25 million	\$6.25 million	\$6.25 million

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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$1.00 million	\$1.00 million	\$1.00 million	\$1.00 million	\$1.50 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. In FY18 through FY21, funding for the CATF came from the Diplomatic Programs Public Diplomacy account (.7 funds). In FY22, \$500,000 came as .7 funds, and \$1.0M came as ECE funding.

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 Actual	FY 2022 Planned
\$4.46 million	\$4.46 million	\$4.46 million	\$4.00 million	\$5.40 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 virtually. The office conducts approximately 600 programs annually, 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 to sustain dialogue on key themes and issues.

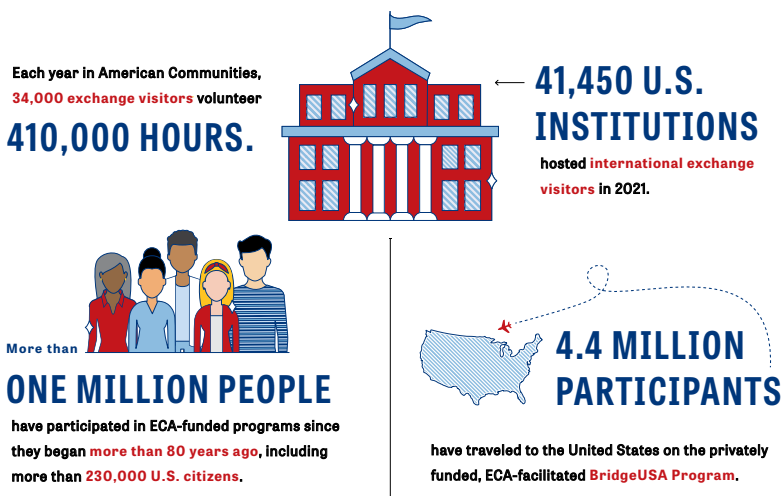
In FY 2021, most U.S. Speaker programs were virtual engagements because of the COVID-19 pandemic. These programs primarily focused on economic prosperity, entrepreneurship and innovation, and global security, addressing such topics as global health, cybersecurity, countering disinformation, strengthening civil society, press freedom, and STEAM (science, technology, engineering, arts, and mathematics). U.S. Speakers are also 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 and disinformation, climate change, and diversity, equity, and inclusion. These discussions have substantive impact. In one program, a Morehouse College professor urged Nigerian leaders to fight for civil rights as they strive to build stronger democratic societies. In another, the country's first elected transgender superior court judge spoke with Israeli groups on inclusivity and securing human rights protections for all.



The office staff continues to collaborate with the Office of the International Visitor Program, American Spaces, Monitoring and Evaluation and the Professional Fellows Program, resulting in more coordinated, policy-and data-focused public diplomacy programming in areas such as cybersecurity, countering extremism, media literacy, and STEAM education. Dynamic virtual engagements have created sustained long-term connections. For example, a preliminary program on illegal, unregulated, and unreported (IUU) fishing in Thailand expanded into a five-country regional program. A participant noted that “it is timely for various parties in the Indo-Pacific region to address IUU fishing together as the fish know no boundaries.”

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.



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

Focus: ECA's Programs Benefit Americans

ECA programs directly support American citizens, civic organizations, businesses, and institutions, consistent with priorities set forth in the March 2021 Interim National Security Strategic Guidance to “invest in our national security workforce, institutions, and partnerships, inspire a new generation to public service, ensure our workforce represent the diversity of our country.” Nearly 41,450 U.S. institutions, large and small, hosted ECA exchange visitors in 2021.

ECA's professional exchange programs bring exposure to new markets for American small- and medium-sized businesses so they can expand their customer base and partner with enterprises across the globe, creating international networks. America's ability to succeed in the global economy is also increased through international study and teacher and student exchanges, foreign language learning, professional opportunities abroad, building of international networks and collaboration, and continued engagement of U.S. alumni at home.

Over one million international students come to the U.S. annually. In the 2020-2021 academic year, international students added \$28.4 billion to the U.S. economy and supported over 306,000 American jobs. These foreign students discover U.S. higher education opportunities through ECA's EducationUSA global advising network, which promotes foreign study in the United States



at over 425 student advising centers in more than 175 countries. Maintaining the United States as the top destination for international students is a key U.S. government priority: these students share diverse global perspectives with Americans, help to build international ties for U.S. campuses and local communities, and contribute to scientific research and innovation.

ECA's largest international exchange program, BridgeUSA, brought more than 300,000 international exchange visitors to the United States each year prior to the pandemic at virtually no cost to U.S. taxpayers. During their programs, which range from three months to seven years, Exchange Visitors live in communities in all 50 states. Their host communities benefit from the opportunity to learn about the exchange visitors' home countries and cultures. Exchange visitors return home as cultural ambassadors, sharing their experiences with their friends and families. In 2021, participation levels built back to 132,000.

More than 450,000 U.S. citizens are alumni of international exchange programs. They represent the full diversity of U.S. society across ethnic, religious, gender, socioeconomic and other groups. ECA exchanges and outreach programs for K-12 teachers, for example, support underserved students in urban and rural schools across the United States. Educators bring international knowledge, skills and perspectives to their classrooms helping their students think critically, develop cross-cultural skills, and take action on issues from the climate crisis to human rights. In addition to the Fulbright and Gilman scholarship programs for U.S. students and scholars, examples of ECA programs for young Americans seeking study abroad and language learning experience include the following initiatives:

- ECA sends approximately 1,200 American high school students each year to live and study in countries of strategic interest to the United States through programs such as the Congress-Bundestag Youth Exchange (CBYX), the National Security Language Institute for Youth (NSLI-Y), the Kennedy-Lugar Youth Exchange and Study (YES) Abroad, and Youth Ambassadors. Students further cross-cultural understanding while living abroad with host families, attending local schools, and learning a foreign language.
- The Critical Language Scholarship (CLS Program) provides American undergraduate and graduate students with fully funded opportunities for overseas language study of 15 languages that are critical to U.S. national security and positive engagement with the world, directly connecting the languages and cultures that CLS Scholars study with U.S. foreign policy priorities.
- Since the summer of 2021, ECA's Office of International Visitors has virtually connected 335 U.S. students (grade 7 through university level) in twelve (12) U.S. communities with twenty-six (26) IVLP alumni from around the world to discuss key U.S. foreign policy issues. This IVLP Alumni in the Classroom initiative offers U.S. students an opportunity to explore global challenges with international leaders while developing leadership and communication skills.

American alumni return from exchanges with marketable skills, including language proficiency, cross-cultural competencies, increased resourcefulness, and other valuable skills that boost their competitiveness for 21st century jobs.

ACADEMIC PROGRAMS

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$320.13 million	\$320.13 million	\$357.84 million	\$367.84 million	\$369.84 million	\$371.19 million

Fulbright Program

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$240.00 million	\$250.00 million	\$275.00 million	\$273.00 million	\$298.00 million	\$293.97 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. Participants are 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 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. Fulbright 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 students at an enrichment seminar. [Photo Courtesy of ECA]

Fulbright Foreign Student Program (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$71.40 million	\$79.80 million	\$79.70 million	\$79.20 million	\$86.40 million	\$87.00 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 Actual	FY 2022 Planned
\$6.09 million	\$5.38 million	\$4.01 million	\$4.03 million	\$5.42 million	\$5.40 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 Actual	FY 2022 Planned
\$22.00 million	\$22.50 million	\$24.70 million	\$24.60 million	\$26.80 million	\$26.00 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: 3-10 months.

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

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$990.25 million	\$0	\$805.17 million	\$0	\$377.58 million	\$409.89 million



The Fulbright Junior Faculty Development Program (JFDP) in the Middle East and North Africa 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 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 Actual	FY 2022 Planned
\$1.10 million	\$1.10 million	\$1.10 million	\$0	\$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 in the amount of \$1.09 million for FY 2022 and administered through a grant to the American-Mideast Educational and Training Services, Inc. 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 Actual	FY 2022 Planned
\$11.20 million	\$12.59 million	\$11.95 million	\$11.53 million	\$11.36 million	\$11.25 million

The Humphrey Fellowship 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 10 months.

Fulbright Teacher Exchanges (1946)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$10.60 million	\$11.83 million	\$11.55 million	\$11.64 million	\$11.56 million	\$10.60 million

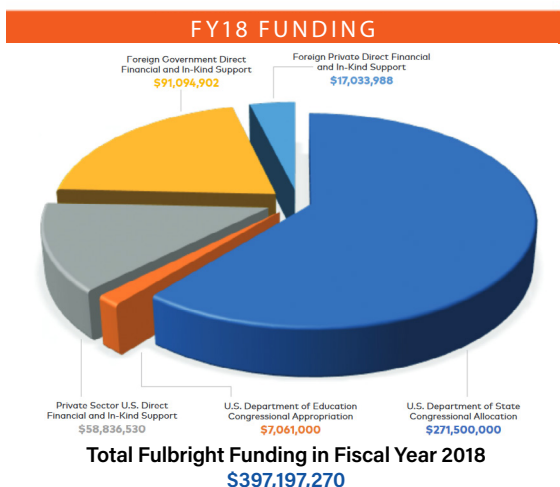
Fulbright Teacher Exchanges provide professional development for primary and secondary (K-12) educators to enhance their teaching ability, improve education systems, and advance the educational outcomes of their students. The program prioritizes the participation of teachers, both in the United States 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 Actual	FY 2022 Planned
\$31.00 million	\$30.00 million	\$33.00 million	\$32.80 million	\$35.80 million	\$36.00 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 Actual	FY 2022 Planned
\$870.00 million	-	\$900.00 million	-	\$450.00 million	\$100.00 million

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 began in 2021. Program Length: 18 months.

Fulbright Amazonia (2022)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
-	-	-	-	-	\$100.00 million

Managed by the Fulbright Western Hemisphere Branch and co-funded by the Fulbright Commission in Brazil, the new Fulbright Amazonia Initiative will directly support Department efforts to foster a healthy and resilient Amazon Basin. Working in multidisciplinary and multinational teams, 16 scholars from the United States and countries within the Amazonian Basin (Brazil, Colombia, Peru, Ecuador, Venezuela, Bolivia, Guyana, Suriname) will spend 18 months engaged in applied research projects and/or addressing public policy questions to better protect resources and communities in the world's largest rainforest. Two prominent experts, one from the United States and one from Brazil, will serve as co-lead scholars, providing intellectual leadership and guidance to the group. Scholars will participate in three in-person plenary meetings to develop impactful collaborative projects with tangible outcomes and will undertake an exchange experience in a participating country. The program will kick off in July 2023 with the first plenary meeting in Brazil, and program activities will end with a final meeting in Washington in early 2024. Program Length: 18 months.

Fulbright Public Policy Fellowship (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$705,000	\$0	\$460,820	\$430,310	\$75,380	\$75,000

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 4-9 months.

Fulbright Specialist Program (2001)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$3.27 million	\$4.74 million	\$4.55 million	\$4.56 million	\$4.46 million	\$4.50 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 Actual	FY 2022 Planned
\$49.50 million	\$50.00 million	\$55.00 million	\$54.60 million	\$59.60 million	\$60.00 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: 6-10 months.



Fulbright English Teaching Assistant Program (1949)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$23.50 million	\$22.50 million	\$24.80 million	\$24.60 million	\$26.80 million	\$26.00 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 Actual	FY 2022 Planned
\$160,392	\$200,000	\$127,860	\$143,645	\$155,280	\$200,000

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: 6-10 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 Actual	FY 2022 Planned
\$4.00 million	\$4.25 million	\$4.38 million	\$4.38 million	\$4.38 million	\$4.60 million

Through the Council of American Overseas Research Centers, ECA provides funding to support 23 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, Nepal, 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 Actual	FY 2022 Planned
\$16.70 million	\$16.70 million	\$16.70 million	\$16.70 million	\$19.70 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 Actual	FY 2022 Planned
\$8.40 million	\$8.11 million	\$10.37 million	\$1.90 million	\$3.90 million	\$1.90 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 Actual	FY 2022 Planned
\$5.60 million	\$5.60 million	\$5.67 million	\$6.05 million	\$8.40 million	\$8.25 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 Actual	FY 2022 Planned
\$6.76 million	\$5.61 million	\$4.04 million	\$5.36 million	\$3.98 million	\$4.22 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 Actual	FY 2022 Planned
\$774,683	\$775,000	\$775,000	\$775,000	\$775,000	\$775,000

A non-profit, nongovernmental organization 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. Located in Istanbul, Turkey, the center 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 Actual	FY 2022 Planned
\$450,000	\$475,000	\$500,000	\$475,000	\$475,000	\$583,000

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 around 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 Actual	FY 2022 Planned
\$8.51 million	\$9.29 million	\$10.35 million	\$10.18 million	\$8.47 million	\$9.98 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.



The Study of the U.S. Branch also includes in its budget the Gandhi-King Scholarly Exchange Initiative, which is planned for 2022. The exchange aims to inspire and develop a group of 20 aspiring young civic leaders from the U.S. and India to work together to advance civil rights, social justice, and inclusion locally, nationally, and internationally by exploring the histories and legacies of Mahatma Gandhi and Dr. Martin Luther King, Jr.

Tibetan Scholarship Program (1988)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$650,000	\$650,000	\$675,000	\$675,000	\$675,000	\$775,000

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 (2013-2020)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$3.47 million	\$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. The FY 2020 program was the final cohort of the ECA-funded Tunisia Undergraduate Scholarship Program.

Tunisia Community College Scholarship Program (2013-2021)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 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. The final cohort was programmed in summer 2021.

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

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$350,000	\$375,000	\$375,000	\$375,000	\$375,000	\$375,000

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 Actual	FY 2022 Planned
\$350,000	\$375,000	\$375,000	\$375,000	\$375,000	\$375,000

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.



English Language Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$43.73 million	\$43.48 million	\$43.76 million	\$45.20 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 26 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 Actual	FY 2022 Planned
\$2.50 million	\$4.25 million	\$4.25 million	\$5.00 million	\$8.00 million	\$6.50 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 Actual	FY 2022 Planned
\$23.01 million	\$27.71 million	\$21.85 million	\$20.88 million	\$22.00 million	\$19.00 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 Actual	FY 2022 Planned
\$13.00 million	\$15.66 million	\$15.50 million	\$15.90 million	\$20.50 million	\$18.50 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 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. In 2022, the virtual option was made a permanent component of the program with a new name, the Virtual English Language Educator program. The new program will allow Americans who cannot be away from home for an extended period to gain international experience.

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); up to one semester (Virtual Educators).



English Access Microscholarship Program participants in Panama.

English Language Teaching Materials (1962)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$20,000 million	\$10,000 million	\$161,328	\$10,000	\$60,000	\$110,000

English Language Teaching Materials for teachers and learners are available in multiple formats (print, video, audio, and online) to include the American English website 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 Facebook page and more than 400,000 followers of American English for Educators Facebook pages.

American Spaces

FY 2019 Actual	FY 2020* Actual	FY 2021 Actual	FY 2022 Planned
\$12.00 million	\$15.00 million	\$15.01 million	\$15.00 million

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

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.

Although approximately 22 percent of American Spaces were temporarily closed in FY 2021 owing to the COVID-19 pandemic, they continued to expand the FY 2020 pivot to virtual and hybrid programming, offering more than 1.9 million virtual and hybrid programs in FY 2021 – over 4 times as many as in FY 2020. These virtual events drew more than 46.4 million participants in addition to the over 1.9 million participants in over 167,000 in-person programs. American Spaces continued to demonstrate 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 once in-person operations can fully return to normal, going forward the institutionalization of hybrid 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 and 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 2022-2024 Strategic Plan focuses on re-aligning reporting requirements to provide a 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.

The American Spaces Program Evaluation completed in FY 2021 produced a Monitoring and Evaluation (M&E) Toolkit as well as specific recommendations about operating policies that support this shift. The Office of American Spaces continues to develop a database (OASIS, the Office of American Spaces Information System) to manage and analyze these data. Several countries have moved their Basic Metrics reporting entirely into OASIS, and near-future efforts will focus on full deployment, field use of the M&E Toolkit, and management of the American Spaces Support Fund process through OASIS. All these innovations will support more data-informed decision making throughout the American Spaces program.



Global Education Programs

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$64.80 million	\$64.80 million	\$68.13 million	\$72.14 million	\$66.39 million	\$68.75 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 Actual	FY 2022 Planned
\$14.09 million	\$12.85 million	\$16.00 million	\$16.21 million	\$16.03 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 representing all 50 states, the District of Columbia, and 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 Actual	FY 2022 Planned
\$2.29 million	\$460.00 million	\$410.00 million	\$410.00 million	\$410.00 million	530.00 million

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 Actual	FY 2022 Planned
\$4.96 million	\$5.38 million	\$5.28 million	\$5.30 million	\$6.34 million	\$6.00 million



2021-2022 Community College Initiative Program students at a site visit in Amish Country, PA. [Photo Courtesy of ECA]



The Community College Initiative Program provides foreign participants from underrepresented backgrounds 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 Actual	FY 2022 Planned
\$9.00 million	\$9.00 million	\$9.00 million	\$9.00 million	\$3.40 million	\$9.00 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 it is not possible to travel overseas owing 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 Actual	FY 2022 Planned
\$13.51 million	\$13.51 million	\$13.93 million	\$16.09 million	\$13.82 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.



Kinful virtual reality students at the American Corner in Dar es Salaam. [Photo Courtesy of ECA]

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)

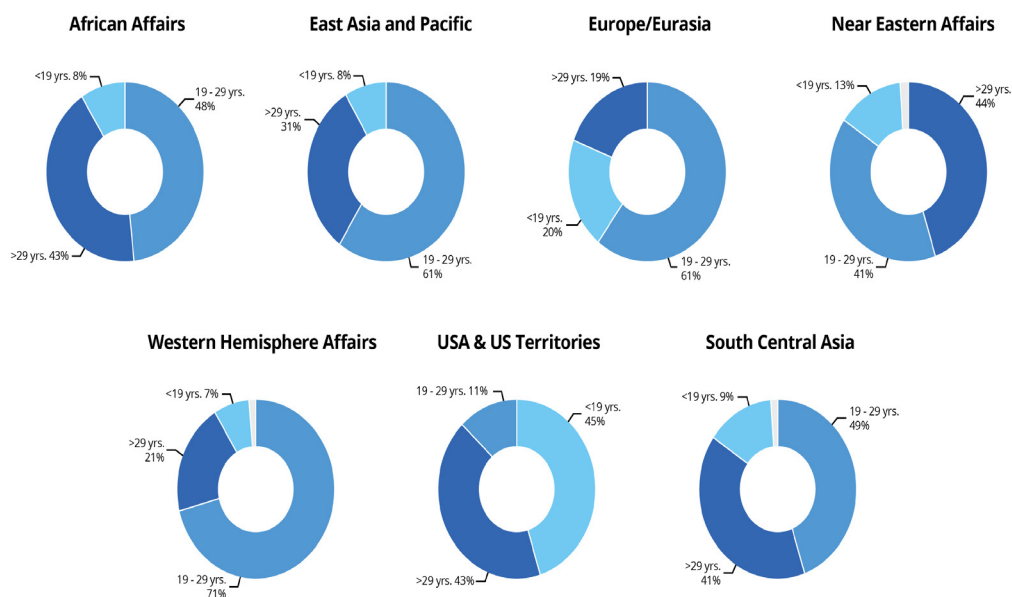
FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$650.00 million	\$2.00 million	\$2.00 million	\$1.96 million	\$3.47 million	\$2.00 million

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 in study abroad programs; and
- A virtual online seminar series focused on building study abroad capacity at American colleges and universities, including forging international partnerships.



Participant Age Spread by Activity Region in ECA: Programs in 2021



Innovation at ECA: New Technologies, New Audiences

ECA's innovation and flexible management of international exchanges have powered a rapid transition to new strategies and models, including virtual and hybrid programs, virtual reality, and gaming and e-sports. In 2021, ECA programs broke ground in supporting foreign policy priorities in new and innovative ways, expanding outreach capacity to underserved foreign and domestic exchange program participants.

During the global pandemic, virtual programming enabled ECA to expand its reach significantly while replicating key elements of in-person exchanges. On-demand webinars for English teachers reached over 1,000,000 people worldwide, twice the audience of similar in-person webinars. EducationUSA's 430 advising centers increased engagement by 20 percent, making more than three million direct contacts every month. ECA's role in monitoring BridgeUSA sponsors through handling exchange visitor cases and virtual monitoring hit an all-time high in 2021.

ECA programs used emerging technologies, including virtual reality (VR) and gaming, to reach new audiences and modernize USG exchanges. From April-May 2021, ECA created the first International Visitor Leadership Program using VR, through which nine participants from the Egyptian publishing industry interacted with their American counterparts using VR and Augmented Reality to explore new opportunities for publishing. American Spaces and American Music Abroad also utilized these tools to create immersive experiences in American history and performing and visual arts for participants. ECA's Cultural Heritage Center partnered with the English Language Program and two American NGOs – CyArk and StoryCenter – to create [3D virtual tours](#) of cultural heritage sites in Madaba, Jordan to help empower local tour guides affected by a decrease in tourism owing to COVID. Building on this initiative, in September 2021 the Cultural Heritage Center launched the Community Heritage Exchange Initiative, which will empower global communities to tell their own stories, through film, VR, and other media, about the heritage the U.S. has helped preserve through the Ambassadors Fund for Cultural Preservation.

In other important foreign policy areas, the Young Pacific Leaders (YPL) Cybersecurity Program from March to May 2021 brought together 30 students and young professionals from Australia, New Zealand, and South Pacific nations to deepen their understanding of cybersecurity issues, cultivate relationships between future policy leaders, and generate recommendations for collaboration on cybersecurity and cyber workforce development. To promote social change, particularly for women in STEM fields, ECA partnered with experts from NGOs and educational institutions in the United States and Turkey to collaborate with young developers in creating e-games. The program, implemented by TechCamp, supports the administration's Foreign Policy for the Middle Class policy by connecting U.S. game designers from the Midwest and educational experts with the Turkish gaming community.

PROFESSIONAL AND CULTURAL EXCHANGES

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$214.70 million	\$214.70 million	\$221.46 million	\$223.59 million	\$225.61 million	\$225.11 million



International Visitor Leadership Program (IVLP)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$97.77 million	\$97.77 million	\$104.00 million	\$104.00 million	\$104.00 million	\$105.00 million

The Office of International Visitors' (OIV) International Visitor Leadership Program (IVLP) facilitates short-term professional exchanges 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. The IVLP offers fully and partially funded in person exchanges ranging from 2 days to 3 weeks. In 2020 OIV launched the virtual IVLP project format. OIV will continue to support mission interest in virtual programming as requested.

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. 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, countering disinformation, climate change, 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. Usually 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 an annual allocation for fully funded long-range annual planning involving a mission selection committee. In addition, the IVLP Division offers fully funded rapid response projects to address emergent priorities throughout the year. Program Length: 2-3 weeks.



IVLP participants explore conservation and biodiversity at the Florida Department of Environmental Protection. [Photo Courtesy of ECA]

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: 2-10 days.

Citizen Exchanges

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$111.36 million	\$111.36 million	\$111.86 million	\$111.10 million	\$115.86 million	\$113.86 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. 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 Actual	FY 2022 Planned
\$26.68 million	\$35.80 million	\$36.60 million	\$34.20 million	\$51.10 million	\$46.50 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 Actual	FY 2022 Planned
\$306,000	\$306,000	\$306,000	\$306,000	\$306,000	\$306,000

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; empowering local workers of foreign infrastructure projects to counter discrimination and advocate for fair labor practices; 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 Actual	FY 2022 Planned
\$893,133	\$893,133	\$893,133	\$893,133	\$893,133	\$893,133

The American Council of Young Political Leaders organizes reciprocal study tours for delegations of seven to ten 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: 8-10 days.

Community Engagement Exchange (2020)

FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$5.00 million	\$6.00 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 Actual	FY 2022 Planned
\$2.30 million	\$2.30 million	\$2.30 million	\$2.50 million	\$3.99 million	\$2.50 million

Community Solutions brings mid-level 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 Actual	FY 2022 Planned
\$250,000	\$300,000	\$300,000	\$300,000	\$367,238	\$367,238

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 Actual	FY 2022 Planned
\$340,511	\$340,511	\$340,511	\$340,511	\$340,511	\$340,511

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: 10 days.

J. Christopher Stevens Virtual Exchange (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$5.00 million	\$5.00 million	\$5.00 million	\$5.00 million	\$5.00 million	\$5.50 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.

Japan-U.S. Friendship Commission (1968)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$278,220	\$278,220	\$278,220	\$278,220	\$378,220	\$278,220

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 Actual	FY 2022 Planned
\$1.50 million	\$1.50 million	\$1.50 million	\$1.50 million	\$1.50 million	\$1.77 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: 1 year.

Partners of the Americas (1964)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$367,110	\$367,110	\$367,110	\$367,110	\$367,110	\$367,110

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.

Leaders Lead On-Demand Program (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$2.50 million	\$2.00 million	\$3.73 million	\$1.47 million	\$2.29 million	\$2.94 million



The Leaders Lead 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 selection 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. Formerly known as Professional Fellows “On Demand,” its name was changed to Leaders Lead On-Demand in FY 2021. Program Length: Up to 1 month.

Professional Fellows Program (2009)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$7.31 million	\$7.50 million	\$7.50 million	\$0	\$9.19 million	\$7.51 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 Actual	FY 2022 Planned
\$400,285	\$400,285	\$400,285	\$400,285	\$400,285	\$400,285

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 465 U.S. cities affiliated with more than 1,800 sister cities in 138 countries around the world.

TechWomen (2011)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$2.80 million	\$3.08 million	\$3.08 million	\$3.08 million	\$4.63 million	\$3.23 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.



2022 Spring TechWomen program participants.



TECHWOMEN

Mentorship and Exchange Program for Women in STEM

Evaluation of the 2011 - 2019 cohorts

Background of TechWomen Program

Responding to a dearth of female graduates from Science, Technology, Engineering, and Mathematics (STEM) fields in 114 countries*, the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) began implementing the TechWomen program in 2011 through the Institute of International Education (IIE). During the five-week program, participants engage with female leaders in project-based mentorships at leading companies in the San Francisco Bay Area, participate in professional development workshops and networking events, and travel to Washington, DC for targeted meetings and special events. TechWomen aims to strengthen participants' professional capacity, increase mutual understanding between key networks of professionals, and expand women's and girls' interest in STEM careers by exposing them to female role models. As of 2019, 722 alumnae from 22 countries have connected with over 820 mentors from 120 companies in the U.S.

* *Statista, Digiarchy, "There are fewer female than male STEM graduates in 107 of 114 economies," world Bank Blog, 17 May 2019, <https://worldbank.org/learning/there-are-fewer-female-than-male-stem-graduates-107-of-114-economies>*

Evaluation Methods

- 382 alumnae surveyed in 22 countries
- 156 mentors surveyed
- 107 alumnae interviewed in 9 countries
- 82 mentor interviews
- Social Network Analysis**

** This is a technique to analyze and graphically represent the structure, quality and number of relationships in a network. Using survey data from alumnae and mentors, the evaluation team conducted an analysis of the TechWomen network.

COHORT

- The strongest connections between alumnae are based within cohorts.
- TechWomen are highly likely to build relationships characterized by frequent communication at the cohort level.

REGION

- Alumnae have established regional TechWomen alumnae networks.
- Alumnae maintain both professional and personal relationships with each other at the regional level.
- Sharing a common language helps facilitate collaboration at the regional level.

COUNTRY

- The structure of alumnae networks varies from country to country, influenced by geography, political situation, and alumnae participation.
- Collaborations among alumnae happens primarily at the country level over time within cohorts.
- Implementation of impact projects strengthens in-country alumnae networks.

Types of Networking Outcomes as a Result of Participation in the TechWomen Program

- Engaged in informal discussions: 94%
- Engaged in work discussions: 81%
- Clear responsibility at work: 74%
- Been interviewed by media: 61%

According to the survey, alumnae had an average of 6.8x relationships with mentors, and mentors reported an average of 10.2x relationships with alumnae, suggesting that each alumnae and mentor substitute at a healthy level of engagement in the network.

Impacts on U.S.-based Mentors

- Mentors' relationships with alumnae are based on deep personal connections forged during the alumnae's time in the San Francisco Bay Area.
- U.S. mentor average satisfaction (5.66 out of 7) with mentor relationships was high.
- 1,340 relationships were established between survey mentors, with each mentor having between 1 and 41 relationships with other mentors.
- 82% of reported ties among the mentors included a mutual collaboration.

"With TechWomen, I was able to learn how to network to scale the work that I do. I know that if I was not an alumnae of the TechWomen program, I would not be able to access the funds that the embassy is giving me. That has really given a big way to scale the work that I do. Less than a year after the program, I was able to get support for other TechWomen and even support from the embassy." (Alumnae - Kenya)

"What I have learned from TechWomen... [is] that I'm capable to do a lot of things, I was so self-blocked... it was really like that I'm not enough... I am doing a lot of mistakes and [it was] so difficult and everything. But after TechWomen I changed my mindset... I am seeing that this is another chance for change and the opportunity for change and improving." (Alumnae - Kyrgyzstan)

TechWomen STEM Program Overview 2011-2019.

The Ngawang Choephel Fellows Program (2003)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$575,000	\$585,000	\$600,000	\$700,000	\$750,000	\$750,000

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 and U.S. Embassy Beijing 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 Actual	FY 2022 Planned
\$156,000	\$156,000	\$156,000	\$156,000	\$156,000	\$156,000

The U.S. Congress - Republic of Korea (RoK) National Assembly Exchange Program introduces 20 university students and recent graduates from the United States and the Republic of Korea to the political process, society, and culture of the other country. The Republic of Korea National Assembly annually provides approximately \$50,000 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 Actual	FY 2022 Planned
\$70.74 million	\$78.07 million	\$76.00 million	\$76.20 million	\$78.30 million	\$76.90 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 relationships. 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 Actual	FY 2022 Planned
\$4.28 million	\$9.21 million	\$5.10 million	\$5.00 million	\$5.10 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 Actual	FY 2022 Planned
\$19,553	\$70,000*	-*	-*	-*	-*

*The FY 2018 budget amount and participant numbers cover two program years. 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 Actual	FY 2022 Planned
\$21.15 million	\$22.36 million	\$23.69 million	\$23.69 million	\$25.19 million	\$23.98 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 American values, leadership, and civic education, and share their countries and cultures with Americans. Beginning in FY 2022-23, the FLEX Abroad program will provide merit-based scholarships to fifteen U.S. high school students to study in Georgia, Poland, or Kazakhstan - 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 Actual	FY 2022 Planned
\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000

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 both in person and virtually. Most of the administrative costs for the program come from the German Government, U.S. government funding primarily supports travel stipends. 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 Actual	FY 2022 Planned
Base Budget	\$23.25 million	\$24.47 million	\$24.91 million	\$22.34 million	\$23.37 million	\$23.86 million
ESF Budget	\$1.81 million	\$2.19 million	\$2.19 million	\$2.35 million	\$2.23 million	\$2.20 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 United States. 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 Actual	FY 2022 Planned
\$2.37 million	\$2.50 million	\$700,000*	\$2.71 million**	\$2.56 million	\$2.50 million

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

**Significant cost increase for hybrid 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 Actual	FY 2022 Planned
\$10.00 million	\$10.44 million	\$10.00 million	\$10.45 million	\$10.00 million	\$10.48 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 (88 percent of participants) or 9 months (12 percent of participants).

TechGirls (2012)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$330.00 million	\$660.00 million	\$660.00 million	\$660.00 million	\$1.66 million	\$1.66 million

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 37 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 Actual	FY 2022 Planned
\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000

The National Youth Science Foundation operates the annual National Youth Science Camp in West Virginia for high school graduates. ECA funds the participation of approximately 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 Actual	FY 2022 Planned
\$3.70 million	\$3.30 million	\$3.40 million	\$3.40 million	\$3.40 million	\$3.80 million

The Youth Ambassadors (YA) program brings together youth and adult mentors from over 30 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, countering disinformation, 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 Actual	FY 2022 Planned
\$400,000	\$1.00 million	\$400,000	\$400,000	\$400,000	\$400,000

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 Actual	FY 2022 Planned
\$5.14 million	\$4.05 million	\$4.05 million	\$4.05 million	\$4.05 million	\$4.25 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 Actual	FY 2022 Planned
\$11.20 million	\$11.96 million	\$12.10 million	\$12.15 million	\$12.16 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 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 Actual	FY 2022 Planned
\$2.00 million	\$2.25 million	\$2.00 million	\$2.30 million	\$2.00 million	\$2.00 million

The American Film Showcase (AFS) brings award-winning American documentaries and episodic content to audiences around the world, reflecting the diversity of and presenting insights into American society and culture. Additionally, AFS sends filmmakers and film experts to lead overseas, in-country programming, such as masterclasses, workshops, and other activities. 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 Actual	FY 2022 Planned
\$1.46 million	\$1.83 million	\$1.40 million	\$1.63 million	\$1.63 million	\$1.40 million

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 by 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 Actual	FY 2022 Planned
\$1.85 million	\$1.70 million	\$2.55 million	\$1.94 million	\$1.95 million	\$1.80 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 Actual*	FY 2022 Planned
\$385,799	\$500,000	\$375,000	\$375,000	-	\$380,626

*Grant cancelled owing to COVID-19.



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. Most of the 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 Actual	FY 2022 Planned
\$0	\$0	\$1.40 million	\$1.80 million	\$1.85 million	\$1.60 million

Center Stage identifies, prepares, and tours young contemporary professional performing arts groups from abroad (generally from countries and cultures under-represented in the U.S.) to appear at professional and diverse American performing arts venues. Artists deepen engagement in communities on tour through cultural, social, and civic activities such as performances, student workshops, masterclasses, artist-to-artist exchanges, and community gatherings. Center Stage amplifies these experiences in the U.S. and in the artists' home countries through dynamic social and traditional media components that include direct reporting by professional journalists from Center Stage countries, identified by U.S. embassies.

Global Media Makers (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$1.00 million	\$1.30 million	\$1.70 million	\$1.65 million	\$1.90 million	\$1.30 million

Global Media Makers connects visual storytellers from around the world with leading U.S. entertainment professionals. Through residencies and overseas workshops, participants 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 Actual	FY 2022 Planned
\$800,000	\$840,000	\$740,000	\$740,000	\$860,000	\$740,000

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 Actual	FY 2022 Planned
\$1.10 million	\$1.10 million	1.20 million	\$1.20 million	\$1.57 million	\$1.20 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 Actual	FY 2022 Planned
\$1.44 million	\$1.44 million	\$1.74 million	\$1.82 million	\$1.74 million	\$1.74 million

OneBeat is a multi-national program 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. OneBeat U.S. programs convene 25 fellows from every geographic region in the world, including the United States, for a two-week residency followed by a two-week tour through a specific region of the United States. Fellows create original music, lead participatory workshops, develop interactive music technology, and formulate follow-on projects. OneBeat Abroad programs convene 15 fellows for a two-week residency followed by a tour



of OneBeat alumni countries. The OneBeat Accelerator awards alumni micro-grants to seed creative solutions to community challenges, and the OneBeat Podcast releases monthly episodes featuring stories from the OneBeat network.

Sports Diplomacy

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$6.10 million	\$6.61 million	\$6.24 million	\$6.19 million	\$6.97 million	\$6.09 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. 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 Actual	FY 2022 Planned
\$1.13 million	\$1.14 million	\$1.44 million	\$1.24 million	\$1.64 million	\$1.14 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 Actual	FY 2022 Planned
\$2.10 million	\$2.40 million	\$2.10 million	\$2.20 million	\$2.33 million	\$2.20 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 organization and partner 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 Actual	FY 2022 Planned
\$952,380	\$819,427	\$600,000	\$650,000	\$875,000	\$700,000

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 Actual	FY 2022 Planned
\$2.65 million	\$2.25 million	\$2.10 million	\$2.10 million	\$2.17 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: 14-21 days.

TechCamps

The TechCamp Program

FY 2020* Actual	FY 2021 Actual	FY 2022 Planned
\$2.23 million	\$2.10 million	\$2.18 million

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

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 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.

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

YOUNG LEADERS INITIATIVES

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$28.50 million	\$28.50 million	\$31.25 million	\$34.40 million	\$34.40 million	\$35.00 million

The figures in the spending tables above are total amounts while figures in the tables below are program specific.

Mandela Washington Fellowship for Young African Leaders (2014)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$19.00 million	\$17.00 million	\$18.50 million	\$20.00 million	\$20.00 million	\$20.60 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. Up to 100 fellows also participate in a four-week professional development experience (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.



2017 Mandela Washington Fellowship Alumni conduct medical training for Nigerian healthcare workers. [Photo Courtesy of ECA]

Young Southeast Asian Leaders Initiative Fellowship (2014)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$4.50 million	\$4.50 million	\$6.75 million	\$7.80 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 the 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 Leaders of the Americas Initiative (2015)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$5.00 million	\$5.00 million	\$6.00 million	\$6.60 million	\$6.60 million	\$6.60 million

The Young Leaders of the Americas Initiative (YLA) 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 6 weeks.

Young Transatlantic Innovation Leaders Initiative (2016)

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
-	-	-	\$1.21 million	\$1.21 million	\$1.05 million

The Young Transatlantic Innovation Leaders Initiative (YTILI) Fellowship Program provides fellowships each year to participants, ages 25-35, from Europe and Eurasia to develop their business and social enterprises and to promote foreign partnerships and joint ventures with American counterparts. YTILI promotes regional integration and cooperation in Europe, and encourages European businesses, governments, and civil society to develop their innovation ecosystems. Established in 2016, YTILI was managed by the Bureau of European and Eurasian Affairs prior to FY 2020. Program Length: 5 weeks.

COUNTERING STATE DISINFORMATION AND PRESSURE

FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$0	\$12.00 million	\$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 and the Bureau of South and Central Asian Affairs.

PRIVATE SECTOR EXCHANGES

The Office of Private Sector Exchange, known as BridgeUSA, includes the following categories of educational and cultural exchange programs: Au Pair, Camp Counselor, College and University Student, Government Visitor, Intern, Physician, Professor, Research Scholar, Secondary School Student, Short-Term Scholar, Specialist, Summer Work Travel, and Teacher, and Trainee. International Visitors are overseen by the Professional and Cultural Programs divisions of ECA and are included in the regulatory framework overseen by the Office of Private Sector Exchange. Each year, BridgeUSA programs provide 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.



The Office of Private Sector Exchange has designated more than 1,450 private sector, academic, and federal, state, and local government entities to be sponsors of BridgeUSA programs, which are conducted under ECA oversight in accordance with State Department-promulgated regulations (22 C.F.R. Part 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.

Exchange visitors are young leaders, entrepreneurs, students, and more seasoned professionals ready 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 Exchange: BridgeUSA Program Participants

BridgeUSA	2017	2018	2019	2020	2021
Au Pair	20,353	20,678	21,551	7,107	16,454
Camp Counselor	24,868	24,919	25,681	219	5,856
College and University Students	2017	2018	2019	2020	2021
Student – Associate	5	13	10	0	2
Student – Bachelor	2,198	2,582	1,947	400	925
Student – Master	1,758	1,352	2,597	706	1,262
Student – Doctorate	771	676	968	395	764
Student – Intern	4,714	4,887	5,501	947	824
Student – Non-degree	32,421	32,584	36,576	9,471	12,160
Intern	26,197	26,040	26,669	6,441	5,402
Physician	2,832	2,738	2,912	2,858	3,193
Professor	1,054	1,003	915	232	430
Research Scholar	33,521	32,853	33,439	10,807	16,150
Secondary School Student	21,005	21,456	23,550	4,752	16,492
Short-Term Scholar	18,326	17,555	19,129	3,928	3,775
Specialist	917	904	1,458	364	496
Summer Work Travel	104,923	104,512	108,303	4,952	39,647
Teacher	2,195	2,523	3,454	398	4,271
Trainee	10,866	10,798	10,598	2,531	3,927
Total Private Sector Exchange Visitors	308,924	308,073	325,258	56,508	132,020



Private Sector Exchange: Top Ten Sending Countries for BridgeUSA Programs (2021)*

	2017		2018		2019		2020		2021	
	COUNTRY	#EVS	COUNTRY	#EVS	COUNTRY	#EVS	COUNTRY	#EVS	COUNTRY	#EVS
1	China	36,403	China	35,544	China	35,972	S. Korea	4,203	Mexico	10,339
2	U.K.	19,155	U.K.	18,240	U.K.	17,640	China	3,837	Germany	8,551
3	Germany	17,259	Germany	16,434	Germany	16,467	Germany	3,613	Colombia	8,518
4	France	11,855	Brazil	11,614	Brazil	12,770	France	3,603	Spain	7,182
5	Brazil	9,977	France	11,381	France	11,341	Brazil	3,159	Argentina	5,878
6	Philippines	9,605	Spain	9,222	Spain	10,722	India	2,707	Dominican Republic	5,779
7	Thailand	8,713	Philippines	9,126	Mexico	10,136	Italy	2,395	Peru	5,417
8	S. Korea	8,662	Thailand	9,086	Turkey	10,028	Canada	2,203	Brazil	4,913
9	Spain	8,608	S. Korea	8,703	S. Korea	9,360	Spain	2,042	Jamaica	4,850
10	Ireland	8,083	Mexico	8,600	Thailand	9,192	Ecuador	2,024	Italy	4,778

*Data not yet available for 2022.



SPOTLIGHT ON DIVERSITY



Historically Black Colleges & Universities Institutional Leaders 2022



Alcorn State University	Lorman, MS
Bennett College	Greensboro, NC
Bluefield State University	Bluefield, WV
Central State University	Wilberforce, OH
Delaware State University	Dover, DE
Fayetteville State University	Fayetteville, NC
Florida A&M University	Tallahassee, FL
Howard University	Washington, DC
Huston-Tillotson University	Austin, TX
Jarvis Christian University	Hawkins, TX
Lincoln University	Lincoln University, PA
Mississippi Valley State University	Itta Bena, MS
Morgan State University	Baltimore, MD
North Carolina A&T State University	Greensboro, NC
Spelman College	Atlanta, GA
Tennessee State University	Nashville, TN
Texas Southern University	Houston, TX
Tuskegee University	Tuskegee, AL
Virginia State University	Petersburg, VA



Bureau of Educational and Cultural Affairs
U.S. Department of State

List of HBCUs recognized by ECA for noteworthy engagement with the Fulbright Program 2020-2022.



ECA has a long record of prioritizing DEIA, including through partnerships with Historically Black Colleges and Universities, Hispanic Serving Institutions, Tribal Colleges and Universities, and Mobility International USA. Programs prioritize recruitment of underserved and underrepresented participants, foreign and American, in their federal assistance solicitation and program development. For example, more than 3,000 U.S. students with high financial need are supported every year through the Gilman Scholarship Program to study and intern abroad. By expanding recruitment and participation for underrepresented U.S. institutions and communities, ECA works to address structures, policies, and practices that contribute to inequalities in educational access, outcomes, and beyond and advance equity, accessibility, and rights for all.

In FY21, ECA began work on several new initiatives to advance DEIA across programs and within the workforce. The Office of the U.S. Speaker Program recruited 82 U.S. experts on DEIA to engage professional foreign audiences on identity, communication, and leadership. ECA's Monitoring, Evaluation, Learning & Innovation (MELI) Unit committed to conducting targeted outreach and recruitment to economically disadvantaged Americans to better understand minority participation in ECA programs and existing barriers to participation. ECA's Policy Office also created a new senior-level civil service position dedicated exclusively to DEIA across the ECA portfolio of programs.



Foreign Press Center Briefing on Civil Society
Development 2022



BUREAU OF GLOBAL PUBLIC AFFAIRS





BUREAU OF GLOBAL PUBLIC AFFAIRS (GPA)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
Bureau of Public Affairs	\$9.66 million	\$6.53 million	-	-	-	-
Bureau of International Information Programs	\$53.89 million	\$59.96 million	-	-	-	-
Bureau of Global Public Affairs	-	-	\$120.02* million	\$118.95* million	\$118.65* million	\$122.03* million

*Totals include Salary & Benefits as well as Program Managed Funds.

STRATEGIC OVERVIEW

Whether it is 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 and provides leadership the ability to conduct diplomacy more effectively. In pursuit of that target, the Bureau of Global Public Affairs (GPA) leads the Department’s communications and engagement with foreign and domestic audiences. In a rapidly changing media and information environment where other actors are constantly competing for the attention of people around the globe, GPA seeks to bring the latest tools, techniques, and approaches for effectively engaging foreign publics and communicating U.S. foreign policy to American audiences to enhance their understanding of, and support for, U.S. policies and values.

GPA forms the conduit for both global media and digital engagement by coordinating with public diplomacy and policy experts to deliver accurate messages to intended audiences with maximum impact. GPA identifies key domestic and foreign audiences for outreach, drives priority messaging campaigns, engages international media, and supports and empowers Department communicators across the globe to inform and engage overseas audiences. Coupled with GPA’s international media expertise, relationships with posts, and network of journalists, the bureau meets online audiences wherever they are with critical Department updates by utilizing digital platforms such as flagship social media accounts and ShareAmerica to create and disseminate impactful content worldwide.

In FY 2021-2022, GPA continued to focus on improving its communications operations in a rapidly shifting media, technology, and communications environment. To ensure GPA remains at the forefront of U.S. foreign policy messaging and digital public diplomacy efforts, the bureau maintains a Functional Bureau Strategy (FBS) that defines strategic milestones and performance indicators for offices across GPA. GPA now uses a Quarterly Strategic Review (QSR) process to report the status of all GPA’s identified milestones and performance indicators to bureau leadership on a regular basis. Both the FBS and QSR process ultimately help GPA stay on track to communicate with maximum impact and keep pace with both Department messaging needs and public diplomacy goals.

Over the three years since its creation as a bureau, GPA has solidified its role as the lead and coordinator of both the Department’s messaging on policy priorities and the work of U.S. diplomats around the globe. GPA’s newly created Global Campaigns Strategy (GCS) team ensures that the Department speaks with one voice at home and abroad by driving long-term communications campaigns and convening Department and interagency communicators. GCS coordinates and provides messaging, resources, and activities that communicators leverage to influence foreign audiences and inform Americans on the administration’s foreign policy priorities, such as the climate crisis, migration, and human rights.

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 the impact of media content with target audiences 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 and internal communication methods. 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.

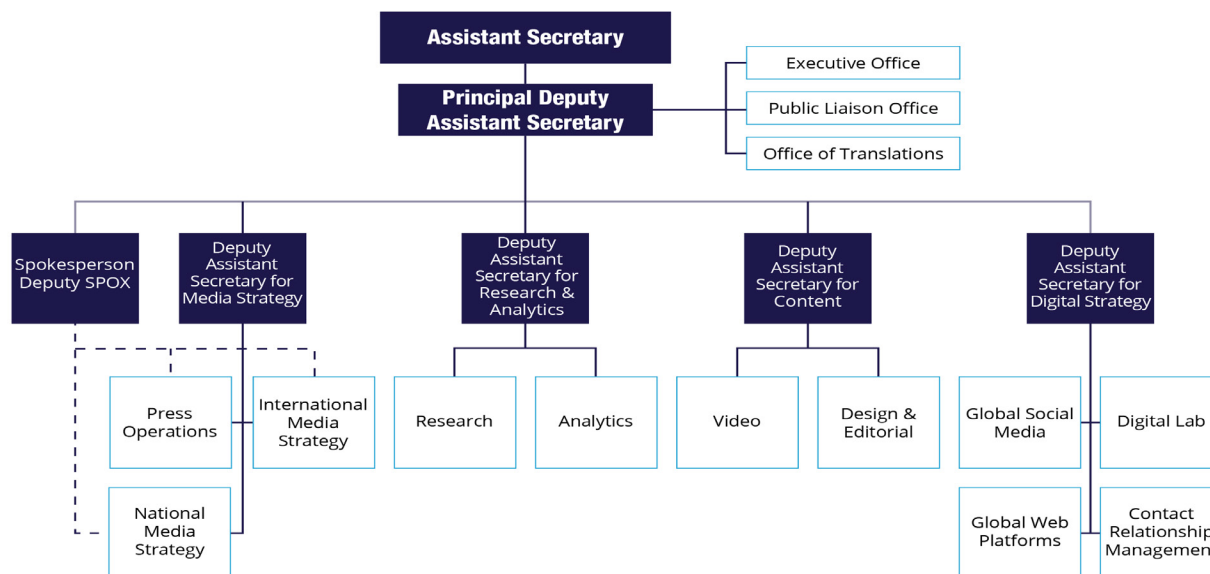
Current GPA staff composition includes approximately 350 civil servants, foreign service officers, locally employed staff, and contractors. GPA houses the Office of the Spokesperson which communicates U.S. foreign policy objectives to the American public. The Spokesperson also coordinates with the Deputy 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 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 material 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.



GLOBAL PUBLIC AFFAIRS ORGANIZATIONAL CHART



OFFICES REPORTING TO THE ASSISTANT SECRETARY

FY 2020	FY 2021	FY 2022
\$9.67 million	\$12.01 million	\$12.10 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. In FY 2020, owing to the

pandemic, the Spokesperson continued 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. More recently, the office has returned to regular, near-daily 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 the Secretary's foreign travel includes interviews with international journalists at each overseas stop.

Global Campaign Strategy

The Global Campaigns Strategy Unit (GCS) advances the administration's foreign policy agenda by developing long-term, strategic messaging campaigns. GCS aligns Department communications activity by convening GPA offices and numerous policy bureaus to drive towards long-term messaging objectives. The strategic communications work of the Global Campaigns Strategy Unit is guided by the administration's core policy priorities.

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 Resource

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: The unit hosts in-person and virtual engagements between Department officials and the American public, coordinates the Hometown Diplomats program, and maintains relationships with diaspora groups and key domestic organizations and leaders nationwide. Public Liaison also provides strategic guidance on domestic outreach planning for other Department bureaus and connects the American public to various bureaus at the Department. As part of its work to help advance the Department’s DEIA efforts, the Public Liaison unit engages students and faculty from Minority Serving Institutions, including Historically Black Colleges and Universities (HBCUs). In FY21, it held the 12th Annual HBCU Foreign Policy Conference. This virtual event received more than 92,000 video views.

MEDIA STRATEGY TEAM

FY 2020	FY 2021	FY 2022
\$7.05 million	\$9.91 million	\$10.00 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, National Media Strategy Unit, and USAID Press Office), and the International Media Strategy Section (including the Foreign Press Centers, the International Media Engagement Office, and its Regional Media Hubs).



12th Annual HBCU Foreign Policy Conference.

Press Operations Office

The Office of Press Operations (PRS) supports the Spokesperson’s press briefings releases and edits statements and transcripts; responds to press queries from domestic and international media; monitors news websites for foreign policy press clips; arranges and provides logistical support for the Secretary’s and other Department principals’ direct engagement with the U.S. media; consults on the content and placement of op-eds intended for U.S. media; supports the Secretary’s domestic events and foreign travel, including logistics and photography; and oversees the Talking Points App, Crisis Response Units, and the USAID Press Office

The crisis precipitated by the U.S. withdrawal from Afghanistan tested PRS resources.

The Crisis Response Unit (CRU) set up and led the Press Task Force, which was responsible for coordinating with the interagency and executing State Department messaging 24/7 for the duration of the crisis. The CRU also led the process for coordinating and managing media access and coverage for the processing of evacuees, stretching to cover arrivals at Dulles International Airport, processing stations at multiple military bases across the United States, and coordinating with the Coordinator for Afghan Relocation Efforts (CARE) team on messaging and access at “lily pad” points across the globe.

The Events & Travel and National Media Strategy Units respectively managed proactive engagement by the Secretary and other senior officials to lead the public messaging campaign to explain the U.S. policy implications for the withdrawal and to help communicate key messages to ensure the security of populations eligible for evacuation. The Press Office coordinated closely with the Press Task Force and CARE Teams to disseminate rapidly developing policy points amid an unprecedented volume of press inquiries, while also releasing a high volume of public statements and transcripts to the public. The Talking Points App team curated content that was deemed appropriate for officers in the field for public amplification, ensuring the latest messages were available on the application.

In the aftermath of the Afghanistan withdrawal, the Press Office identified the need to upgrade processes for handling press inquiries as the high volume overwhelmed the public inbox. This led to the development of the Media Inquiries System, a web-based platform on which journalists’ queries are more easily visible, assigned, and tracked to completion, allowing for greater transparency and a data-driven approach to resource management in the future.

International Media Engagement Office

The Office of International Media Engagement (IME) promotes greater understanding of U.S. foreign policy by connecting senior U.S. government officials with overseas media markets. Foreign-language spokespersons at IME’s six Regional Media Hubs engage directly with international audiences through traditional and social media, reaching a potential audience of over two billion. The hubs also support posts and regional bureaus through media analysis and special reports by facilitating travel to support major events and visits and offering media training for Department personnel. IME’s Public Affairs Translations Hub (PATH) translates State Department press releases and other informational products for use by reporters and Department personnel.

IME contributed to Department efforts in support of the U.S. withdrawal from Afghanistan. Increased media narrative reporting from the six Media Hubs helped to guide the Department’s international press outreach strategy. IME’s foreign-language spokespersons amplified U.S. messaging on Afghanistan in six languages, reaching regional media markets across the globe. PATH provided emergency translation support for messages to U.S. and Afghan citizens needing information about evacuation efforts. IME’s DC-based press officers supported the crisis response by joining the Task Force and facilitating media coverage of Afghan resettlement work at Fort McCoy.



In FY21, IME took steps to make its programs more inclusive and accessible by making its training materials Section 508 compliant and offering regional press briefings for journalists in low-and medium-income countries via a low-cost internet-based platform.

Foreign Press Centers (FPC)

The Foreign Press Centers in Washington and New York support the Department’s engagement with approximately 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 coordinate with bureaus and posts for engagements with international media for their principals.

In FY21, the FPCs developed several briefing series to provide foreign journalists with the context of U.S. policy and the nuance of policymaking at the federal, state, and local levels. These briefing series including Climate Action, Understanding America, Wall Street Series, and the Advancing Racial Equity Series. The FPCs also instituted virtual reporting tours for foreign journalists to gain a deeper understanding of U.S. policy in the wake of the COVID-19 pandemic. Its virtual reporting tour focused on “U.S. 2020 Elections” provided 150 overseas journalists with an insider view of the U.S. elections process. In July 2021, the virtual tour “Combating the Climate Crisis through U.S. Innovation” connected 48 journalists from 38 countries with U.S. experts on emissions, renewable energy, and research and innovation. When conditions for in-person programming improved, the FPCs led the first in-person reporting tour in over two years, providing access for foreign journalists to cover the U.S.-EU Trade and Technology Council meeting in Pittsburgh, Pennsylvania.

The FPCs also took steps to integrate diversity, equity, and inclusion into several elements of their operations. Briefings in the Advancing Racial Equity Series connect foreign journalists with experts on the history, contemporary struggles, and opportunities present in U.S. race relations to advance the White House’s comprehensive equity agenda. The Foreign Press Centers also offered briefings highlighting issues such as the history and meaning of Juneteenth, climate equity, social justice movements, the role of Historically Black Colleges and Universities in higher education, and resiliency in Black business communities. Finally, the FPCs made a concerted effort to find external briefers who reflect the diversity of the United States. In 2021, 38% of the FPCs briefers were women (an increase of 14% from 2020); and 34% of the briefers were Black, Indigenous or People of Color.

DIGITAL STRATEGY TEAM

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, 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, the Mission Website Platform, and email outreach. Digital Strategy also leads the Department in the incubation, development, training, and support for the new digital tools and processes for Department communicators.

FY 2020	FY 2021	FY 2022
\$23.34 million	\$23.42 million	\$23.51 million

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, 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 110 million followers.

The Department’s global social media network expands the reach of U.S. foreign policy messaging and provides opportunities for engagement on U.S. culture and values. In 2021, the Department leveraged its flagship social media accounts to support diversity, equity, and inclusion, including through social media campaigns celebrating heritage months and highlighting the stories of Department employees. More than 250 pieces of unique social media content focused on diversity, equity, and inclusion reached 13 million followers.

The Department also leverages its social media network to provide critical information to the public. In August 2021, the Office of Global Social Media supported the Department’s response to the situation in Afghanistan by amplifying consular messaging on social media; reviewing Department flagship and embassy social media properties for images and other content of at-risk Afghans; and facilitating the management of Embassy Kabul social media.



properties, which included reviewing more than 35,000 messages received via these properties and working to provide U.S. citizens, Afghans, and other key stakeholders with timely, accurate information in response.

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 an international events calendar 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 priority media, email outreach, and specialized pages delineating the Department’s approach to priority policies.

In FY21, the office supported the withdrawal of U.S. forces from Afghanistan by protecting Afghan citizens. The Afghanistan Inquiries page listed critical information for U.S. citizens and Afghans leaving the country. Because refugees were often separated from their luggage during their departure, the office also built a multi-language page to help reconnect them with their belongings. Finally, office staff worked with mission staff to remove information and photos from state.gov and mission websites that the Taliban might use to identify individual people. In addition to these efforts, the office launched a page about the worldwide recovery from COVID, including highlighting where the United States donated more than 500 million vaccines by May 2022.

In FY21, the office launched a pilot program to redesign and consolidate all sites on the Mission Website Platform and created new sites for two properties outside the platform, enabling the conservation of resources. The office also created the archive of state.gov to ensure that content created during the previous administration is preserved and remains available to the public.

Digital Lab

The Digital Lab, a small, cross-functional team, improves GPA’s ability to effectively engage in public diplomacy. The LAB incubates innovative solutions, services, and processes for Department communicators to drive engagement and understanding of U.S. foreign policy with global publics. For example, the Digital Lab partnered with the Press Office, which receives approximately 100 press inquiries per day, to systematize responses to members of the press. The Digital Lab also partnered with the Content Office to pilot a storytelling initiative to communicate policy priorities to audiences using online narratives that are told from human perspectives and are supported by a variety of multimedia and interactive elements.

The LAB managed Content Commons platform allows PD practitioners to search, download, embed, and share from a variety of different content sources from a single source. The platform provides original digital content, including videos, articles, and press guidance packages and strategic messaging playbooks. Finally, the LAB manages and provides branding best practices to provide consistency, boost recognition, and clear credibility across the Department’s communication channels.

Contact Relationship Management

The Office of Contact Relationship Management (CRM) leads the Department’s enterprise deployment of Salesforce CRM, a platform that is redefining how posts manage relationships with key audiences. CRM’s cloud-based, mobile-ready platform provides 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.

In FY2021, CRM was deployed to 129 posts, compared to 73 in FY20, a 77 percent increase. As part of the deployment, about 2,000 mission and office staff attended GPA-led training. In that same time period, GPA imported 1.2 million contacts on behalf of end users, increasing the size of the Department’s global engagement network by 116 percent to a total of 4.2 million contacts.

In 2020, GPA initiated an email program offering a catalog of email products available for subscription, including a weekly newsletter that highlights major Department events and activities. The newsletter is closely aligned with the Global Campaign Strategy unit to underscore administration priorities and drive traffic to state.gov, DipNote, and the Department’s flagship social media channels. Between December 2020 and September 2021, newsletter readership increased almost 500 percent, from about 5,000 subscribers to 25,000.

FY 2020	FY 2021	FY 2022
\$10.50 million	\$9.85 million	\$9.85 million

CONTENT TEAM

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. The Design and Editorial Office maintains a rights-free image bank popular with social media managers in the field.

Office of Video

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 videos 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 with distribution to State Department digital platforms globally.

FY 2020	FY 2021	FY 2022
\$11.97 million	\$11.97 million	\$11.39 million

RESEARCH AND ANALYTICS TEAM

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. Grounded in an audience-centric approach to research, the team took a course on how to mitigate bias in research designs and survey questionnaires.

Southwest Border Migration

In FY21, the Office of Research continued supporting a Southwest Border Migration campaign begun in FY20 with 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 developed a measurement and evaluation framework and a performance measurement plan consisting of multiple surveys, focus groups, and dozens of content tests to inform campaign communication and refine audience targeting.

Using this data, the research team was able to produce three waves of content informed by research, market it to the right target audiences, and measure the campaign's performance. The team delivered these insights to interagency colleagues at the Department of Homeland Security (DHS and Customs and Border Protection (CBP, as well as the National Security Council (NSC to inform their content and messaging strategies.

China

In FY21, the Office of Research conducted audience research and content testing to inform the USG's approach to messaging on the PRC to foreign audiences, focusing on how USG principals can be most persuasive when talking about the PRC, including the type and tone of content. The Office of Research also worked with GEC, EUR, EAP, IO, and partner missions to develop a strategy for paid media activity in Europe to promote Uyghur human rights and counter PRC disinformation in international organizations.

Climate

In partnership with the Office of the Special Presidential Envoy for Climate, a team of researchers, data scientists, and strategists within the Office of Research conducted audience research, content tests, and brand research to inform the Department's approach and communications. GPA's climate campaign sought to generate public awareness of U.S. efforts to address climate change and grow public support in partner countries for raised ambition to cut carbon emissions.



COVID-19

Throughout FY21, the Office of Research conducted audience research and content testing to determine which target audiences lacked vaccine confidence which messages engage and persuade them to consider receiving a vaccine, and the messengers target audiences trust to deliver COVID-19 vaccine information. The research team also arranged briefings with key stakeholders, often in conjunction with research teams from other USG offices and the private sector, to inform stakeholder outreach and messaging. Enhanced awareness of USG COVID-19 vaccine efforts has proven instrumental in improving favorable audience opinions about U.S. COVID-19 response and U.S. favorability.

Human Rights and Racial Justice

In summer 2021, the Office of Research conducted message-testing to understand how to best message to foreign audiences about America's struggle with equality, equity, and racial justice. The office designed the test in conjunction with the Agency Equity Team (AET) and found that USG communicators are most effective when they emphasize unity in the global struggle against racism.

Office of Analytic

The Office of Analytics monitors and analyzes more than 2,500 digital properties and websites to provide timely assessments of the global media environment and spot trends across digital, social, and traditional mediums. Within the Office of Analytics, the Media Monitoring Unit (MMU) provides 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, with the result that GPA can now track and continuously update its content to influence public perceptions and behaviors.

Office of Analytics Data Science Unit: ClipsLa

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.





SPOTLIGHT ON DIVERSITY



GPA Diversity Forum panel.



GPA has taken a data-driven approach to advancing policies and practices that promote DEIA. In FY 21, the GPA's Diversity Forum developed and implemented a bureau-wide survey to gather baseline data against goals to identify areas for improvement. The forum also created a GPA exit interview survey to identify barriers to GPA employee retention and implement targeted actions to mitigate attrition.

In support of LGBTQI+ rights domestically and abroad, GPA worked to encourage the Department of State to fly the progress flag during Pride month at the Harry S. Truman building for the first time ever. In a bureau-wide

collaboration, the GPA Video Office, Events and Travel teams and the SPOX office choreographed a ceremony for this historic occasion and delivered a digital package for viewers.

GPA also enabled the Department's Employee Communications unit to participate in eight interactive roundtables with employees, highlighting themes of Asian American and Pacific Islander Heritage Month, inaugural Immigrant Heritage Month, Pride Month, Hispanic American Heritage Month, Arab American Heritage Month, National Disability Employment Month, and Veterans Appreciation Month. Finally, the Employee Comms unit helped to highlight intersectional diversity via op-eds and employee profiles on the Department's intranet.



Progress flag raised at the Harry S. Truman Building in support of LGBTQI+ rights.



REPORT: GLOBAL ENGAGEMENT CENTER
 RT AND SPUTNIK'S ROLE
 IN RUSSIA'S DISINFORMATION AND
 PROPAGANDA ECOSYSTEM

**GLOBAL ENGAGEMENT
 CENTER**





GLOBAL ENGAGEMENT CENTER (GEC)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual	FY 2023 Requested
\$80.71 million	\$74.07 million	\$79.26 million	\$69.56 million	\$67.37 million	\$73.30 million

STRATEGIC OVERVIEW

The Global Engagement Center’s (GEC) congressional mandate, included in the FY 2017 National Defense Authorization Act (NDAA), 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 its allies and partner nations.”

The GEC leverages data science techniques, advertising technologies, insights from the academic community, and private sector tools and expertise to counter propaganda and disinformation. With staff from across the Civil Service and Foreign Service, U.S. interagency, and private sector, the GEC coordinates U.S. federal government efforts to ensure they are streamlined and to minimize duplication.

The FY 2017 NDAA (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. FY 2017 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 2022 enacted budget of \$67.37 million funds the office’s operations, counterterrorism programming, counter state-sponsored disinformation programming, data analytics and research, and technology engagement efforts. This includes \$3 million in foreign assistance funds for China-related programmatic activities. Additionally, the GEC anticipates receiving \$20 million in transfers from ESF to PD .7 funds as part of the Ukraine Supplemental appropriations.

Personnel

Led by a Special Envoy/Coordinator, the GEC’s leadership team also includes a Principal Deputy Coordinator and two Deputy Coordinators. Currently, the GEC has 183 staff members – 18 Foreign Service Officers, 23 Civil Service employees, 8 interagency detailees, 43 third-party contractors, 76 service contractors, and 15 Personal Services Contractors (PSCs). The GEC is working to onboard additional PSCs and Civil Service employees during FY 2022.

Principal Lines of Effort

The GEC utilizes several lines of effort (LOEs) to achieve its mission. The first three lines of effort focus on coordinating with the U.S. interagency, international partners, private sector, civil society, and

technology sector to maximize the GEC’s ability to expose and counter foreign state and foreign non-state actor propaganda and disinformation efforts.

The 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 using a multi-layered approach. 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.

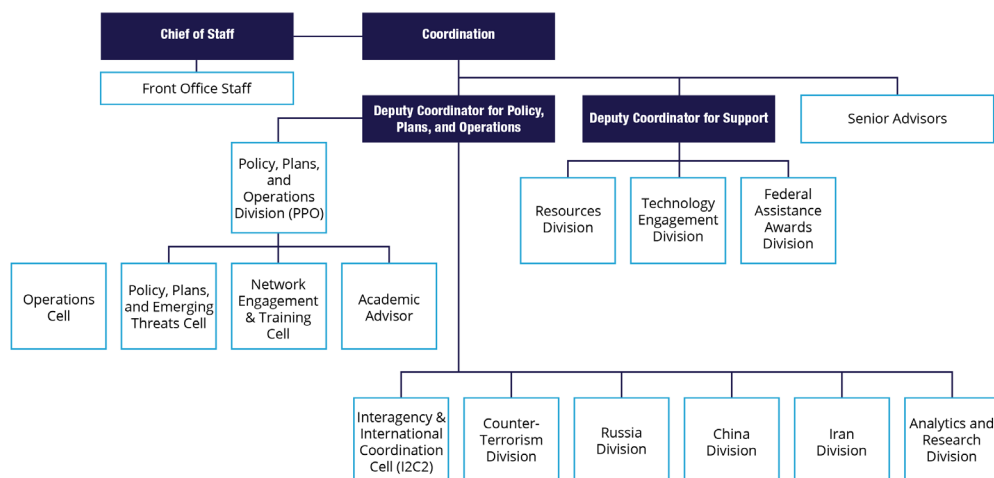
The GEC’s unique authorities and congressional mandate provide the State Department with critical capabilities to promote strong integration and collaboration among U.S. government internal and external stakeholders.

Threat-Focused Divisions

The GEC’s threat-focused divisions coordinate across the U.S. government 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, and technology sector.

The **GEC’s Russia Division** 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 division works in close collaboration with the Bureau of European and Eurasian Affairs, the U.S. European Command, multiple interagency partners, and a network

GLOBAL ENGAGEMENT CENTER ORGANIZATIONAL CHART





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 Division expanded its programming in Latin America and Sub-Saharan Africa in response to dedicated Kremlin efforts to influence narratives in those regions. 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's China Division** works closely with the State Department's regional and functional bureaus to ensure strategic alignment with policy priorities. The division 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 Division 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 focuses on building resilience to disinformation and propaganda with programs that support a more capable civil society and media ecosystem. Finally, the China Division strategy works on content development and amplification of messaging that counters PR propaganda and disinformation narratives with transparent, accurate, and values-based information.

The **GEC Iran Division** 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, throughout the interagency, and beyond, the GEC fosters a unity of effort in counter disinformation and propaganda initiatives related to Iran. The GEC Iran Division works in partnership with regional bureaus, U.S. government, overseas missions, the U.S. interagency, and third-party stakeholders to enable local voices in host countries to counter Iranian disinformation. This approach is rooted in the 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's Counterterrorism (CT) Division** leads the planning, coordination, and implementation of U.S. interagency and international partner campaigns that counter propaganda and disinformation, disrupt the hierarchies of Violent Extremist Organizations (VEOs), and degrade their ideologies. The GEC CT Division 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. Finally, the GEC CT Division works to raise the awareness and resiliency of vulnerable audiences and promotes counter-narratives that challenge violent extremist propaganda, disinformation, and ideologies through engagement and programming with a variety of public/private partners and networks around the globe.

Functional Divisions

The GEC's functional divisions work across threat actors and disciplines to support the GEC's threat divisions 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's Policy, Plans, and Operations Division (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 Division includes the 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 Division includes a Network Engagement and Training Cell that oversees the GEC-wide foreign partner network engagement and mobilization strategy, acts as the GEC's "central hub/repository" for CPD training curriculum, and serves as the USG's premier resource for "CPD Best Practices."

The **GEC's Interagency and International 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, civil society, tech sector, and private sector partners.

The **GEC's Analytics & Research Division (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 multi-disciplinary and includes 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's Technology Engagement Division (TET)** defends against foreign disinformation and propaganda by transitioning counter-disinformation technologies from concept to application in support of smart policies and operations. TET convenes technology experts and programmatic authorities from the public and private sectors and pushes innovation against this key problem. TET 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.

TET 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," global "Emerging Threats/Technologies," as well as a "Silicon Valley Outreach" liaison. With its Silicon Valley effort, the GEC has established and maintained constructive relationships with social media and tech companies to facilitate communication and coordination pertaining to foreign disinformation and propaganda. GEC's regular engagements with companies have led various platforms to independently review and independently remove, limit, or otherwise address multilingual social media accounts belonging to threat actors. Lastly, TET recently designed a sixth program – a counter disinformation technology working group – that



facilitates efforts in identifying, prioritizing, and addressing counter propaganda needs and gaps; identifying technology solutions; submitting tech recommendations; and scaling technology use.

The **GEC's Resources Division** executes a broad range of internal management functions, liaises with all management-related external entities, 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 divisions and to advance the overall mission.

The **GEC's Federal Assistance Awards Division (FAA)** oversees the management of all of GEC's federal assistance awards funded by the funded by the China, Counterterrorism, Iran, Russia, and Technology Engagement Divisions. The FAA Division ensures that all GEC federal assistance awards support the overall mission of the GEC and overall programming is measured, monitored, and evaluated to illustrate effectiveness and impact. The FAA Division consists of Monitoring & Evaluation specialists who provide multiple support functions throughout the GEC Divisions to include assisting with compliance with 18 FAM 300 regulations and in compliance with the 2018 Evidence Act. At the end of CY2021, the GEC was managing a portfolio of 52 active and expired grants/cooperative agreements with a value totaling approximately \$86.2M. In addition, the GEC obligated funding for 12 new federal assistance awards in FY2021 for a total of \$8.8M.

REPRESENTATIVE EXAMPLES OF OPERATIONAL EFFORTS

Campaign and Research Support

- The 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.
- The GEC's China Division supported the development of a tool to track the **environmental impact of the PRC's actions** in Southeast Asia. This tool provides open-source data to the region, brings transparency to the PRC's rhetoric, and contrasts it with Beijing's actual impact on the region. The GEC's China Division has further supported efforts to expose and raise global awareness of **PRC messaging and activities in Xinjiang** by enabling a third-party implementer to develop the largest online repository of open source-data on the cultural destruction and the internment and genocide of Uyghurs in Xinjiang, injecting fact-based narratives on the PRC's Xinjiang policies into local information environments across the world. The project's reports have been downloaded over 600,000 times and the groundbreaking research, available in a dozen languages, has influence governments, corporate behavior, and landmark policies globally.
- The GEC's Counterterrorism Division led the implementation of a multinational and fully integrated interagency operation to **delegitimize the Islamic State** and the now deceased 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, the GEC coordinated the amplification and exploitation of declassified interrogation reports that revealed al-Mawla's betrayal of his co-terrorists to U.S. interrogators in 2008. The GEC also 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 35 countries, hundreds of broadcast news segments in the Middle East, and millions of social media posts. Google's analytical data demonstrate that this campaign shifted the public narrative about al-Mawla in both Arabic and English to focus on his betrayals. The GEC Counterterrorism Division continues to target ISIS with the release of still more damaging information and is working with partners to plan similar messaging campaigns for use against other VEOs.
- 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 the 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 fair 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 attended, as well as members of the U.S. government, state, local, tribal, and territorial government representatives, and international government partners. 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, suggestions for the development of a DHS playbook and citizen engagement mechanisms to help states respond to foreign state-sponsored disinformation targeting U.S. elections, and reminders of 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. The 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 awardees implemented two digital engagement and behavior change campaigns with the primary goal of increasing positive sentiment towards Covid-19 vaccines to drive vaccine uptake in South Africa and the Democratic Republic of Congo as both countries began implementing their vaccine rollouts. The campaigns aimed to increase awareness of vaccine mis/disinformation and help educate audiences on the positive effects of the vaccines using original educational content disseminated by community-based influencers and civil society. The South African campaign had a positive audience response rate, with over 50 percent of the target audience responding positively (and 35 percent responding neutrally). Notably, the information shared and conversations generated by the influencers reduced negative sentiment among the campaign audience from 12 percent



to 9 percent. The campaigns both demonstrate how the awardees and similar organizations can be utilized to drive community-based messaging and behavior campaigns, including through the deployment of influencers and international and civil society experts.

- 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

2021 Campaigns

- Support of *independent media in Eastern Europe* to continue to produce fact-based and unbiased news content in information environments targeted by Russia’s state-sponsored media, disinformation, and propaganda.
- *Peer-2-Peer competition for military cadets in Ukraine* to develop programs for their fellow students to increase awareness of disinformation and propaganda and to provide creative and engaging solutions to counter these 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 the presence of *PRC disinformation* on their platforms denying human rights atrocities in Xinjiang.
- Strategic communications, targeted messaging, and narrative interventions to help build resilience to and *degrade VEOs’ ability to recruit* members, supporters, and sympathizers, particularly among Arabic- and/or French-speaking populations in West Africa.

Representative Public Diplomacy Support

2021 Campaigns

- Supported the development of a Strategic Communication Hub interconnecting government, civil society, and the private sector in Central and Eastern Europe to establish a whole-of-society, whole-of-government approach to countering disinformation, propaganda, and hybrid threats.
- Established a bilateral diplomatic partnership with the UK to deliver *trainings for government communicators* in Latin America and sub-Saharan Africa to increase resilience and develop skill sets to recognize and counter foreign disinformation and propaganda.
- Developed foundations for a whole-of-society approach through the training and networking of civil society organizations in Latin America under the *GEC’s Media Literacy Accelerator Network*, providing access to seasoned experts experienced in countering Russia’s disinformation globally.
- Supported 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.
- Enabled 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.
- Supported comprehensive *mapping of violence-affected areas in West Africa* to better understand the needs and motivations of youth and to promote effective strategic communications practices that enable interventions for those individuals most susceptible to the propaganda/recruitment messages of VEOs.

GEC Programming in Depth—Harmony Square

In January 2021, the GEC officially launched *Harmony Square*, a free, web-browser based game that plays equally well on desktops and mobile devices. The game is a collaborative effort between the GEC, the Dutch videogame studio Tilt, and the University of Cambridge Social Decision-Making Lab.

Harmony Square is based on research into the theory of “active inoculation,” pioneered by the University of Cambridge. Much as vaccinations work by exposing subjects to an innocuous strain of a virus in order to trigger an immune response, empirical studies indicate that the controlled experience of disinformation through a game can build cognitive resistance to disinformation in the real world. This concept is also known as “prebunking.” Rather than simply waiting for lies to spread and then debunking them with a fact-check, the goal of *Harmony Square* is to proactively educate about common disinformation techniques so that players are better prepared to spot fake news no matter what form it takes.

The Cambridge team behind the game published peer-reviewed 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 percent improvement in players’ abilities to spot disinformation compared to a control group, and results from very similar games were found to be durable for months after play.

The Russian-language version of the game launched in June 2021, and U.S. Embassy Minsk hosted an event in August for English-language teachers who are alumni of past Embassy programming. The event showcased *Harmony Square* as a means of discussing digital media literacy in high school curricula.

The Arabic-language version launched in summer 2021, and U.S. Embassy Riyadh shared the game with a Saudi YouTube streamer and tech influence, who then promoted *Harmony Square* in two separate videos for his 3.4 million subscribers in October 2021. He encouraged his subscribers to play and leave comments under the video describing their experience and sharing their scores.

Since the launch of the pilot version in English, *Harmony Square* has been played over 360,000 times and garnered hundreds of positive reviews, articles, and social media mentions. The game is now available in 16 languages, most recently in Latvian, and Ukrainian and Romanian are coming soon. However,



the adaptability of the game is not limited to just translation. The rollout of each new version of the game also includes localization to ensure the jokes and critically the learning goals of the game resonate with new audiences. For example, whereas the English version of the game includes references to pineapple pizza, in the Ukrainian version of the game this is replaced by beans and borscht. *Harmony Square* was nominated for two awards at the 2021 Games for Change festival: “Most Significant Impact” and “Best Learning Game.” The initiative has been so successful that in CY21 the U.S. Department of State solicited applications for a successor game. The GEC has teamed up with the same partners to develop a new game, *Cat Park*, to be released in 2022 in English, Dutch, French, and Russian.

LOOKING AHEAD

The GEC continuously evolves to meet its congressional 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-based division will institutionalize processes for interagency

coordination in support of a whole-of-government effort to counter foreign state and foreign non-state 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 foreign state-sponsored disinformation and propaganda and disrupt violent extremist organizations’ ability to recruit and inspire new followers.



Harmony Square “Active Inoculation” Game



An FSI Training Class



FOREIGN SERVICE INSTITUTE PD TRAINING DIVISION





FOREIGN SERVICE INSTITUTE PD TRAINING DIVISION (FSI)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$2.25 million	\$2.22 million	\$1.6 million	\$1.6 million	\$2.2 million

STRATEGIC OVERVIEW

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

FSI's 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 FY21, 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 192 unique classroom courses (many with multiple sessions) and managed 119 distance learning courses serving more than 61,000 participants. In response to COVID-19, most classes remained instructor-led via virtual delivery.

PUBLIC DIPLOMACY TRAINING

The mission of the Public Diplomacy Division of FSI/SPAS is 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, one Locally Employed (LE) Staff and an eligible family member responsible for overseas sessions and special projects, four contract program assistants providing admin support, and a number of Reemployed Annuitant (REA) staff as additional instructors. The team provides training for PD practitioners (foreign service, civil service, LE Staff) through 22 unique classroom courses (ranging from three days to three weeks), offered multiple times per year both at FSI and locations overseas, and 12 distance learning courses.

During the pandemic, PD Training converted 12 out of 22 classroom courses into an on-line classroom format and adopted several technologies to support learning in a virtual environment. All courses, including virtual offerings, feature an interactive curriculum along with the latest educational technologies, reflective of the latest approaches and research in adult learning theory. Initial data collected in 2021 suggests that the majority of students reacted positively to technology and the flexibility offered by virtual courses.

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 in core skills required by a PD practitioner such as strategic planning, managing PD resources, social media and digital diplomacy, federal assistance administration, and working with media. A new distance learning course introduced in 2021 focuses on how to work with Fulbright Commissions.

For its main teaching platform, PD Training selected a tool that allows for breakout rooms, polling, screen sharing and collaborative annotation, chat feature, and session recording. All PD courses integrate the technological tools employed by the office of Policy, Planning and Resources under the office of the Under Secretary of Public Diplomacy and Public Affairs to track programs, resources, and outcomes.

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 use the data along with input from subject matter experts in domestic bureaus and overseas posts to make changes to existing curricula or to create new modules or courses.

Evaluations of Level 1 course modules conducted in 2021 indicate that most students believe that the courses assisted their professional development. 91.3% of students reported that, "I am confident that I will be able to apply what I learned in this course." In written course feedback students commented favorably on the caliber of instruction and the quality course content. Additionally, an evaluation of the Level 3 strategic planning showed that students had applied what they learned once back at their jobs. 93% reported that the course helped them to more effectively advance mission goals, citing specific examples to support their claims.

SUPPORTING PD MODERNIZATION EFFORTS

PD Training plays an integral role in supporting the R/PPR PD Modernization Initiative, which provides a more audience-centered, policy-focused approach to PD programming. In 2021 and 2022, PD Training offered the new three-week Public Diplomacy Officer tradecraft course that, prior to the P Modernization Initiative, was split into separate Cultural Affairs and Information Officer tradecraft courses. In addition, the new two-week Public Affairs Officer (PAO) tradecraft course continues to be facilitated alongside the Political and Economic section training courses. These combined sessions--which include strategic planning, working with the Front Office, and leadership skills--promote more collaboration in advancing policy goals overseas.



PD Training's modifications of courses for locally engaged (LE) staff also support R's PD modernization efforts. Building on the success of the pilot in 2021, the training team continues to offer its PD Foundations course to all employee categories, including LE staff and civil service employees. The curriculum provides the foundational knowledge of why and how the State Department engages in public diplomacy and ensures that all practitioners start out with a shared understanding of function and mission. In 2022, the class remains virtual, allowing newly-hired LE staff and employees from around the world to participate easily. PD Training is currently undertaking a needs assessment to better understand the training requirements for LE staff with more than five years of experience.

To support the Department's counter disinformation efforts, PD Training developed and piloted a new course in collaboration with the Areas Studies division in 2021. With the challenge of disinformation affecting nearly every bureau and mission, it was imperative that the course included the right balance of theory and practice to meet the needs of its diverse audiences. Facilitators worked alongside leading experts from the field to provide five day of substantive and practical training, and the course is now a permanent fixture of FSI's catalog.

LOOKING AHEAD

Although virtual training courses successfully met practitioners' basic training needs during the pandemic, PD Training is looking to resume in-person tradecraft classes given the importance of networking and in-person engagement to the mastery of PD tradecraft. At the same time, PD Training will continue to expand modules and courses focusing on content creation, audience analysis, data literacy, network development, and monitoring and evaluation and continue to ensure instruction is relevant and consistent and develops the skills necessary for PD officers to advance policy goals

PD Training will also continue to work closely with R/PPR, other elements of the R Family, and regional bureaus on course design and determining which classes should have virtual options. Finally, PD Training FSI will continue to coordinate internally with other divisions and with interagency partners outside the Department to include PD-focused content in their courses to assure that foreign affairs professionals across the USG understand the goals, opportunities, and capabilities of public diplomacy.

SPOTLIGHT ON DIVERSITY



PD Training has initiated several actions over the last year to enable PD practitioners to incorporate effective DEIA principles and best practices into their PD programming and outreach. PD Training alumni working group discussions and surveys led to a set of concrete recommendations on how PD practitioners can integrate DEIA principles within PD programming and build diverse, equitable, inclusive, and accessible PD teams domestically and overseas. These recommendations are presented to all PD tradecraft students. PD Training also enlisted the services of a leading expert from Cornell University to develop bespoke inclusive leadership training for PAO tradecraft courses. Finally, in addition to facilitating FSI wide Open Conversations on DEIA issues, the PD Training team contributed to the SPAS Course Inclusivity Guide which provides practical ways to help staff consider DEIA in all aspects of their work, both inside and outside of the classroom.



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 and only museum dedicated to the history and practice of U.S. diplomacy. NMAD conducts a broad range of activities including virtual, in-person and hybrid events, public and educational programming, exhibits, media, and social media engagements, and offers a variety of online content and exhibits. NMAD programs such as Diplomacy Classroom, Diplomacy After Hours, and Diplomatic Simulations reach not only domestic audiences in all 50 states but are often used by U.S. embassies and consulates as outreach tools. Through its programming and online content, NMAD invites members of the public to discover diplomacy and how it impacts their lives every day.

NMAD is supported through a public-private partnership between the Department of State and the nonprofit Diplomacy Center Foundation, which is dedicated to raising funds to complete the exhibit halls to showcase some of the 10,000+ artifacts in the collection. The museum, located at the headquarters of the State Department, continues planning for its public opening of the first phase of the physical museum by 2024. The office has Foreign Service Officers, 7 Civil Service employees, and 10 contractors.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

In 2021, the museum launched its new online exhibit, [Read My Pins: The Madeleine Albright Collection](#). It showcases more than 200 pins which Secretary Albright, the first female to lead the State Department (1997 to 2001), wore to send diplomatic messages. In the months following its launch it was featured in over a dozen national and local media outlets, on the Department's flagship social media accounts, and broadly shared across social media. At the time of Albright's passing in March 2022, the exhibit was a resource and focus for those, including national media, who were looking to explore her life and legacy.

In 2021, NMAD also led the Department of State's digital messaging for Black History Month and developed strategic digital partnerships, including a collaborative outreach campaign with the Diplomatic Security Service. These partnerships have helped the museum share with the public the untold stories of diplomats from all backgrounds and occupations. In 2021, NMAD's Facebook account reached 411,626 users, its Instagram account reached 30,375 users, and its Twitter account reached 549,418 users.



NMAD Online Exhibit: *Read My Pins: The Madeleine Albright Collection*.

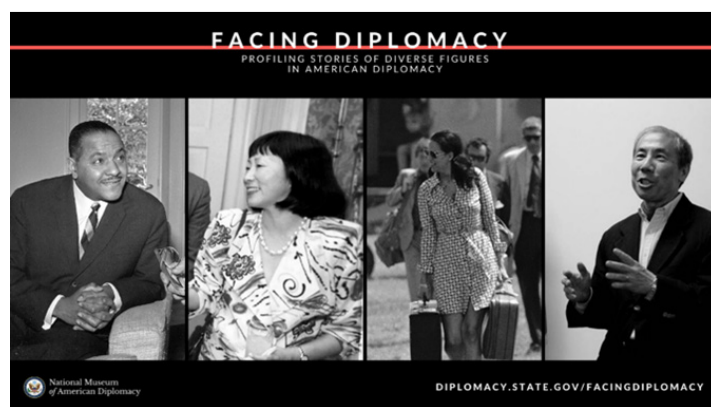
SPOTLIGHT ON DIVERSITY



In April 2021, NMAD launched the [Facing Diplomacy project](#) to tell the stories of diverse diplomats and curate academic resources. In its first installment, NMAD highlighted the contributions of African American diplomats, including Ambassador Aurelia Brazeal.

Asian American Pacific Islander Heritage month saw profiles of Dr. Sammy Lee, Olympic champion, and Cold War goodwill ambassador; Boa Lee, Foreign Service Officer, and daughter of Hmong refugees; and Ambassador Don Yamamoto, current U.S. Ambassador to Somalia.

Hispanic Heritage Month included profiles of Ambassador Mari-Luci Jaramillo, the first woman Hispanic American Ambassador; Ambassador Li Gutiérrez, current Cox Foundation President; and Carmen Cantor, current U.S. Ambassador to the Federated States of Micronesia.



Diverse diplomats featured in NMAD's Facing Diplomacy project.



Participants in the One Blue Sky Project Sponsored by PAS Maputo



U.S. PUBLIC DIPLOMACY IN AFRICA





BUREAU OF AFRICAN AFFAIRS (AF)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$47.17 million	\$44.18 million	\$43.27 million	\$45.30 million	\$45.40 million
American Salaries	\$18.82 million	\$20.26 million	\$18.82 million	\$19.90 million	\$21.75 million
Supplemental	\$5.12 million	\$5.85 million	\$4.60 million	\$3.10 million	\$3.90 million
BBG/USAGM	\$30.60 million	\$28.83 million	\$32.63 million	\$34.11 million	-
TOTAL	\$101.71 million	\$99.12 million	\$99.32 million	\$102.41 million	\$71.05 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 and inclusive economic growth, trade, and investment; advancing peace and stability; strengthening health security and enhancing environmental sustainability; and engaging Africa's growing youth population. The Bureau's activities also demonstrate the United States' unwavering commitment to Africa through foreign assistance, development and health programs, diplomatic engagement, and public diplomacy outreach.

Innovative and appropriately resourced public diplomacy programs and tools can connect the Bureau of African Affairs U.S. policy objectives in sub-Saharan Africa to local populations in a way that resonates. However, the information environment in sub-Saharan Africa is crowded and requires a sophisticated understanding of the continent's aspirations and a thoughtful approach of how best to communicate shared values. With a burgeoning population of 1.1 billion, the region is young, increasingly connected, and aspirational. China and Russia continue to use disinformation, propaganda, and soft power to influence publics and increase their presence on the continent. Locally driven violent extremist organizations (VEOs) and ISIS in particular views Africa as an area for territorial expansion and new recruits.

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 at missions in AF. AF/PDPA's staff of 25 direct hire employees assists 98 U.S. Foreign Service Officers and 465 Locally Employed Staff in 46 U.S. embassies, four consulates, the U.S. Mission to the African Union, and 127 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 \$46 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

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, students, and journalists, 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 this control to influence their reporting, and utilized 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 the African information spaces has also become an increasingly significant issue for the United States and its allies. The Russian Federation increased its disinformation campaigns and anti-French, anti-West, and anti-UN propaganda to promote instability in Western and Central Africa and position itself as the security partner of choice. The Kremlin-backed Wagner Group exploits insecurity to expand its presence in Africa, threatening stability, good governance, and respect for human rights. Although the United States, EU, and UK have sanctioned Yevgeniy Prigozhin, Wagner's manager and financier, the group's disinformation efforts in support of the Kremlin's objectives continue to extend in Mali, Sudan, the Central African Republic, and other parts of Africa.

Threat of Terrorism: Locally driven violent extremist organizations are present in many African regions, including the Sahel, the 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.

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. With the release of the COVID-19 vaccines, addressing vaccine hesitancy, logistical challenges, and health systems and workforce gaps will continue to be an ongoing issue.



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 Constraint

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 at embassies in the region. 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, and sponsors mentoring programs for both American officers and LE staff that pair less experienced officer 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 increased importance of virtual programs.

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 but faces a crowded and increasingly sophisticated information space. 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 gold standard. In AF, the USG benefits from established networks like PD program alumni associations, the 600,000 plus-strong Young African Leaders Initiative (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 Chinese and Russian influence initiatives, violent extremist communications, and social media hate speech issues.

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, journalist training, 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 projects 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 programming, a necessity under COVID-19, will continue to impact the ability to connect with larger audiences.



However, connectivity issues on the continent and varying costs of internet service require 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. AF/PD also explored more virtual continent-wide programming that will conclude with in-person elements.

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. Diaspora engagement was particularly important over the past year in the context of nation-wide ethnic tensions in Ethiopia, as many conversations about these issues originated from social media accounts located outside of the country.

Key Programs

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 127 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 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.

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 600,000 members across the continent and 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 5,100 individuals have participated in YALI’s flagship Mandela Washington Fellowship, and more than 21,000 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. Over 39,000 African students studied in the United States in 2020-2021 and 5,444 Americans studied in Africa in 2019-2020. The AF Bureau’s University Partnership Initiative (UPI) continued to expand in 2021. Eighteen partnerships in eight 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 more than \$700,000 in public and private funding to support the projects. AF/PDPA has requested additional funding to continue this momentum in 2022, including a higher education summit in South Africa to consolidate the gains of UPI and chart a new path forward in U.S.-Africa partnerships.

The African Civic Engagement Academy (ACEA) completed its first year and will offer a second phase of the program in 2022. This free online training program for 2,000 mid-career civil society and public leaders across sub-Saharan Africa concluded with an in-person capstone conference in May 2022. A key aspect, to be continued in 2023, are the informal and formal peer to peer discussions and six-month peer-mentored action plan for civic engagement. Another virtual program, the AfrIdea project, offered an online platform to share technology project ideas for feedback and collaboration. Twelve teams from four Francophone countries received additional resources to aid them as they focused on adapting technology to fit local needs.



*Participants in N*Gen, a U.S. Embassy Kampala sponsored STEM program.*

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 fight 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 40 women's business associations across Africa. Often, alumni of these programs implement or mentor participants in the Academy for Women Entrepreneurs (AWE), a worldwide initiative by the Bureau of Educational and Cultural Affairs to give female entrepreneurs the knowledge, networks, and access to begin or scale their business. AWE has been initiated in 20 countries in Africa. 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 to discuss topics such as 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 2021, AF/PDPA and embassies across the region highlighted ongoing U.S. commitments to health initiatives and delivery of COVID-19 vaccines. In 2021, the United States delivered more than 100 million vaccines to sub-Saharan Africa in partnership with COVAX and the African Vaccine Acquisition Trust. In coordination with the CDC and USAID, AF and the Department used social and traditional media to highlight these vaccine deliveries to millions of local audiences and underscore USG partnerships with local governments.





SPOTLIGHT ON DIVERSITY



Inaugural Department of State celebration of Juneteenth.



AF/PDPA developed a 2021 Inclusive Vision Statement based on input from all staff members that provides a clear framework to foster and demonstrate a culture of collaboration, flexibility, and fairness in which all staff members have the tools, including mentoring, support, and networks to reach their full potential. AF/PDPA also ensures that messaging, programs, and outreach efforts consistently provide space for multiple voices and outlooks.

AF PD sections abroad continue to use DEIA themes in their programming. Many posts have turned to social media to highlight aspects of American culture and society, from the Harlem Renaissance to the role LGBTQI and disability advocacy organizations can play in building solidarity and overcoming social stigmas.

Highlights include the following:

- In **Mali**, the Roots & Branches program used music to connect to young people in some of the most challenging regions in the country with their counterparts and share multi-ethnic values.
- The U.S. Embassy in **Burkina Faso** partnered with the Special Olympics to promote inclusion of individuals with disabilities through sports. The campaign will introduce Burkinabé journalists and other media influencers to Special Olympics athletes to highlight their stories through media reporting and increased coverage on athletes with disabilities.
- In **Ethiopia**, the PD section partnered with the Ethiopia Media Women’s Association to convene a national conference in honor of World Press Freedom Day for female journalists from private, public, broadcast, print, and digital media from diverse geographic regions. Topics included digital engagement and safety, women working with disabilities, and lessons learned from the association’s founders.
- The **African Regional Service** office developed the “Timeless” podcast series in English, French, and Portuguese covering thirty policy relevant topics including LGBTQI and ethnic conflict.



FY 2021 AF PD SPENDING RANKED BY POST

		FY 2018		FY 2019		FY 2020		FY 2021	
	Country Name	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Nigeria	\$4.18 million	\$1.05 million	\$4.13 million	\$1.17 million	\$4.11 million	\$688,810	\$4.10 million	\$615,077
2	Ethiopia - Addis Ababa & USAU	\$983,200	\$1.75 million	\$1.19 million	\$2.33 million	\$1.27 million	\$1.23 million	\$1.24 million	\$652,475
3	South Africa	\$2.67 million	\$736,871	\$2.58 million	\$860,529	\$2.48 million	\$1.94 million	\$2.93 million	\$1.92 million
4	African Regional Services	\$2.38 million	\$1.27 million	\$2.17 million	\$970,158	\$2.28 million	\$1.95 million	\$2.64 million	\$1.36 million
5	Kenya	\$1.62 million	\$297,750	\$1.60 million	\$909,350	\$1.69 million	\$143,323	\$1.65 million	\$660,750
6	Democratic Republic of the Congo	\$1.19 million	\$1.16 million	\$1.19 million	\$720,579	\$1.26 million	\$715,175	\$1.31 million	\$274,389
7	Zimbabwe	\$1.35 million	\$587,481	\$1.30 million	\$47,140	\$1.40 million	\$99,858	\$1.52 million	\$146,297
8	Mozambique	\$831,400	\$60,360	\$839,500	\$297,325	\$838,000	\$69,697	\$878,700	\$45,000
9	Ghana	\$1.13 million	\$18,777	\$1.11 million	\$14,636	\$1.23 million	\$630,178	\$1.10 million	\$51,536
10	Uganda	\$700,200	\$543,680	\$672,000	\$443,853	\$715,200	\$242,869	\$756,900	\$106,800
11	Zambia	\$775,700	\$58,900	\$693,100	\$360,375	\$661,600	\$29,369	\$760,400	\$40,283
12	Cote d'Ivoire	\$1.04 million	\$304,012	\$1.02 million	\$18,820	\$1.07 million	\$384,257	\$1.42 million	\$474,947
13	Angola	\$837,600	\$259,480	\$937,500	\$60,025	\$694,616	\$4,300	\$919,400	\$6,325
14	Senegal	\$892,500	\$50,080	\$925,000	\$23,850	\$894,000	\$254,435	\$997,200	\$151,715
15	Burkina Faso	\$689,300	\$71,400	\$673,500	\$186,850	\$724,300	\$54,580	\$785,100	\$104,050
16	Mali	\$544,300	\$59,940	\$558,500	\$281,575	\$585,500	\$508,200	\$689,600	\$1.50 million
17	Cameroon	\$797,000	\$364,349	\$761,100	\$54,420	\$835,500	\$220,281	\$961,700	\$141,455
18	Niger	\$575,700	\$245,320	\$576,400	\$223,875	\$592,700	\$1,000	\$675,000	\$132,475
19	Sudan	\$707,000	\$175,540	\$716,600	\$19,140	\$747,000	\$525,590	\$837,200	\$3,123
20	Tanzania	\$691,600	\$69,500	\$683,300	\$17,050	\$739,300	\$239,165	\$774,300	\$433,344
21	Togo	\$471,200	\$294,497	\$460,400	\$152,425	\$584,100	\$98,635	\$699,639	\$5,110
22	Rwanda	\$547,200	\$129,865	\$529,700	\$80,600	\$548,300	\$320,839	\$540,200	\$550
23	Botswana	\$551,500	\$64,960	\$540,500	\$48,557	\$517,100	\$190,489	\$568,900	\$38,850
24	Namibia	\$458,900	\$173,000	\$450,200	\$133,450	\$431,400	\$30,890	\$488,500	\$1,675



	Country Name	FY 2018		FY 2019		FY 2020		FY 2021	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
25	Madagascar & Comoros	\$461,600	\$41,480	\$411,600	\$148,475	\$417,500	\$131,050	\$416,600	\$287,910
26	Benin	\$453,300	\$93,308	\$427,100	\$120,526	\$504.20	\$63,217	\$559,700	\$94,952
27	South Sudan	\$228,600	\$85,000	\$240,600	\$304,750	\$283,500	\$108,669	\$295,100	\$167,764
28	Guinea	\$506,800	\$5,300	\$476,400	\$12,900	\$559,200	\$70,922	\$570,400	\$3,607
29	Chad	\$436,900	\$34,060	\$445,400	\$30,950	\$456,000	\$90,100	\$621,400	\$150,950
30	Eritrea	\$383,000	\$57,000	\$405,000	\$56,277	\$436,400	\$15,852	\$448,700	\$1,652
31	Mauritania	\$405,600	\$36,860	\$414,700	\$42,875	\$478,200	\$104,996	\$479,500	\$149,084
32	Malawi	\$409,800	\$6,540	\$412,800	\$10,025	\$439,000	\$118,851	\$466,500	\$94,625
33	Burundi	\$238,000	\$92,540	\$253,900	\$131,000	\$241,500	\$51,068	\$242,700	\$25,368
34	Mauritius & Seychelles	\$339,700	\$38,860	\$324,700	\$25,600	\$314,400	\$30,900	\$275,900	\$43,325
35	Somalia	\$259,400	\$400	\$260,600	\$87,300	\$152,800	\$7,400	\$288,800	\$300
36	Equatorial Guinea	\$198,900	\$4,280	\$195,700	\$111,500	\$267,600	\$6,300	\$315,970	\$51,900
37	Liberia	\$476,100	\$7,560	\$282,800	\$12,150	\$378,853	\$118,982	\$483,700	\$3,650
38	Eswatini (Swaziland)	\$261,700	\$58,730	\$260,500	\$31,620	\$237,376	\$37,792	\$244,976	\$15,925
39	Cabo Verde	\$184,900	\$50,720	\$174,800	\$107,250	\$208,200	\$23,700	\$233,500	\$72,784
40	Republic of Congo	\$266,600	\$43,720	\$250,800	\$21,821	\$282,500	\$27,000	\$321,100	\$43,725
41	Gabon, Soa Tome & Principe	\$259,600	\$7,745	\$254,400	\$8,265	\$249,400	\$19,041	\$297,000	\$1,975
42	Sierra Leone	\$212,800	\$187,940	\$224,200	\$12,325	\$205,470	\$49,030	\$237,200	\$323,390
43	Lesotho	\$176,400	\$55,340	\$181,900	\$54,450	\$174,665	\$47,704	\$184,600	\$23,745
44	Central African Republic	\$210,400	\$159,720	\$185,500	\$38,050	\$163,500	\$446.00	\$268,500	\$51,250
45	Djibouti	\$221,000	\$116,040	\$214,800	\$2,375	\$237,330	\$1,500	\$271,400	\$2,675
46	Guinea Bissau	\$62,900	\$330.00	\$59,700	\$75.00	\$56,800	\$2,552	\$62,000	\$75.00
47	The Gambia	\$182,700	\$5,740	\$174,900	\$2,750	\$228,521	\$1,700	\$279,800	\$875.00



U.S. PUBLIC DIPLOMACY IN AFRICA





Angola



Demographics & Literacy

Geographical Area (sq. km.): 1,246,700
 Population: 35,027,343
 Below 24 yrs. old: 66.5%
 Refugee population: 25,931
 Urban population: 68.1%
 GDP/Capita: \$6,200
 Unemployment: 8.53%
 Below Poverty Line: 32.3% (2018 est)
 Literacy Rate: 66.0%
 Avg. Years of Education:
 12 (2011) (M), 7 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: 110th
 Social Progress Index: 153rd
 Corruption Perception Index: 136th
 Economic Freedom Index:
 139th (Mostly Unfree)
 Good Country Index: 151st
 Media Freedom Index: 103rd
 Internet Penetration: 36%
 Mobile Connections: 47%
 Social Media Penetration: 8%
 Most Used SNS: Facebook
 Global Soft Power: 114th
 Gender Inequality: 119th

\$925,725

PD Spending FY 2021

\$919,400

DP (.7) FY 2021

\$6,325

Supplemental

Benin



Demographics & Literacy

Geographical Area (sq. km.): 110,622
 Population: 12,784,726
 Below 24 yrs. old: 65.9%
 Refugee population: 1,427
 Urban population: 49.5%
 GDP/Capita: \$3,300
 Unemployment: 1.57%
 Below Poverty Line: 38.5% (2019 est)
 Literacy Rate: 42.4%
 Avg. Years of Education:
 14 (2016) (M), 11 (2016) (F)

Social & Media Indicators

Inclusive Internet Index: 112th
 Social Progress Index: 125th
 Corruption Perception Index: 78th
 Economic Freedom Index:
 81st (moderately free)
 Good Country Index: 96th
 Media Freedom Index: 114th
 Internet Penetration: 29%
 Mobile Connections: 92%
 Social Media Penetration: 14%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 123rd

\$654,652

PD Spending FY 2021

\$559,700

DP (.7) FY 2021

\$94,952

Supplemental

Map Key: ■ Embassy ▲ Consulate

Botswana



Demographics & Literacy

Geographical Area (sq. km.): 566,730
 Population: 2,441,162
 Below 24 yrs. old: 48.9%
 Refugee population: 644
 Urban population: 72.2%
 GDP/Capita: \$16,000
 Unemployment: 24.72%
 Below Poverty Line: 19.3% (2009 est)
 Literacy Rate: 86.8%
 Avg. Years of Education:
 13 (2013) (M), 13 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: 94th
 Social Progress Index: 91st
 Corruption Perception Index: 45th
 Economic Freedom Index:
 61st (moderately free)
 Good Country Index: 125th
 Media Freedom Index: 38th
 Internet Penetration: 61%
 Mobile Connections: 168%
 Social Media Penetration: 50%
 Most Used SNS: Facebook
 Global Soft Power: 109th
 Gender Inequality: 71st

\$607,750

PD Spending FY 2021

\$568,900

DP (.7) FY 2021

\$38,850

Supplemental

Burkina Faso



Demographics & Literacy

Geographical Area (sq. km.): 273,800
 Population: 22,102,838
 Below 24 yrs. old: 63.9%
 Refugee population: 22,291
 Urban population: 31.9%
 GDP/Capita: \$2,200
 Unemployment: 4.76%
 Below Poverty Line: 41.4% (2018 est)
 Literacy Rate: 39.3%
 Avg. Years of Education:
 9 (2020) (M), 9 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 110th
 Social Progress Index: 144th
 Corruption Perception Index: 78th
 Economic Freedom Index:
 100th (mostly unfree)
 Good Country Index: 121st
 Media Freedom Index: 37th
 Internet Penetration: 28%
 Mobile Connections: 119%
 Social Media Penetration: 11%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 124th

\$889,150

PD Spending FY 2021

\$785,100

DP (.7) FY 2021

\$104,050

Supplemental



Burundi



Demographics & Literacy

Geographical Area (sq. km.): 25,680
 Population: 12,624,840
 Below 24 yrs. old: 63.6%
 Refugee population: 76,837
 Urban population: 14.4%
 GDP/Capita: \$700
 Unemployment: 1.79%
 Below Poverty Line: 64.6% (2014 est)
 Literacy Rate: 68.4%
 Avg. Years of Education:
 11 (2018) (M), 11 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 120th
 Social Progress Index: 160th
 Corruption Perception Index: 169th
 Economic Freedom Index:
 172nd (repressed)
 Good Country Index: 139th
 Media Freedom Index: 147th
 Internet Penetration: 15%
 Mobile Connections: 60%
 Social Media Penetration: 7%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 26th

\$268,068

PD Spending FY 2021

\$242,700

DP (.7) FY 2021

\$25,368

Supplemental

Cabo Verde



Demographics & Literacy

Geographical Area (sq. km.): 4,033
 Population: 567,678
 Below 24 yrs. old: 46.6%
 Refugee population: 0
 Urban population: 67.5%
 GDP/Capita: \$6,000
 Unemployment: 15.42%
 Below Poverty Line: 35.0% (2015 est)
 Literacy Rate: 86.8%
 Avg. Years of Education:
 12 (2018) (M), 13 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 77th
 Corruption Perception Index: 39th
 Economic Freedom Index:
 49th (moderately free)
 Good Country Index: 118th
 Media Freedom Index: 27th
 Internet Penetration: 62%
 Mobile Connections: 104%
 Social Media Penetration: 54%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 68th

\$306,284

PD Spending FY 2021

\$233,500

DP (.7) FY 2021

\$72,784

Supplemental

Map Key: ■ Embassy ▲ Consulate

Cameroon



Demographics & Literacy

Geographical Area (sq. km.): 472.71
 Population: 27,911,548
 Below 24 yrs. old: 62.4%
 Refugee population: 446,101
 Urban population: 58.7%
 GDP/Capita: \$3,600
 Unemployment: 3.87%
 Below Poverty Line: 37.5% (2014 est)
 Literacy Rate: 77.1%
 Avg. Years of Education:
 13 (2016) (M), 11 (2016) (F)

Social & Media Indicators

Inclusive Internet Index: 102nd
 Social Progress Index: 139th
 Corruption Perception Index: 144th
 Economic Freedom Index:
 136th (mostly unfree)
 Good Country Index: 119th
 Media Freedom Index: 135th
 Internet Penetration: 37%
 Mobile Connections: 79%
 Social Media Penetration: 17%
 Most Used SNS: Facebook
 Global Soft Power: 112th
 Gender Inequality: 96th

\$1,103,155

PD Spending FY 2021

\$961,700

DP (.7) FY 2021

\$141,455

Supplemental

Central African Republic



Demographics & Literacy

Geographical Area (sq. km.): 622,984
 Population: 5,016,678
 Below 24 yrs. old: 59.4%
 Refugee population: 9,174
 Urban population: 43.1%
 GDP/Capita: \$900
 Unemployment: 6.57%
 Below Poverty Line: 62% (2008 est)
 Literacy Rate: 37.4%
 Avg. Years of Education:
 8 (2012) (M), 6 (2012) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 167th
 Corruption Perception Index: 154th
 Economic Freedom Index:
 168th (repressed)
 Good Country Index: 167th
 Media Freedom Index: 126th
 Internet Penetration: 8%
 Mobile Connections: 34%
 Social Media Penetration: 3%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$319,750

PD Spending FY 2021

\$268,500

DP (.7) FY 2021

\$51,250

Supplemental



Chad



Demographics & Literacy

Geographical Area (sq. km.): 1,259,200
 Population: 17,413,580
 Below 24 yrs. old: 66.6%
 Refugee population: 508,304
 Urban population: 24.1%
 GDP/Capita: \$1,500
 Unemployment: 1.88%
 Below Poverty Line: 42.3% (2018 est)
 Literacy Rate: 22.3%
 Avg. Years of Education:
 9 (2015) (M), 6 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 166th
 Corruption Perception Index: 164th
 Economic Freedom Index:
 146th (repressed)
 Good Country Index: 148th
 Media Freedom Index: 123rd
 Internet Penetration: 19%
 Mobile Connections: 4%
 Social Media Penetration: 4%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 148th

\$772,350

PD Spending FY 2021

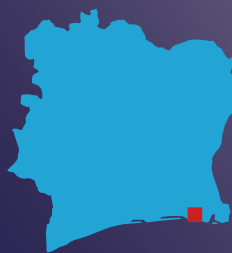
\$621,400

DP (.7) FY 2021

\$150,950

Supplemental

Cote d'Ivoire



Demographics & Literacy

Geographical Area (sq. km.): 318,003
 Population: 27,596,137
 Below 24 yrs. old: 61.7%
 Refugee population: 2,119
 Urban population: 52.7%
 GDP/Capita: \$5,200
 Unemployment: 3.47%
 Below Poverty Line: 39.5% (2018 est)
 Literacy Rate: 89.9%
 Avg. Years of Education:
 11 (2019) (M), 10 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 97th
 Social Progress Index: 131st
 Corruption Perception Index: 105th
 Economic Freedom Index:
 76th (moderately free)
 Good Country Index: 130th
 Media Freedom Index: 66th
 Internet Penetration: 37%
 Mobile Connections: 138%
 Social Media Penetration: 24%
 Most Used SNS: Facebook
 Global Soft Power: 96th
 Gender Inequality: 134th

\$1,894,947

PD Spending FY 2021

\$1,420,000

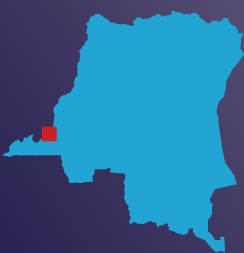
DP (.7) FY 2021

\$474,947

Supplemental

Map Key: ■ Embassy ▲ Consulate

Democratic Republic of the Congo



Demographics & Literacy

Geographical Area (sq. km.): 2,267,048
 Population: 95,240,792
 Below 24 yrs. old: 64.9%
 Refugee population: 519,819
 Urban population: 46.8%
 GDP/Capita: \$1,100
 Unemployment: 5.43%
 Below Poverty Line: 63% (2014 est)
 Literacy Rate: 77.0%
 Avg. Years of Education:
 10 (2013) (M), 9 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: 118th
 Social Progress Index: 161st
 Corruption Perception Index: 169th
 Economic Freedom Index:
 160th (repressed)
 Good Country Index: 152nd
 Media Freedom Index: 129th
 Internet Penetration: 18%
 Mobile Connections: 47%
 Social Media Penetration: 5%
 Most Used SNS: Facebook
 Global Soft Power: 116th
 Gender Inequality: 151st

\$1,584,389

PD Spending FY 2021

\$1,310,000

DP (.7) FY 2021

\$274,389

Supplemental

Djibouti



Demographics & Literacy

Geographical Area (sq. km.): 23,180
 Population: 1,016,097
 Below 24 yrs. old: 46.1%
 Refugee population: 22,123
 Urban population: 78.4%
 GDP/Capita: \$5,500
 Unemployment: 28.39%
 Below Poverty Line: 21.1% (2017 est)
 Literacy Rate: 67.9%
 Avg. Years of Education:
 7 (2011) (M), 7 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 146th
 Corruption Perception Index: 128th
 Economic Freedom Index:
 120th (mostly unfree)
 Good Country Index: 157th
 Media Freedom Index: 176th
 Internet Penetration: 59%
 Mobile Connections: 45%
 Social Media Penetration: 17%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$274,075

PD Spending FY 2021

\$271,400

DP (.7) FY 2021

\$2,675

Supplemental



Equatorial Guinea



Demographics & Literacy

Geographical Area (sq. km.): 28,051
 Population: 1,496,662
 Below 24 yrs. old: 55.6%
 Refugee population: N/A
 Urban population: 74.0%
 GDP/Capita: \$17,000
 Unemployment: 9.24%
 Below Poverty Line: 44% (2011 est)
 Literacy Rate: 94.4%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 154th
 Corruption Perception Index: 172nd
 Economic Freedom Index:
 163rd (repressed)
 Good Country Index: N/A
 Media Freedom Index: 164th
 Internet Penetration: 27%
 Mobile Connections: 55%
 Social Media Penetration: 9%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$367,870

PD Spending FY 2021

\$315,370

DP (.7) FY 2021

\$51,900

Supplemental

Eritrea



Demographics & Literacy

Geographical Area (sq. km.): 101,000
 Population: 3,662,244
 Below 24 yrs. old: 59.6%
 Refugee population: 121
 Urban population: 42.6%
 GDP/Capita: \$1,600 (2017 est)
 Unemployment: 8.05%
 Below Poverty Line: 50% (2004 est)
 Literacy Rate: 76.6%
 Avg. Years of Education:
 8 (2015) (M), 7 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 165th
 Corruption Perception Index: 161st
 Economic Freedom Index:
 171st (repressed)
 Good Country Index: 160th
 Media Freedom Index: 180th
 Internet Penetration: 8%
 Mobile Connections: 23%
 Social Media Penetration: 1%
 Most Used SNS: LinkedIn
 Global Soft Power: N/A
 Gender Inequality: N/A

\$450,352

PD Spending FY 2021

\$448,700

DP (.7) FY 2021

\$1,652

Supplemental

Map Key: ■ Embassy ▲ Consulate

Eswatini



Demographics & Literacy

Geographical Area (sq. km.): 17,204
 Population: 1,184,817
 Below 24 yrs. old: 57.1%
 Refugee population: 987
 Urban population: 24.6%
 GDP/Capita: \$8,400
 Unemployment: 25.76%
 Below Poverty Line: 58.9% (2016 est)
 Literacy Rate: 88.4%
 Avg. Years of Education:
 13 (2013) (M), 12 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 141st
 Corruption Perception Index: 122nd
 Economic Freedom Index:
 141st (mostly unfree)
 Good Country Index: 102nd
 Media Freedom Index: 141st
 Internet Penetration: 47%
 Mobile Connections: 105%
 Social Media Penetration: 35%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 52nd

\$260,901

PD Spending FY 2021

\$244,976

DP (.7) FY 2021

\$15,925

Supplemental

Ethiopia



Demographics & Literacy

Geographical Area (sq. km.): 1,096,570
 Population: 120,812,698
 Below 24 yrs. old: 60.4%
 Refugee population: 782,896
 Urban population: 22.7%
 GDP/Capita: \$2,300
 Unemployment: 3.69%
 Below Poverty Line: 23.5% (2015 est)
 Literacy Rate: 51.8%
 Avg. Years of Education:
 8 (2012) (M), 8 (2012) (F)

Social & Media Indicators

Inclusive Internet Index: 108th
 Social Progress Index: 148th
 Corruption Perception Index: 87th
 Economic Freedom Index:
 150th (repressed)
 Good Country Index: 115th
 Media Freedom Index: 101st
 Internet Penetration: 25%
 Mobile Connections: 50%
 Social Media Penetration: 6%
 Most Used SNS: Facebook
 Global Soft Power: 103rd
 Gender Inequality: 97th

Funding data for Ethiopia -
Addis Ababa & USAU

\$1,892,475

PD Spending FY 2021

\$1,240,000

DP (.7) FY 2021

\$652,475

Supplemental



Gabon

Post also oversees programs in Sao Tome & Principe.

Country profile demographics and social indicators are for the primary country.



\$298,975

PD Spending FY 2021

\$297,000

DP (.7) FY 2021

\$1,975

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 257,667

Population: 2,331,533

Below 24 yrs. old: 53.8%

Refugee population: 333

Urban population: 90.7%

GDP/Capita: \$14,400

Unemployment: 22.26%

Below Poverty Line: 33.4% (2017 est)

Literacy Rate: 84.7%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 99th

Social Progress Index: 104th

Corruption Perception Index: 124th

Economic Freedom Index:

115th (mostly unfree)

Good Country Index: 147th

Media Freedom Index: 117th

Internet Penetration: 62%

Mobile Connections: 136%

Social Media Penetration: 36%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: N/A

The Gambia



\$280,675

PD Spending FY 2021

\$279,800

DP (.7) FY 2021

\$875

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 10,120

Population: 2,558,482

Below 24 yrs. old: 63.6%

Refugee population: 4,419

Urban population: 63.8%

GDP/Capita: \$2,200

Unemployment: 11.21%

Below Poverty Line: 48.6% (2015 est)

Literacy Rate: 50.8%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 122nd

Corruption Perception Index: 102nd

Economic Freedom Index:

102nd (mostly unfree)

Good Country Index: N/A

Media Freedom Index: 85th

Internet Penetration: 51%

Mobile Connections: 168%

Social Media Penetration: 19%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 127th

Map Key: ■ Embassy ▲ Consulate

Ghana



\$1,151,536

PD Spending FY 2021

\$1,100,000

DP (.7) FY 2021

\$51,536

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 227,533

Population: 32,395,450

Below 24 yrs. old: 42.8%

Refugee population: 12,388

Urban population: 58.6%

GDP/Capita: \$5,300

Unemployment: 4.70%

Below Poverty Line: 23.4% (2016 est)

Literacy Rate: 79.0%

Avg. Years of Education:

12 (2020) (M), 12 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 89th

Social Progress Index: 99th

Corruption Perception Index: 73rd

Economic Freedom Index:

89th (mostly unfree)

Good Country Index: 84th

Media Freedom Index: 30th

Internet Penetration: 53%

Mobile Connections: 140%

Social Media Penetration: 28%

Most Used SNS: Facebook

Global Soft Power: 86th

Gender Inequality: 117th

Guinea



\$574,007

PD Spending FY 2021

\$570,400

DP (.7) FY 2021

\$3,607

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 245,717

Population: 13,865,691

Below 24 yrs. old: 63.8%

Refugee population: 6,239

Urban population: 37.7%

GDP/Capita: \$2,700

Unemployment: 6.34%

Below Poverty Line: 43.7% (2018 est)

Literacy Rate: 39.6%

Avg. Years of Education:

10 (2014) (M), 8 (2014) (F)

Social & Media Indicators

Inclusive Internet Index: 115th

Social Progress Index: 159th

Corruption Perception Index: 150th

Economic Freedom Index:

129th (mostly unfree)

Good Country Index: 155th

Media Freedom Index: 109th

Internet Penetration: 23%

Mobile Connections: 103%

Social Media Penetration: 18%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 118th



Guinea-Bissau

▲ U.S. Virtual Consulate in Dakar, Senegal.



Demographics & Literacy

Geographical Area (sq. km.): 28,120
Population: 2,063,367
Below 24 yrs. old: 61.2%
Refugee population: 1,846
Urban population: 45.0%
GDP/Capita: \$1,800
Unemployment: 6.76%
Below Poverty Line: 67% (2015 est)
Literacy Rate: 45.6%
Avg. Years of Education:
N/A (M), N/A (F)

Social & Media Indicators

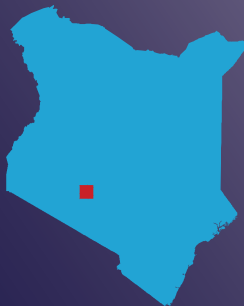
Inclusive Internet Index: N/A
Social Progress Index: 158th
Corruption Perception Index: 162nd
Economic Freedom Index:
166th (repressed)
Good Country Index: N/A
Media Freedom Index: 95th
Internet Penetration: 28%
Mobile Connections: 96%
Social Media Penetration: 15%
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: N/A

\$62,075
PD Spending FY 2021

\$62,000
DP (.7) FY 2021

\$75
Supplemental

Kenya



Demographics & Literacy

Geographical Area (sq. km.): 569,140
Population: 56,215,221
Below 24 yrs. old: 58.6%
Refugee population: 466,286
Urban population: 29.0%
GDP/Capita: \$4,200
Unemployment: 5.74%
Below Poverty Line: 36.1% (2015 est)
Literacy Rate: 81.5%
Avg. Years of Education:
N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 71st
Social Progress Index: 116th
Corruption Perception Index: 128th
Economic Freedom Index:
138th (mostly unfree)
Good Country Index: 72nd
Media Freedom Index: 102nd
Internet Penetration: 42%
Mobile Connections: 115%
Social Media Penetration: 22%
Most Used SNS: Facebook
Global Soft Power: 95th
Gender Inequality: 95th

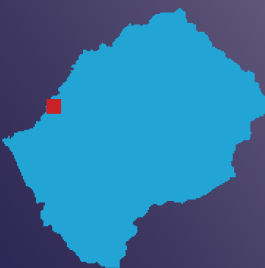
\$2,310,750
PD Spending FY 2021

\$1,650,000
DP (.7) FY 2021

\$660,750
Supplemental

Map Key: ■ Embassy ▲ Consulate

Lesotho



Demographics & Literacy

Geographical Area (sq. km.): 30,355
Population: 2,175,699
Below 24 yrs. old: 51.0%
Refugee population: 295
Urban population: 29.9%
GDP/Capita: \$2,300
Unemployment: 24.60%
Below Poverty Line: 49.7% (2017 est)
Literacy Rate: 76.6%
Avg. Years of Education:
12 (2017) (M), 13 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 130th
Corruption Perception Index: 96th
Economic Freedom Index:
157th (repressed)
Good Country Index: 112th
Media Freedom Index: 88th
Internet Penetration: 52%
Mobile Connections: 119%
Social Media Penetration: 25%
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: 92nd

\$208,345
PD Spending FY 2021

\$184,600
DP (.7) FY 2021

\$23,745
Supplemental

Liberia



Demographics & Literacy

Geographical Area (sq. km.): 96,320
Population: 5,305,117
Below 24 yrs. old: 60.0%
Refugee population: 8,441
Urban population: 53.1%
GDP/Capita: \$1,400
Unemployment: 4.09%
Below Poverty Line: 50.9% (2016 est)
Literacy Rate: 48.3%
Avg. Years of Education:
N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 119th
Social Progress Index: 142nd
Corruption Perception Index: 136th
Economic Freedom Index:
159th (repressed)
Good Country Index: 79th
Media Freedom Index: 98th
Internet Penetration: 22%
Mobile Connections: 70%
Social Media Penetration: 15%
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: 94th

\$487,350
PD Spending FY 2021

\$483,700
DP (.7) FY 2021

\$3,650
Supplemental



Madagascar

Post also oversees programs in Comoros.

Country profile demographics and social indicators are for the primary country.



\$704,510

PD Spending FY 2021

\$416,600

DP (.7) FY 2021

\$287,910

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 581,540

Population: 29,178,077

Below 24 yrs. old: 59.9%

Refugee population: 156

Urban population: 39.9%

GDP/Capita: \$1,500

Unemployment: 2.59%

Below Poverty Line: 70.7% (2012 est)

Literacy Rate: 76.7%

Avg. Years of Education:

10 (2018) (M), 10 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 112th

Social Progress Index: 149th

Corruption Perception Index: 147th

Economic Freedom Index:

98th (mostly unfree)

Good Country Index: 89th

Media Freedom Index: 57th

Internet Penetration: 23%

Mobile Connections: 44%

Social Media Penetration: 11%

Most Used SNS: Facebook

Global Soft Power: 94th

Gender Inequality: 57th

Malawi



\$561,125

PD Spending FY 2021

\$466,500

DP (.7) FY 2021

\$94,625

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 94,080

Population: 20,180,839

Below 24 yrs. old: 63.2%

Refugee population: 16,359

Urban population: 18.0%

GDP/Capita: \$1,500

Unemployment: 7.02%

Below Poverty Line: 51.5% (2016 est)

Literacy Rate: 62.1%

Avg. Years of Education:

11 (2011) (M), 11 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: 114th

Social Progress Index: 124th

Corruption Perception Index: 110th

Economic Freedom Index:

134th (mostly unfree)

Good Country Index: 127th

Media Freedom Index: 62nd

Internet Penetration: 21%

Mobile Connections: 52%

Social Media Penetration: 5%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 115th

Map Key: ■ Embassy ▲ Consulate

Mali



\$2,193,475

PD Spending FY 2021

\$689,600

DP (.7) FY 2021

\$1,503,875

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,220,190

Population: 21,473,764

Below 24 yrs. old: 66.7%

Refugee population: 46,885

Urban population: 45.4%

GDP/Capita: \$2,200

Unemployment: 7.72%

Below Poverty Line: 42.1% (2019 est)

Literacy Rate: 30.8%

Avg. Years of Education:

8 (2017) (M), 7 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 107th

Social Progress Index: 151st

Corruption Perception Index: 136th

Economic Freedom Index:

114th (mostly unfree)

Good Country Index: 133rd

Media Freedom Index: 99th

Internet Penetration: 30%

Mobile Connections: 112%

Social Media Penetration: 11%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 149th

Mauritania



\$628,584

PD Spending FY 2021

\$479,500

DP (.7) FY 2021

\$149,084

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,030,700

Population: 4,901,981

Below 24 yrs. old: 58.4%

Refugee population: 99,057

Urban population: 56.8%

GDP/Capita: \$5,000

Unemployment: 11.46%

Below Poverty Line: 31% (2014 est)

Literacy Rate: 53.5%

Avg. Years of Education:

9 (2019) (M), 10 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 152nd

Corruption Perception Index: 140th

Economic Freedom Index:

119th (mostly unfree)

Good Country Index: 168th

Media Freedom Index: 94th

Internet Penetration: 36%

Mobile Connections: 103%

Social Media Penetration: 21%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 146th



Mauritius

Post also oversees programs in Seychelles.

Country profile demographics and social indicators are for the primary country.



\$319,225

PD Spending FY 2021

\$275,900

DP (.7) FY 2021

\$43,325

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 2,030

Population: 1,274,727

Below 24 yrs. old: 30.6%

Refugee population: 20

Urban population: 40.8%

GDP/Capita: \$19,500

Unemployment: 7.41%

Below Poverty Line: 10.3% (2017 est)

Literacy Rate: 91.3%

Avg. Years of Education:

14 (2017) (M), 16 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 45th

Corruption Perception Index: 49th

Economic Freedom Index:

30th (mostly free)

Good Country Index: 58th

Media Freedom Index: 61st

Internet Penetration: 65%

Mobile Connections: 154%

Social Media Penetration: 79%

Most Used SNS: Facebook

Global Soft Power: 71st

Gender Inequality: 110th

Mozambique



\$923,700

PD Spending FY 2021

\$878,700

DP (.7) FY 2021

\$45,000

Supplemental

Demographics & Literacy

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

Population: 33,089,461

Below 24 yrs. old: 64.4%

Refugee population: 4,768

Urban population: 38.2%

GDP/Capita: \$1,200

Unemployment: 3.98%

Below Poverty Line: 46.1% (2014 est)

Literacy Rate: 60.7%

Avg. Years of Education:

10 (2017) (M), 9 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 109th

Social Progress Index: 150th

Corruption Perception Index: 147th

Economic Freedom Index:

142nd (mostly unfree)

Good Country Index: 117th

Media Freedom Index: 108th

Internet Penetration: 24%

Mobile Connections: 53%

Social Media Penetration: 10%

Most Used SNS: Facebook

Global Soft Power: 117th

Gender Inequality: 32nd

Map Key: ■ Embassy ▲ Consulate

Namibia



\$490,175

PD Spending FY 2021

\$488,500

DP (.7) FY 2021

\$1,675

Supplemental

Demographics & Literacy

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

Population: 2,633,874

Below 24 yrs. old: 55.3%

Refugee population: 3,537

Urban population: 53.8%

GDP/Capita: \$8,900

Unemployment: 21.68%

Below Poverty Line: 17.4% (2015 est)

Literacy Rate: 91.5%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 102nd

Social Progress Index: 106th

Corruption Perception Index: 58th

Economic Freedom Index:

95th (mostly unfree)

Good Country Index: 90th

Media Freedom Index: 24th

Internet Penetration: 51%

Mobile Connections: 113%

Social Media Penetration: 33%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 6th

Niger



\$807,475

PD Spending FY 2021

\$675,000

DP (.7) FY 2021

\$132,475

Supplemental

Demographics & Literacy

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

Population: 26,083,660

Below 24 yrs. old: 69.2%

Refugee population: 245,449

Urban population: 16.9%

GDP/Capita: \$1,200

Unemployment: 0.75%

Below Poverty Line: 40.8% (2018 est)

Literacy Rate: 35.0%

Avg. Years of Education:

7 (2017) (M), 6 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 117th

Social Progress Index: 162nd

Corruption Perception Index: 124th

Economic Freedom Index:

121st (mostly unfree)

Good Country Index: 143rd

Media Freedom Index: 59th

Internet Penetration: 15%

Mobile Connections: 48%

Social Media Penetration: 3%

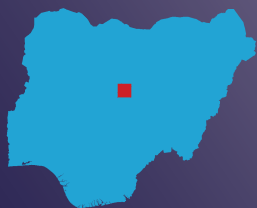
Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 138th



Nigeria



Demographics & Literacy

Geographical Area (sq. km.): 910,768
 Population: 216,746,934
 Below 24 yrs. old: 62.8%
 Refugee population: 71,362
 Urban population: 53.4%
 GDP/Capita: \$4,900
 Unemployment: 9.79%
 Below Poverty Line: 40.1% (2018 est)
 Literacy Rate: 62.0%
 Avg. Years of Education:
 9 (2011) (M), 8 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: 75th
 Social Progress Index: 138th
 Corruption Perception Index: 154th
 Economic Freedom Index:
 124th (mostly unfree)
 Good Country Index: 140th
 Media Freedom Index: 120th
 Internet Penetration: 51%
 Mobile Connections: 83%
 Social Media Penetration: 16%
 Most Used SNS: YouTube
 Global Soft Power: 69th
 Gender Inequality: 139th

\$4,715,077
 PD Spending FY 2021

\$4,100,000
 DP (.7) FY 2021

\$615,077
 Supplemental

Republic of the Congo



Demographics & Literacy

Geographical Area (sq. km.): 341,500
 Population: 5,797,805
 Below 24 yrs. old: 60.0%
 Refugee population: 38,421
 Urban population: 68.7%
 GDP/Capita: \$3,400
 Unemployment: 23.01%
 Below Poverty Line: 40.9% (2011 est)
 Literacy Rate: 74.6%
 Avg. Years of Education:
 11 (2012) (M), 11 (2012) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 147th
 Corruption Perception Index: 162nd
 Economic Freedom Index:
 155th (repressed)
 Good Country Index: 146th
 Media Freedom Index: 118th
 Internet Penetration: 26%
 Mobile Connections: 106%
 Social Media Penetration: 16%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

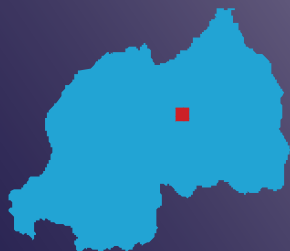
\$364,825
 PD Spending FY 2021

\$321,100
 DP (.7) FY 2021

\$43,725
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Rwanda



Demographics & Literacy

Geographical Area (sq. km.): 24,668
 Population: 13,600,464
 Below 24 yrs. old: 58.4%
 Refugee population: 122,806
 Urban population: 17.8%
 GDP/Capita: \$2,100
 Unemployment: 1.61%
 Below Poverty Line: 38.2% (2016 est)
 Literacy Rate: 73.2%
 Avg. Years of Education:
 11 (2019) (M), 11 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 95th
 Social Progress Index: 137th
 Corruption Perception Index: 52nd
 Economic Freedom Index:
 105th (mostly unfree)
 Good Country Index: 71st
 Media Freedom Index: 156th
 Internet Penetration: 27%
 Mobile Connections: 79%
 Social Media Penetration: 7%
 Most Used SNS: Facebook
 Global Soft Power: 74th
 Gender Inequality: 7th

\$540,750
 PD Spending FY 2021

\$540,200
 DP (.7) FY 2021

\$550
 Supplemental

Senegal



Demographics & Literacy

Geographical Area (sq. km.): 192,530
 Population: 17,653,671
 Below 24 yrs. old: 61.7%
 Refugee population: 14,505
 Urban population: 49.1%
 GDP/Capita: \$3,300
 Unemployment: 3.72%
 Below Poverty Line: 46.7% (2011 est)
 Literacy Rate: 51.9%
 Avg. Years of Education:
 8 (2020) (M), 9 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 100th
 Social Progress Index: 111th
 Corruption Perception Index: 73rd
 Economic Freedom Index:
 88th (moderately free)
 Good Country Index: 122nd
 Media Freedom Index: 49th
 Internet Penetration: 46%
 Mobile Connections: 116%
 Social Media Penetration: 23%
 Most Used SNS: Facebook
 Global Soft Power: 110th
 Gender Inequality: 104th

\$1,1148,915
 PD Spending FY 2021

\$997,200
 DP (.7) FY 2021

\$151,715
 Supplemental



Sierra Leone



\$560,590

PD Spending FY 2021

\$237,200

DP (.7) FY 2021

\$323,390

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 71,620

Population: 8,306,436

Below 24 yrs. old: 60.1%

Refugee population: 342

Urban population: 43.8%

GDP/Capita: \$1,600

Unemployment: 5.33%

Below Poverty Line: 56.8% (2018 est)

Literacy Rate: 43.2%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 116th

Social Progress Index: 136th

Corruption Perception Index: 115th

Economic Freedom Index:

140th (mostly unfree)

Good Country Index: 124th

Media Freedom Index: 75th

Internet Penetration: 33%

Mobile Connections: 113%

Social Media Penetration: 12%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 121st

Somalia



\$289,100

PD Spending FY 2021

\$288,800

DP (.7) FY 2021

\$300

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 627,337

Population: 16,841,795

Below 24 yrs. old: 66.8%

Refugee population: 11,959

Urban population: 47.3%

GDP/Capita: \$800

Unemployment: 19.86%

Below Poverty Line: N/A

Literacy Rate: 37.8%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 164th

Corruption Perception Index: 178th

Economic Freedom Index: N/A

Good Country Index: N/A

Media Freedom Index: 161st

Internet Penetration: 14%

Mobile Connections: 47%

Social Media Penetration: 14%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: N/A

Map Key: ■ Embassy ▲ Consulate

South Africa



\$4,850,000

PD Spending FY 2021

\$2,930,000

DP (.7) FY 2021

\$1,920,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,214,470

Population: 60,756,135

Below 24 yrs. old: 44.9%

Refugee population: 76,729

Urban population: 68.3%

GDP/Capita: \$11,500

Unemployment: 33.56%

Below Poverty Line: 55.5% (2014 est)

Literacy Rate: 95.0%

Avg. Years of Education:

13 (2019) (M), 14 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 47th

Social Progress Index: 80th

Corruption Perception Index: 70th

Economic Freedom Index:

112th (mostly unfree)

Good Country Index: 44th

Media Freedom Index: 32nd

Internet Penetration: 69%

Mobile Connections: 180%

Social Media Penetration: 47%

Most Used SNS: YouTube

Global Soft Power: 34th

Gender Inequality: 18th

South Sudan



\$462,864

PD Spending FY 2021

\$295,100

DP (.7) FY 2021

\$167,764

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): N/A

Population: 11,618,511

Below 24 yrs. old: 61.1%

Refugee population: 320,879

Urban population: 20.9%

GDP/Capita: \$1,600

Unemployment: 13.91%

Below Poverty Line: 76.4% (2016 est)

Literacy Rate: 34.5%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 168th

Corruption Perception Index: 180th

Economic Freedom Index: N/A

Good Country Index: N/A

Media Freedom Index: 139th

Internet Penetration: 11%

Mobile Connections: 29%

Social Media Penetration: 5%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: N/A



Sudan



Demographics & Literacy

Geographical Area (sq. km.): 1,731,671
 Population: 45,992,020
 Below 24 yrs. old: 59.5%
 Refugee population: 1,068,339
 Urban population: 36.0%
 GDP/Capita: \$4,000
 Unemployment: 19.81%
 Below Poverty Line: 46.5% (2009 est)
 Literacy Rate: 60.7% (2009 est)
 Avg. Years of Education:
 8 (2015) (M), 7 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: 106th
 Social Progress Index: 155th
 Corruption Perception Index: 164th
 Economic Freedom Index:
 174th (repressed)
 Good Country Index: 165th
 Media Freedom Index: 159th
 Internet Penetration: 31%
 Mobile Connections: 79%
 Social Media Penetration: -
 Most Used SNS: N/A
 Global Soft Power: 119th
 Gender Inequality: N/A

\$840,323

PD Spending FY 2021

\$837,200

DP (.7) FY 2021

\$3,123

Supplemental

Tanzania



Demographics & Literacy

Geographical Area (sq. km.): 885,800
 Population: 63,298,550
 Below 24 yrs. old: 62.9%
 Refugee population: 202,635
 Urban population: 36.7%
 GDP/Capita: \$2,600
 Unemployment: 2.65%
 Below Poverty Line: 26.4% (2017 est)
 Literacy Rate: 77.9%
 Avg. Years of Education:
 9 (2020) (M), 9 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 98th
 Social Progress Index: 126th
 Corruption Perception Index: 87th
 Economic Freedom Index:
 93rd (mostly unfree)
 Good Country Index: 85th
 Media Freedom Index: 124th
 Internet Penetration: 25%
 Mobile Connections: 87%
 Social Media Penetration: 10%
 Most Used SNS: Facebook
 Global Soft Power: 101st
 Gender Inequality: 82nd

\$1,207,644

PD Spending FY 2021

\$774,300

DP (.7) FY 2021

\$433,344

Supplemental

Map Key: ■ Embassy ▲ Consulate

Togo



Demographics & Literacy

Geographical Area (sq. km.): 54,385
 Population: 8,680,837
 Below 24 yrs. old: 60.0%
 Refugee population: 10,831
 Urban population: 43.9%
 GDP/Capita: \$2,100
 Unemployment: 4.00%
 Below Poverty Line: 55.1% (2015 est)
 Literacy Rate: 66.5%
 Avg. Years of Education:
 14 (2017) (M), 12 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 133rd
 Corruption Perception Index: 128th
 Economic Freedom Index:
 104th (mostly unfree)
 Good Country Index: 95th
 Media Freedom Index: 74th
 Internet Penetration: 26%
 Mobile Connections: 90%
 Social Media Penetration: 12%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 105th

\$704,749

PD Spending FY 2021

\$699,639

DP (.7) FY 2021

\$5,110

Supplemental

Uganda



Demographics & Literacy

Geographical Area (sq. km.): 197,100
 Population: 48,432,863
 Below 24 yrs. old: 66.1%
 Refugee population: 1,475,311
 Urban population: 26.2%
 GDP/Capita: \$2,200
 Unemployment: 2.94%
 Below Poverty Line: 21.4% (2016 est)
 Literacy Rate: 76.5%
 Avg. Years of Education:
 10 (2011) (M), 10 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: 93rd
 Social Progress Index: 140th
 Corruption Perception Index: 144th
 Economic Freedom Index:
 127th (mostly unfree)
 Good Country Index: 73rd
 Media Freedom Index: 125th
 Internet Penetration: 30%
 Mobile Connections: 58%
 Social Media Penetration: 6%
 Most Used SNS: Facebook
 Global Soft Power: 115th
 Gender Inequality: 66th

\$863,700

PD Spending FY 2021

\$756,900

DP (.7) FY 2021

\$106,800

Supplemental



Zambia



Demographics & Literacy

Geographical Area (sq. km.): 743,398
 Population: 19,470,234
 Below 24 yrs. old: 64.4%
 Refugee population: 70,837
 Urban population: 45.8%
 GDP/Capita: \$3,300
 Unemployment: 13.03%
 Below Poverty Line: 54.4% (2015 est)
 Literacy Rate: 86.7%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 101st
 Social Progress Index: 135th
 Corruption Perception Index: 122nd
 Economic Freedom Index:
 154th (repressed)
 Good Country Index: 81st
 Media Freedom Index: 115th
 Internet Penetration: 29%
 Mobile Connections: 92%
 Social Media Penetration: 16%
 Most Used SNS: Facebook
 Global Soft Power: 107th
 Gender Inequality: 56th

\$800,683

PD Spending FY 2021

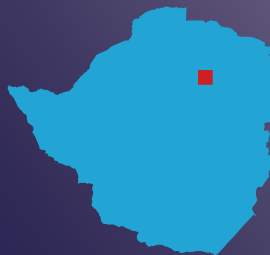
\$760,400

DP (.7) FY 2021

\$40,283

Supplemental

Zimbabwe



Demographics & Literacy

Geographical Area (sq. km.): 386,847
 Population: 15,331,428
 Below 24 yrs. old: 61.4%
 Refugee population: 9,467
 Urban population: 32.4%
 GDP/Capita: \$2,700
 Unemployment: 5.17%
 Below Poverty Line: 38.3% (2019 est)
 Literacy Rate: 88.7%
 Avg. Years of Education:
 12 (2013) (M), 11 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: 105th
 Social Progress Index: 134th
 Corruption Perception Index: 157th
 Economic Freedom Index:
 173rd (repressed)
 Good Country Index: 86th
 Media Freedom Index: 130th
 Internet Penetration: 31%
 Mobile Connections: 90%
 Social Media Penetration: 11%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 47th

\$1,666,297

PD Spending FY 2021

\$1,520,000

DP (.7) FY 2021

\$146,297

Supplemental

Map Key: ■ Embassy ▲ Consulate

Africa Regional Services



\$4,000,000

PD Spending FY 2021

\$2,640,000

DP (.7) FY 2021

\$1,360,000

Supplemental



Women's History Month Celebrations Hosted by
PAS Vientiane



U.S. PUBLIC DIPLOMACY IN EAST ASIA AND THE PACIFIC





BUREAU OF EAST ASIAN AND PACIFIC AFFAIRS (EAP)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$55.69 million	\$54.28 million	\$50.10 million	\$50.90 million	\$56.70 million
American Salaries	\$19.97 million	\$21.54 million	\$20.10 million	\$22.50 million	\$23.70 million
Supplemental	\$6.63 million	\$5.46 million	\$3.80 million	\$8.40 million	\$3.30 million
BBG/USAGM	\$68.49 million	\$62.89 million	\$66.28 million	\$70.04 million	-
Total	\$150.78 million	\$144.17 million	\$140.28 million	\$151.84 million	\$83.70 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 and the Pacific Island states

In February 2022, the White House announced its new *Indo-Pacific Strategy*, which lays out a vision for an Indo-Pacific region that is free and open, connected, prosperous, secure, and resilient. The United States is committed to being mindful of national values and interests as it engages partner nations in pursuing these goals. EAP 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 administration's *Interim National Security Strategic Guidance* of March 2021 notes that the People's Republic of China (PRC) is the only competitor potentially capable of combining its economic, diplomatic, military, and technological power to mount a sustained challenge to a stable and open international system. 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, undermine U.S. business interests, 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 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. EAP public diplomacy programs build on strong people-to-people ties, deeply rooted in trust and personal relationships, to engage governments, opinion leaders, media, and civil society in support of mutually beneficial goals. Given the challenge of operating during a global pandemic, EAP posts and offices have continued developing innovative programs which leveraged technology to further USG objectives with online-enabled programs while continuing to engage actively across the region.

U.S. FOREIGN POLICY GOALS

Consistent with the Indo-Pacific Strategy and Interim National Security Strategic Guidance the EAP Bureau's foreign policy priorities include:

- Revitalizing ties with allies and partners.
- Prevailing in the strategic competition with China.
- Reducing the threat posed by North Korea's nuclear and missile programs.
- Supporting inclusive economic policies that benefit all Americans.
- Promoting democracy and human rights.
- Addressing global priorities, particularly combating COVID-19 and the climate crisis.

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:

- Advance a free and open Indo-Pacific
- Build connections within and beyond the region.
- Drive Indo-Pacific prosperity.
- Bolster Indo-Pacific security.
- Build regional resilience to 21st century transnational threats.



Advance a free and open 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. Over the past year, EAP public diplomacy programs promoted freedom of press, the rule of law, and the importance of the democratic process and strong civil society organizations and highlighted state and private actor disinformation activities throughout the region. Working closely with the Department of States'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, misinformation, and propaganda. Public diplomacy directed to the Pacific Island nations has emerged as a priority, supported by an increase in the number of Public Affairs personnel assigned to the region as well as an uptick in programming and senior official visits

Embassy Beijing hosted a virtual Mission-wide program, "Media and Politics - The President's First 100 Days," in which U.S.-based reporters from NBC and Fox News spoke with 50 journalism students and professional exchange alumni from across China about the importance of transparency, neutrality, and building trust with viewers.

Embassy Dili supported the Press Council of Timor-Leste in conducting a fact-checking training program for 250 university students. The event underscored the U.S. commitment to countering dangerous misinformation and disinformation.

Embassy Rangoon published a video statement calling on the Burmese junta to respect the dignity and basic human rights of all detainees amidst the regime's ongoing arrest and abuse of pro-democracy activists and human rights defenders. The video statement included photos of well-known Burmese human rights defenders.

Build connections within and beyond the region

With a focus on the United States' five EAP treaty allies and many partners, EAP public diplomacy communicates the role of the United States in building collective capacity within and beyond the region to deal with shared challenges. In 2021, EAP Missions organized and participated in public events to emphasize the crucial role of alliances and partnerships and people-to-people ties in the Indo-Pacific region.

Embassy Canberra hosted a panel with representatives from other Quad member countries (Japan, Australia, India) to reiterate the U.S. resolve to reinvigorate democracy and deepen alliances and partnerships. The panel emphasized that the Quad countries are united as free societies and can jointly address complex challenges like climate change and disinformation in cyberspace.

Embassy Tokyo helped convene a virtual meeting between two USG exchange program alumni associations, the International Exchange Alumni Association of Japan (IEAAJ) and the Korea-U.S. Vision Association (KUVA). Participants shared their current challenges in alumni engagement, how they are trying to solve these problems, and worked out a joint engagement plan for the coming six months.

Mission Singapore partnered with the Pacific Forum to host a session of the U.S.-Singapore Indo-Pacific Conversation Series highlighting Southeast Asia's increasing importance in the evolving geopolitical, economic, and security architecture of the Indo-Pacific. Experts stressed the value that many in the region place on U.S. leadership and discussed the role the United States can play in 21st-century ASEAN and Southeast Asia.

Drive Indo-Pacific prosperity

EAP public diplomacy programs advancing prosperity emphasize the importance of entrepreneurship and the role of private investment in improving livelihoods and highlight U.S. cooperation with partners to develop sustainable infrastructure that connects the region and promotes lasting growth. In 2021, EAP public diplomacy utilized the Academy for Women Entrepreneurs and partnered with local and international businesses and organizations to develop programs to empower women, inspire youth, and encourage innovation.

The *American Institute in Taiwan* organized three comprehensive online workshops with the Academy for Women Entrepreneurs. Throughout the program, speakers from e-commerce platforms such as Facebook, Shopify, and LinkedIn shared their experience with the participants on issues including business-to-customer (B2C) and business-to-business (B2B).

Mission New Zealand launched the Academy for Women Entrepreneurs for 20 women in Bora Bora and French Polynesia (the first-ever PD program in French Polynesia). The program included an online course from the University of Arizona teaching women to develop business plans and training from successful established businesses in the U.S. and Tahiti.

The *Beijing American Center* hosted an off-the-record event with HerValue, a non-profit organization dedicated to women in finance. Twenty-five women working in the finance and asset management industry discussed changing market conditions in greater China and potential implications for the finance and asset management industry. Many women shared their personal experiences and participants networked after the event.

Bolster Indo-Pacific Security

EAP public diplomacy activities in the security realm include promoting regional cooperation and highlighting common interests such as free and open navigation, maritime domain awareness, humanitarian relief and disaster management, and peacekeeping operations. In 2021, EAP public diplomacy programs engaged key audiences on topics such as maritime issues in the South China Sea, the Australia—United Kingdom—United States trilateral partnership, the U.S. military presence in Japan, and cybersecurity.

Embassy Manila engaged in a series of activities to address maritime issues in the Philippine Seas and the South China Sea and send a clear message that the U.S. remains committed to peace and stability in the South China Sea. An op-ed titled "Exploring Philippines Seas Today, for the Generations of Tomorrow" discussed marine debris and illegal, unreported, and unregulated fishing, and underscored the necessity of cooperation to tackle these problems. In collaboration with Pacific Forum, the Embassy hosted a webinar in which U.S. and Philippine experts discussed the promotion of a rules-based order in the South China Sea.

Mission Australia engaged future leaders of Australia with several outreach events to provide insights on the AUKUS trilateral partnership,



including discussions with students from the University of New South Wales Commerce Student Society and the Monash International Affairs Society.

The *Consulate General in Osaka-Kobe* organized a virtual event to connect USFJ servicemembers with Ambassador's Youth Council of ConGen Osaka-Kobe, an initiative to cultivate ties with future Japanese youth leaders. Nearly all students reported that this was the first time they had "met" a U.S. military member and that the exchange was a rare opportunity that left a positive image of the U.S. bases and helped to balance the often-negative headlines generated by occasional incidents and accidents.

Build resilience to 21st Century Transnational Threats

Throughout 2021, EAP public diplomacy efforts tackled two key global challenges: the climate crisis and the COVID-19 pandemic. Programs highlighted U.S. leadership on both organizing actions to limit the worst effects of the climate crisis and beating the COVID-19 pandemic by donating safe and effective vaccines and building health capacity.

Consulate Ho Chi Minh City opened a public health photo exhibition at the Fulbright University in Vietnam titled "Outbreak: Epidemics in a Connected World" to bring to light how infectious diseases can spread from wildlife to people and endanger the lives of communities. A subsequent panel discussion focused on ways to prevent future pandemics with Vietnamese and U.S. experts on public health and economics.

The *Mission Federated States of Micronesia (FSM)* hosts a weekly radio show which attracted high-profile guests like the Japanese Ambassador to the FSM, who used the platform to express his admiration for the United States' vaccination efforts in Micronesia. This radio show routinely highlights the United States' ongoing efforts to address global challenges including public health security and environmental issues.

Embassy Bangkok launched "The Mekong - U.S. Partnership Heroes Series," a video campaign that showcases prominent local leaders from Vietnam, Thailand, Cambodia, Laos, and Myanmar who work to better the livelihood and environment of the Mekong region. This campaign, which reached a wide audience, reinforced the U.S. commitment to promoting the sustainability of the Mekong River, and to improving river governance and water data sharing.

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 to assure that the United States remains an important 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 155,000 youth across the region, and there are more than 6,000 alumni of YSEALI programs, many of whom have already assumed leadership roles in government, academia, business, and civil society.

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. 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. During a recent initiative, fourteen teams received grants of up to \$10,000 each to lead community projects across 10 different Pacific countries. YP participants displayed the successes of their projects to the public in a virtual showcase reaching 1,255 people across Pacific nations.

Celebrating and Strengthening Bilateral Relationships

Embassy Singapore organized a year-long "USSG55" campaign in celebration of the 55th anniversary of U.S.-Singapore diplomatic relations. The campaign included educational activities such as an interactive photo exhibition, food diplomacy activities, and a symposium series in partnership with a major academic institution. The campaign highlights the scope and depth of U.S.-Singapore relations, advancing public perception in Singapore that the U.S. is a vital partner.

Embassy Kuala Lumpur launched the Anti-Trafficking Capacity Building for Impact program in July 2021. The 18-month program aimed to develop a stronger network of civil society organizations and support the government's implementation of its National Action Plan on Anti-Trafficking in Persons through training workshops, consultations, and public awareness campaigns. Such activities showcase the U.S. resolve to advance security, prosperity, and fundamental human rights around the world, and to lead and improve collective efforts to address human trafficking.

Mission Mongolia opened a new American Corner in Darkhan, Mongolia's second largest city, a mixed manufacturing and agricultural center located near the Mongolian-Russian border. The Darkhan American Corner, the fifth American Space in Mongolia, completes a chain of spaces along the trans-Mongolian corridor through which most China-Mongolia-Russia trade travels, allowing post to expand U.S. programming in an area particularly susceptible to Russian and Chinese influence, provide accurate information about the United States and American culture and values, support English-language learning, and promote student mobility to the United States in a historically underserved region of the country.



Mission Japan Pride Event.



EAP public diplomacy promotes diversity and inclusion through engagement with key audiences, including sustained engagement with individuals from marginalized racial and ethnic groups and other underserved communities globally. Program highlights include:

PAS Vientiane and USAID organized a panel discussion for Women’s History Month in which four women leading local NGOs and significant development projects spoke frankly about the issues facing women in Laos. Their organizations work to promote human rights, in various fields, including strengthening disability rights, combating human trafficking, and facilitating girls’ education. The leader

highlighted women’s self-esteem, patience, and leadership skills as keys to success in advocating for gender inclusivity.

In celebration of Asian American and Pacific Islander Heritage Month, *PAS Hong Kong* and the Asia Society presented two screenings of the musical “Allegiance” about the internment of Japanese Americans during WWII. The musical was inspired by the experience of George Takei, an actor famous for his role in *Star Trek* and a vocal advocate for social justice. Each screening was followed by a discussion with cast members, including Takei, and centered around past and present Asian American experiences and the importance of a diverse and inclusive society.

ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH: Allegiance Musical Screening

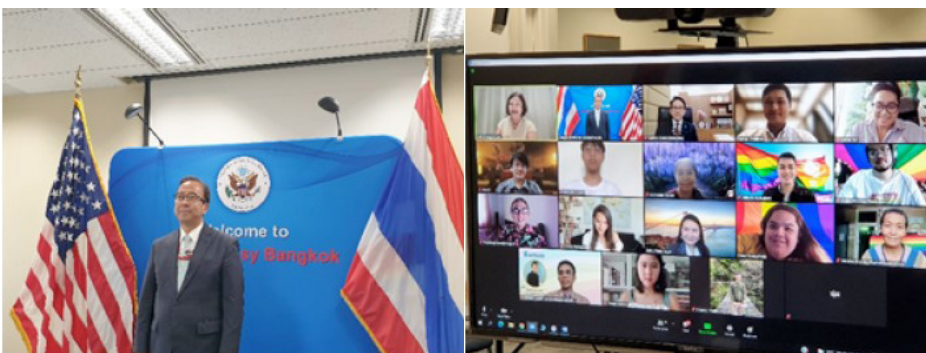
PANEL 1: 28 MAY	PANEL 2: 31 MAY	TIME: 5:30 PM TO 8:30 PM
 GEORGE TAKEI	 TELLY LEUNG	 LEA SALONGA

VENUE: JOCKEY CLUB HALL
ASIA SOCIETY HONG KONG CENTER

Scan to Register
#allegiancehk
#allegiancehk
#allegiancehk

FEE: ASHK MEMBER \$100
NON-MEMBER \$150

Mission Japan Pride Event.

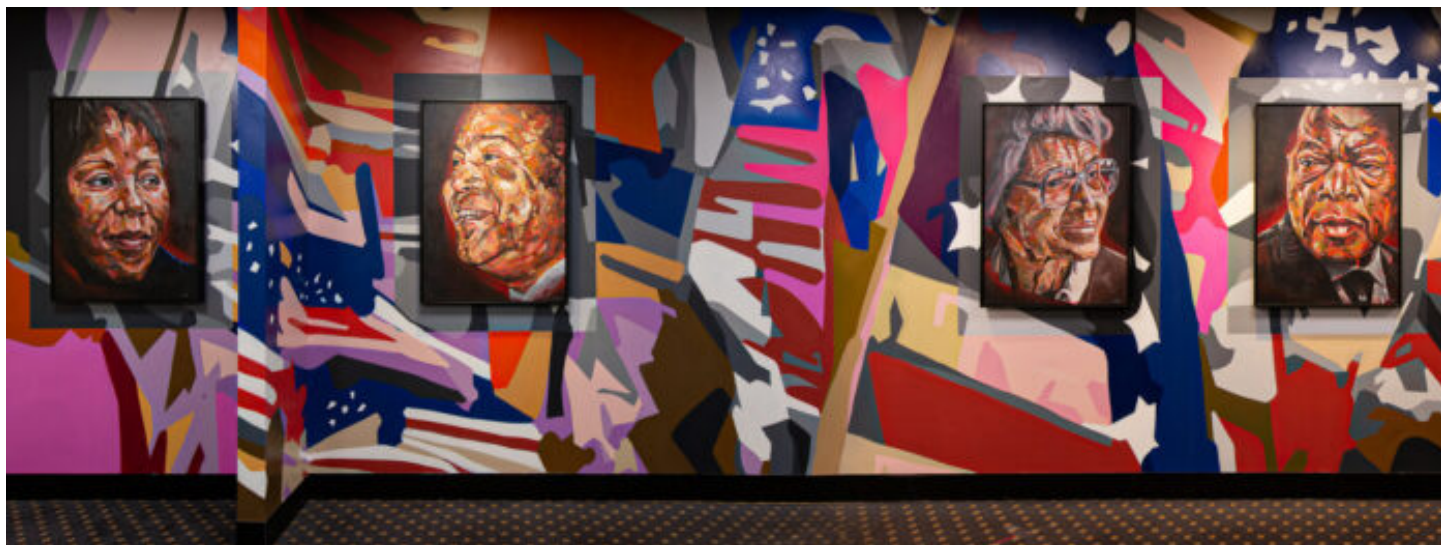


Education USA Bangkok LGBTQIA+ series.

EducationUSA Bangkok hosted a series of three virtual events designed to demystify the LGBTQIA+ experience at U.S. universities. Faculty and alumni from the Association of Thai Students in America (ATSA) shared details about campus programming and outreach, LGBTQ Centers, and support from campus counseling centers. Presenters spoke candidly about issues that directly affect the LGBTQIA+ community. In addition, Embassy speakers explained the intricacies of English pronouns for an audience whose native language doesn’t differentiate between He and She.



In recognition of Black History Month, *Consulate General Melbourne* rededicated its consular waiting room as the “Hall of Heroes,” where commissioned portraits of American civil rights leaders Ruby Bridges, James Farmer, Rosa Parks, and John Lewis are on permanent display. The consulate first unveiled the portraits, created by acclaimed Melbourne artist Matt Thompson, at a separate Black History Month “Pop-Up Exhibition” for 100 Indigenous community leaders, government officials, cultural contacts, students, and young professionals.



Consulate Melbourne Hall of Heroes. [Courtesy of State Magazine]



FY 2021 EAP PD SPENDING RANKED BY POST

		FY 2018		FY 2019		FY 2020		FY 2021	
	Country Name	D&CP (.7)	Supplemental	D&CP (.7)	Supplemental	D&CP (.7)	Supplemental	D&CP (.7)	Supplemental
1	China	\$7.91 million	\$61,465	\$8.09 million	\$15,970	\$6.50 million	\$0	\$8.41 million	\$1.30 million
2	Japan*	\$9.36 million	\$88,000	\$9.09 million	\$527,888	\$9.15 million	\$0	\$7.97 million	\$400,000
3	Indonesia	\$6.62 million	\$678,396	\$4.96 million	\$314,011	\$5.23 million	\$0	\$5.38 million	\$1.05 million
4	Korea	\$4.55 million	\$218,000	\$4.26 million	\$177,861	\$4.50 million	\$0	\$4.43 million	\$320,000
5	Australia	\$3.46 million	\$350,000	\$2.87 million	\$36,982	\$4.22 million	-	\$3.64 million	\$0
6	Thailand	\$1.91 million	\$747,087	\$1.88 million	\$655,800	\$2.34 million	\$200,000	\$1.95 million	\$231,000
7	Malaysia	\$1.77 million	\$117,610	\$1.7 million	\$495,617	\$1.80 million	\$399,617	\$1.90 million	\$320,000
8	Vietnam	\$1.55 million	\$1.01 million	\$1.5 million	\$447,026	\$2.72 million	\$250,000	\$1.84 million	\$1.05 million
9	Hong Kong (China)	\$1.66 million	\$0	\$1.41 million	\$149,925	\$1.52 million	\$0	\$1.80 million	\$225,000
10	Philippines	\$1.85 million	\$521,000	\$1.61 million	\$250,119	\$1.74 million	\$208,000	\$1.78 million	\$330,000
11	New Zealand	\$1.39 million	\$0	\$1.37 million	\$6,738	\$1.40 million	\$250,000	\$1.63 million	\$1.41 million
12	Singapore	\$1.23 million	\$501,000	\$1.28 million	\$800,323	\$1.42 million	\$0	\$1.50 million	\$0
13	Burma	\$975,818	\$296,194	\$1.04 million	\$574,689	\$1.12 million	\$149,276	\$1.15 million	\$0
14	Cambodia	\$642,492	\$614,914	\$616,639	\$361,755	\$1.28 million	-	\$674,220	\$162,591
15	Laos	\$450,739	\$238,646	\$473,097	\$157,125	\$493,829	\$0	\$621,951	\$79,000
16	Fiji, Kiribati, Nauru, Tonga, Tuvalu	\$681,335	\$27,448	\$479,734	\$17,767	\$499,378	\$0	\$535,743	\$0
17	Mongolia	\$451,875	\$197,038	\$406,734	\$145,368	\$796,347	\$0	\$497,385	\$0
18	Papua New Guinea, Solomon Islands, Vanuatu	\$346,670	\$161,900	\$340,811	\$157,880	\$379,408	\$0	\$378,682	\$70,000
19	Brunei	\$273,998	\$0	\$291,690	\$4,428	\$305,372	\$0	\$330,449	\$172,500
20	Timor-Leste	\$241,448	\$24,938	\$243,132	\$21,500	\$262,308	\$120,000	\$266,379	\$50,550
21	Marshall Islands	\$72,594	\$0	\$65,753	\$400	\$1.62 million	\$500,000	\$117,892	\$25,000
22	Samoa	\$115,693	\$1,400	\$89,303	\$13,900	\$94,365	\$0	\$97,328	\$0
23	Micronesia	\$94,409	\$379,688	\$85,563	\$41,500	\$362,644	\$0	\$64,138	\$0



U.S. PUBLIC DIPLOMACY IN EAST ASIA AND THE PACIFIC





Australia



Demographics & Literacy

Geographical Area (sq. km.): 7,682,300
 Population: 26,068,792
 Below 24 yrs. old: 31.4%
 Refugee population: 56,229
 Urban population: 86.5%
 GDP/Capita: \$48,700
 Unemployment: 5.11%
 Below Poverty Line: 11.8% (2020 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 21 (2019) (M), 22 (2019) (F)

Social & Media Indicators

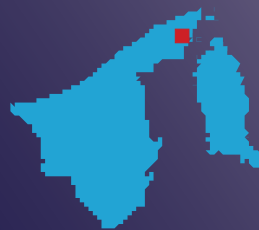
Inclusive Internet Index: 4th
 Social Progress Index: 11th
 Corruption Perception Index: 18th
 Economic Freedom Index:
 12th (mostly free)
 Good Country Index: 18th
 Media Freedom Index: 25th
 Internet Penetration: 91%
 Mobile Connections: 123%
 Social Media Penetration: 83%
 Most Used SNS: YouTube
 Global Soft Power: 13th
 Gender Inequality: 53rd

\$3,641,197
 PD Spending FY 2021

\$3,641,197
 DP (.7) FY 2021

\$0
 Supplemental

Brunei Darrusalam



Demographics & Literacy

Geographical Area (sq. km.): 5,265
 Population: N/A
 Below 24 yrs. old: 36.8%
 Refugee population: N/A
 Urban population: 78.9%
 GDP/Capita: \$62,200
 Unemployment: N/A
 Below Poverty Line: N/A
 Literacy Rate: 97.2%
 Avg. Years of Education:
 14 (2020) (M), 14 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index:
 62nd (moderately free)
 Good Country Index: 111th
 Media Freedom Index: 154th
 Internet Penetration: 95%
 Mobile Connections: 129%
 Social Media Penetration: 116%
 Most Used SNS: Instagram
 Global Soft Power: N/A
 Gender Inequality: 111th

\$502,949
 PD Spending FY 2021

\$330,449
 DP (.7) FY 2021

\$172,500
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Burma



Demographics & Literacy

Geographical Area (sq. km.): 653,508
 Population: 55,227,143
 Below 24 yrs. old: 42.6%
 Refugee population: 0
 Urban population: 31.8%
 GDP/Capita: \$4,500
 Unemployment: 2.17%
 Below Poverty Line: 24.8% (2017 est)
 Literacy Rate: 89.1%
 Avg. Years of Education:
 10 (2018) (M), 11 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 80th
 Social Progress Index: 117th
 Corruption Perception Index: 140th
 Economic Freedom Index:
 149th (repressed)
 Good Country Index: 137th
 Media Freedom Index: 140th
 Internet Penetration: 46%
 Mobile Connections: 134%
 Social Media Penetration: 38%
 Most Used SNS: Facebook
 Global Soft Power: 108th
 Gender Inequality: 109th

\$1,145,424
 PD Spending FY 2021

\$1,145,424
 DP (.7) FY 2021

\$0
 Supplemental

Cambodia



Demographics & Literacy

Geographical Area (sq. km.): 176,515
 Population: 17,168,639
 Below 24 yrs. old: 47.8%
 Refugee population: 32
 Urban population: 25.1%
 GDP/Capita: \$4,200
 Unemployment: 0.61%
 Below Poverty Line: 16.5% (2016 est)
 Literacy Rate: 80.5%
 Avg. Years of Education:
 11 (N/A) (M), 10 (N/A) (F)

Social & Media Indicators

Inclusive Internet Index: 83rd
 Social Progress Index: 128th
 Corruption Perception Index: 157th
 Economic Freedom Index:
 106th (mostly unfree)
 Good Country Index: 135th
 Media Freedom Index: 144th
 Internet Penetration: 79%
 Mobile Connections: 130%
 Social Media Penetration: 74%
 Most Used SNS: Facebook
 Global Soft Power: 100th
 Gender Inequality: 103rd

\$836,811
 PD Spending FY 2021

\$674,220
 DP (.7) FY 2021

\$162,591
 Supplemental



China



\$9,693,851

PD Spending FY 2021

\$8,413,962

DP (.7) FY 2021

\$1,279,889

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 9,326,410

Population: 1,448,471,400

Below 24 yrs. old: 29.0%

Refugee population: 303,430

Urban population: 63.6%

GDP/Capita: \$13,400

Unemployment: 4.82%

Below Poverty Line: 0.6% (2019 est)

Literacy Rate: 96.8%

Avg. Years of Education:

14 (2015) (M), 14 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: 39th

Social Progress Index: 100th

Corruption Perception Index: 66th

Economic Freedom Index:

158th (repressed)

Good Country Index: 69th

Media Freedom Index: 177th

Internet Penetration: 71%

Mobile Connections: 113%

Social Media Penetration: 68%

Most Used SNS: N/A

Global Soft Power: 4th

Gender Inequality: 104th

Fiji

Post also oversees programs in Kiribatu, Nauru, Tonga & Tuvalu.

Country profile demographics and social indicators are for the primary country.



\$535,743

PD Spending FY 2021

\$535,743

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 18,274

Population: 909,466

Below 24 yrs. old: 45.0%

Refugee population: 13

Urban population: 58.2%

GDP/Capita: \$11,000

Unemployment: 5.24%

Below Poverty Line: 29.9% (2019 est)

Literacy Rate: 99.1%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: 81st

Corruption Perception Index: 45th

Economic Freedom Index:

111th (mostly unfree)

Good Country Index: 88th

Media Freedom Index: 55th

Internet Penetration: 75%

Mobile Connections: 45%

Social Media Penetration: 72%

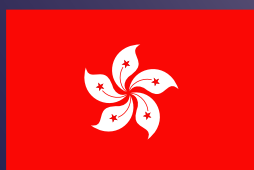
Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 113th

Map Key: ■ Embassy ▲ Consulate

Hong Kong (China)



\$2,028,932

PD Spending FY 2021

\$1,803,932

DP (.7) FY 2021

\$225,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,073

Population: 7,604,299

Below 24 yrs. old: 21.3%

Refugee population: N/A

Urban population: 100.0%

GDP/Capita: \$56,200

Unemployment: 5.32%

Below Poverty Line: 19.9% (2016 est)

Literacy Rate: 93.5%

Avg. Years of Education:

17 (2020) (M), 18 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 5th

Social Progress Index: N/A

Corruption Perception Index: 12th

Economic Freedom Index: N/A

Good Country Index: N/A

Media Freedom Index: 80th

Internet Penetration: 93%

Mobile Connections: 182%

Social Media Penetration: 89%

Most Used SNS: YouTube

Global Soft Power: N/A

Gender Inequality: N/A

Indonesia



\$6,430,886

PD Spending FY 2021

\$5,380,886

DP (.7) FY 2021

\$1,050,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,811,569

Population: 279,134,505

Below 24 yrs. old: 42.0%

Refugee population: 10,076

Urban population: 57.9%

GDP/Capita: \$11,400

Unemployment: 4.41%

Below Poverty Line: 9.4% (2019 est)

Literacy Rate: 96.0%

Avg. Years of Education:

14 (2018) (M), 14 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 66th

Social Progress Index: 94th

Corruption Perception Index: 96th

Economic Freedom Index:

63rd (moderately free)

Good Country Index: 83rd

Media Freedom Index: 113th

Internet Penetration: 74%

Mobile Connections: 134%

Social Media Penetration: 69%

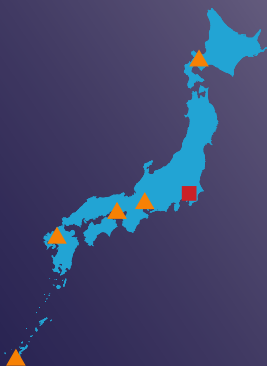
Most Used SNS: YouTube

Global Soft Power: 47th

Gender Inequality: 99th



Japan



Demographics & Literacy

Geographical Area (sq. km.): 364,485
 Population: 125,584,838
 Below 24 yrs. old: 21.4%
 Refugee population: 1,132
 Urban population: 92.0%
 GDP/Capita: \$41,400 (2019 est)
 Unemployment: 2.80%
 Below Poverty Line: 16.1% (2013 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 15 (2018) (M), 15 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 14th
 Social Progress Index: 9th
 Corruption Perception Index: 18th
 Economic Freedom Index:
 35th (moderately free)
 Good Country Index: 34th
 Media Freedom Index: 67th
 Internet Penetration: 94%
 Mobile Connections: 161%
 Social Media Penetration: 82%
 Most Used SNS: YouTube
 Global Soft Power: 5th
 Gender Inequality: 119th

\$8,372,449

PD Spending FY 2021

\$7,972,449

DP (.7) FY 2021

\$400,000

Supplemental

Laos



Demographics & Literacy

Geographical Area (sq. km.): 230,800
 Population: 7,481,023
 Below 24 yrs. old: 50.0%
 Refugee population: N/A
 Urban population: 37.6%
 GDP/Capita: \$7,800
 Unemployment: 1.26%
 Below Poverty Line: 18.3% (2018 est)
 Literacy Rate: 84.7%
 Avg. Years of Education:
 10 (2020) (M), 10 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 88th
 Social Progress Index: 145th
 Corruption Perception Index: 128th
 Economic Freedom Index:
 151st (repressed)
 Good Country Index: 158th
 Media Freedom Index: 172nd
 Internet Penetration: 52%
 Mobile Connections: 80%
 Social Media Penetration: 52%
 Most Used SNS: Facebook
 Global Soft Power: 106th
 Gender Inequality: 37th

\$700,951

PD Spending FY 2021

\$621,951

DP (.7) FY 2021

\$79,000

Supplemental

Map Key: ■ Embassy ▲ Consulate

Malaysia



Demographics & Literacy

Geographical Area (sq. km.): 328,657
 Population: 33,181,072
 Below 24 yrs. old: 39.4%
 Refugee population: 131,101
 Urban population: 78.2%
 GDP/Capita: \$26,400
 Unemployment: 4.61%
 Below Poverty Line: 5.6% (2018 est)
 Literacy Rate: 95.0%
 Avg. Years of Education:
 13 (2019) (M), 14 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 42nd
 Social Progress Index: 51st
 Corruption Perception Index: 62nd
 Economic Freedom Index:
 42nd (moderately free)
 Good Country Index: 48th
 Media Freedom Index: 119th
 Internet Penetration: 90%
 Mobile Connections: 128%
 Social Media Penetration: 92%
 Most Used SNS: YouTube
 Global Soft Power: 39th
 Gender Inequality: 112th

\$2,213,775

PD Spending FY 2021

\$1,893,775

DP (.7) FY 2021

\$320,000

Supplemental

Marshall Islands



Demographics & Literacy

Geographical Area (sq. km.): 181
 Population: 60,057
 Below 24 yrs. old: 50.7%
 Refugee population: N/A
 Urban population: 78.5%
 GDP/Capita: \$4,000 (2019 est)
 Unemployment: N/A
 Below Poverty Line: N/A
 Literacy Rate: 98.3%
 Avg. Years of Education:
 10 (2019) (M), 10 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index: N/A
 Good Country Index: N/A
 Media Freedom Index: N/A
 Internet Penetration: 39%
 Mobile Connections: 13%
 Social Media Penetration: 41%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$142,892

PD Spending FY 2021

\$117,892

DP (.7) FY 2021

\$25,000

Supplemental



Micronesia



Demographics & Literacy

Geographical Area (sq. km.): 702
 Population: 117,489
 Below 24 yrs. old: 50.2%
 Refugee population: N/A
 Urban population: 23.3%
 GDP/Capita: \$3,500 (2019 est)
 Unemployment: N/A
 Below Poverty Line: 41.2% (2013 est)
 Literacy Rate: 89.0%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index:
 82nd (moderately free)
 Good Country Index: N/A
 Media Freedom Index: N/A
 Internet Penetration: 36%
 Mobile Connections: 24%
 Social Media Penetration: 40%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$64,138
 PD Spending FY 2021

\$64,138
 DP (.7) FY 2021

\$0
 Supplemental

Mongolia



Demographics & Literacy

Geographical Area (sq. km.): 1,553,556
 Population: 3,378,078
 Below 24 yrs. old: 44.8%
 Refugee population: 0
 Urban population: 69.0%
 GDP/Capita: \$11,500
 Unemployment: 7.08%
 Below Poverty Line: 28.4% (2018 est)
 Literacy Rate: 99.2%
 Avg. Years of Education:
 14 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 64th
 Social Progress Index: 79th
 Corruption Perception Index: 110th
 Economic Freedom Index:
 66th (moderately free)
 Good Country Index: 106th
 Media Freedom Index: 68th
 Internet Penetration: 65%
 Mobile Connections: 138%
 Social Media Penetration: 85%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 69th

\$497,385
 PD Spending FY 2021

\$497,385
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

New Zealand



Demographics & Literacy

Geographical Area (sq. km.): 264,537
 Population: 4,898,203
 Below 24 yrs. old: 32.0%
 Refugee population: 1,785
 Urban population: 86.9%
 GDP/Capita: \$42,400
 Unemployment: 4.12%
 Below Poverty Line: N/A
 Literacy Rate: 99.0%
 Avg. Years of Education:
 20 (2019) (M), 21 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 6th
 Social Progress Index: 12th
 Corruption Perception Index: 1st
 Economic Freedom Index:
 4th (free)
 Good Country Index: 19th
 Media Freedom Index: 8th
 Internet Penetration: 95%
 Mobile Connections: 132%
 Social Media Penetration: 90%
 Most Used SNS: YouTube
 Global Soft Power: 21st
 Gender Inequality: 4th

\$3,034,728
 PD Spending FY 2021

\$1,629,728
 DP (.7) FY 2021

\$1,405,000
 Supplemental

Palau



Demographics & Literacy

Geographical Area (sq. km.): 459
 Population: 18,233
 Below 24 yrs. old: 32.6%
 Refugee population: N/A
 Urban population: 81.9%
 GDP/Capita: \$17,600 (2019 est)
 Unemployment: N/A
 Below Poverty Line: 24.9% (2006 est)
 Literacy Rate: 96.6%
 Avg. Years of Education:
 16 (2013) (M), 17 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index: N/A
 Good Country Index: N/A
 Media Freedom Index: N/A
 Internet Penetration: 48%
 Mobile Connections: 152%
 Social Media Penetration: 99%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$67,089
 PD Spending FY 2021

\$61,089
 DP (.7) FY 2021

\$6,000
 Supplemental



Papua New Guinea

Post also oversees programs in the Solomon Islands & Vanuatu.

Country profile demographics and social indicators are for the primary country.



\$448,682

PD Spending FY 2021

\$378,682

DP (.7) FY 2021

\$70,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 452,860

Population: 9,292,169

Below 24 yrs. old: 54.1%

Refugee population: 11,862

Urban population: 13.6%

GDP/Capita: \$4,100

Unemployment: 2.75%

Below Poverty Line: 37% (2002 est)

Literacy Rate: 61.6%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 104th

Social Progress Index: 156th

Corruption Perception Index: 124th

Economic Freedom Index: N/A

Good Country Index: 154th

Media Freedom Index: 47th

Internet Penetration: 18%

Mobile Connections: 36%

Social Media Penetration: 12%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: 139th

Philippines



\$2,111,944

PD Spending FY 2021

\$1,781,944

DP (.7) FY 2021

\$330,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 298,170

Population: 112,508,994

Below 24 yrs. old: 47.6%

Refugee population: 794

Urban population: 48.0%

GDP/Capita: \$8,000

Unemployment: 2.41%

Below Poverty Line: 16.7% (2018 est)

Literacy Rate: 96.3%

Avg. Years of Education:

13 (2017) (M), 13 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 68th

Social Progress Index: 97th

Corruption Perception Index: 117th

Economic Freedom Index:

80th (moderately free)

Good Country Index: 87th

Media Freedom Index: 138th

Internet Penetration: 68%

Mobile Connections: 140%

Social Media Penetration: 83%

Most Used SNS: Facebook

Global Soft Power: 60th

Gender Inequality: 17th

Map Key: ■ Embassy ▲ Consulate

Samoa



\$97,328

PD Spending FY 2021

\$97,328

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 2,821

Population: 202,239

Below 24 yrs. old: 54.9%

Refugee population: N/A

Urban population: 17.6%

GDP/Capita: \$6,300

Unemployment: 9.84%

Below Poverty Line: 20.3% (2013 est)

Literacy Rate: 99.1%

Avg. Years of Education:

N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A

Social Progress Index: N/A

Corruption Perception Index: N/A

Economic Freedom Index:

40th (moderately free)

Good Country Index: 126th

Media Freedom Index: 21st

Internet Penetration: 34%

Mobile Connections: 74%

Social Media Penetration: 66%

Most Used SNS: Facebook

Global Soft Power: N/A

Gender Inequality: N/A

Singapore



\$1,495,358

PD Spending FY 2021

\$1,495,358

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 709

Population: 5,943,546

Below 24 yrs. old: 22.6%

Refugee population: 0

Urban population: 100.0%

GDP/Capita: \$93,400

Unemployment: 3.62%

Below Poverty Line: N/A

Literacy Rate: 97.5%

Avg. Years of Education:

16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 12th

Social Progress Index: 30th

Corruption Perception Index: 4th

Economic Freedom Index:

1st (free)

Good Country Index: 25th

Media Freedom Index: 160th

Internet Penetration: 92%

Mobile Connections: 147%

Social Media Penetration: 90%

Most Used SNS: YouTube

Global Soft Power: 20th

Gender Inequality: 58th



South Korea



Demographics & Literacy

Geographical Area (sq. km.): 96,920
 Population: 51,329,899
 Below 24 yrs. old: 22.4%
 Refugee population: 3,503
 Urban population: 81.5%
 GDP/Capita: \$42,300
 Unemployment: 3.53%
 Below Poverty Line: 14.4% (2016 est)
 Literacy Rate: 98.0%
 Avg. Years of Education:
 17 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 11th
 Social Progress Index: 17th
 Corruption Perception Index: 32nd
 Economic Freedom Index:
 19th (mostly free)
 Good Country Index: 37th
 Media Freedom Index: 42nd
 Internet Penetration: 98%
 Mobile Connections: 123%
 Social Media Penetration: 92%
 Most Used SNS: KakaoTalk
 Global Soft Power: 12th
 Gender Inequality: 101st

\$4,762,737
 PD Spending FY 2021

\$4,442,737
 DP (.7) FY 2021

\$320,000
 Supplemental

Thailand



Demographics & Literacy

Geographical Area (sq. km.): 510,890
 Population: 70,078,203
 Below 24 yrs. old: 28.7%
 Refugee population: 96,175
 Urban population: 52.8%
 GDP/Capita: \$17,300
 Unemployment: 1.42%
 Below Poverty Line: 9.9% (2018 est)
 Literacy Rate: 92.8%
 Avg. Years of Education:
 15 (2016) (M), 16 (2016) (F)

Social & Media Indicators

Inclusive Internet Index: 49th
 Social Progress Index: 71st
 Corruption Perception Index: 110th
 Economic Freedom Index:
 70th (moderately free)
 Good Country Index: 56th
 Media Freedom Index: 137th
 Internet Penetration: 78%
 Mobile Connections: 137%
 Social Media Penetration: 82%
 Most Used SNS: Facebook
 Global Soft Power: 35th
 Gender Inequality: 80th

\$2,184,815
 PD Spending FY 2021

\$1,953,815
 DP (.7) FY 2021

\$231,000
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Timor-Leste



Demographics & Literacy

Geographical Area (sq. km.): 14,874
 Population: 1,369,429
 Below 24 yrs. old: 57.6%
 Refugee population: N/A
 Urban population: 32.1%
 GDP/Capita: \$3,200
 Unemployment: 5.07%
 Below Poverty Line: 41.8% (2014 est)
 Literacy Rate: 68.1%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 114th
 Corruption Perception Index: 82nd
 Economic Freedom Index:
 164th (repressed)
 Good Country Index: 103rd
 Media Freedom Index: 71st
 Internet Penetration: 51%
 Mobile Connections: 109%
 Social Media Penetration: 32%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 64th

\$316,929
 PD Spending FY 2021

\$266,379
 DP (.7) FY 2021

\$50,550
 Supplemental

Vietnam



Demographics & Literacy

Geographical Area (sq. km.): 310,070
 Population: 98,953,541
 Below 24 yrs. old: 36.3%
 Refugee population: 0
 Urban population: 38.7%
 GDP/Capita: \$8,200
 Unemployment: 2.17%
 Below Poverty Line: 6.7% (2018 est)
 Literacy Rate: 95.8%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 58th
 Social Progress Index: 78th
 Corruption Perception Index: 87th
 Economic Freedom Index:
 84th (moderately free)
 Good Country Index: 120th
 Media Freedom Index: 175th
 Internet Penetration: 74%
 Mobile Connections: 159%
 Social Media Penetration: 79%
 Most Used SNS: Facebook
 Global Soft Power: 59th
 Gender Inequality: 87th

\$2,885,251
 PD Spending FY 2021

\$1,835,251
 DP (.7) FY 2021

\$1,050,000
 Supplemental



Teen Eco Summer School Participants
Sponsored by PAS Tbilisi



U.S. PUBLIC DIPLOMACY IN EUROPE AND EURASIA





BUREAU OF EUROPEAN AND EURASIAN AFFAIRS (EUR)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
D&CP (.7)	\$78.25 million	\$73.20 million	\$67.18 million	\$70.19 million	\$68.09 million
American Salaries	\$31.19 million	\$33.64 million	\$31.69 million	\$33.54 million	\$34.03 million
Supplemental	\$33.67 million	\$40.17 million	\$43.42 million	\$40.29 million	\$53.84 million
BBG/USAGM	\$62.84 million	\$65.85 million	\$71.02 million	\$74.10 million	-
TOTAL	\$205.95 million	\$212.86 million	\$213.31 million	\$218.12 million	\$155.96 million

U.S. public diplomacy funding in Europe amounted to approximately \$218 million in FY2021. This included \$70.19 million in D&CP .7 funds and \$40.29 million in supplemental funds, including Assistance for Europe, Eurasia, and Central Asia (AEECA) funds, of which approximately \$11.76 million supported programming in Ukraine, \$11.73 million in Russia, and \$6.57 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 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

- Deepen and strengthen the transatlantic relationship based on common democratic values and governance, respect for human rights and the rule of law, deep economic ties, and a commitment to shared prosperity and security.
- Defend against Russian malign influence, PRC economic influence and propaganda, and counter disinformation in all forms.
- Renew focus on climate change and follow-up on commitments from COP26.
- End protracted conflicts, increase ease stability, and restore sovereignty within the European space.
- Address impact of health crisis, currently related to the COVID-19 pandemic, and work with partners to prepare for future global health challenges.
- Increase trade and investment between the United States and Europe and address existing trade irritants.
- Leverage the U.S. commitment to Diversity, Equity, Inclusion, and Accessibility to highlight the true face of American diplomacy and use PD programming to engage underrepresented/underserved communities.



Deepen and strengthen the transatlantic relationship based on common democratic values and governance, respect for human rights and the rule of law, deep economic ties, and a commitment to shared prosperity and security.

Recognizing that the United States is more secure both militarily and economically when it maintains durable and dependable transatlantic relationships, EUR continued to invest public diplomacy resources in FY 21 into programs that deepened transatlantic ties. For example, *Embassy Tbilisi* partnered with the Georgian Foundation for Strategic and International Studies (GFSIS) to address the need among the NGO and public sector to enhance public policy debate on national security issues impacting the region. As a result, GFSIS launched an 11-month National Security and Public Policy program that included training to instruct policy experts, public servants, and non-government analysts in modern national security and public policy analysis methods. The project's overall goal is to build a national security community in Georgia through training and policy research to stimulate a broader understanding of national security and cultivate a culture of strategic thinking and a joint interagency effort to tackle the country's security challenges.

Defend against Russian malign influence, PRC economic influence and propaganda, and counter disinformation in all forms.

Throughout 2021, 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.

Throughout 2021, the outward-facing **propaganda organs of the Chinese Communist Party** and state have sought to display its oppressive domestic rule as just and economically advantageous, to blame problems on foreign powers, and to portray 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.

In addition to awarding numerous grants to implementing partners to address Russian and PRC 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. People-to-people exchanges focused on the creation of a positive narrative about the United States.

Other EUR/PPD efforts to counter Russian and PRC 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 PRC propaganda, including multilateral institutions, allied governments, and non-governmental organizations.

Renew focus on climate change and follow-up on commitments from COP26.

Throughout FY21, EUR focused on the reassertion of U.S. leadership on climate change and follow-up on commitments made during COP26 and related events held in Europe throughout the year. As the United States and the EU raise ambitions to reach net-zero emissions by the middle of the century, the two world powers will need a whole of society, whole of economy approach in their quest for climate solutions, involving the private sector and citizens in this effort. In 2021, *Embassy USEU* collaborated with think tank Friends of Europe to connect inspiring voices on both sides of the Atlantic for conversations on the power of local innovations in the fight against climate change. Building on the Embassy's previous programs, "European Young Leaders Program" and "Debating Europe," the transatlantic climate dialogues aim to inspire citizens to act and amplify local climate solutions and develop a more citizen-focused narrative on climate cooperation between the two world powers.

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 representative examples of regional and single-country programs:

Strategic Communications (StratComm) Unit: Established shortly after the 2014 Russian Invasion of Ukraine, StratComm was created to drive EUR's efforts to counter Russian disinformation. In 2019, this focus broadened to include initiatives aimed at countering PRC propaganda. Working together with 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 countering Russian malign influence, including disinformation, aligning interagency interests and resources with priority lines of effort. Major StratComm initiatives in 2021 included the implementation of a pilot program designed to sow the seeds of doubt regarding Russian and PRC 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.

Empowering U.S. Government Alumni Networks to Promote Democratic Values: *Embassy Belgrade* leveraged its existing network of over 2,500 Serbian alumni of U.S. exchange programs to support their ideas, initiative, and enthusiasm to promote social democratic development, tolerance, and respect for human rights through the Embassy's Alumni Small Grants program. In 2021, alumnus Neven Obradovic and his team developed a curriculum for university to students to strengthen their knowledge and capacity of gender sensitivity reporting in communications technology and new media. The curriculum development addresses the need to educate aspiring journalists on non-discriminatory gender reporting in the early stages of their career and supports U.S. foreign policy goals for advancing gender equity across the country.

Promoting Youth Entrepreneurship and Innovation: *Embassy Paris* created "Start US Up" in 2014 to support new entrepreneurs and reinforce the leadership skills and networks needed to succeed as an entrepreneur. The program aims to provide youth with activities that build the



hard skills an entrepreneur needs and sports activities that help build self-confidence, teamwork, and leadership skills. The 2022 program will include gatherings of the Start US Up alumni club and English classes for the participants to learn how to pitch their entrepreneurial projects in an international environment. The 2024 and 2028 Olympic Games will respectively take place in Paris and Los Angeles. The cooperation agreement between the two cities aims at fostering a transatlantic dialogue and best practice exchanges on four major themes related to the Olympics' legacy: sports and innovation, solidarity and inclusion, events, and sustainable development. Start US Up will select projects linked to the above-identified Paris Olympics themes and prepare them to apply to ESS 2024, an incubator launched by Paris 2024 to assist startups involved in the Olympics legacy.

Building Multi-Platform Resiliency and Exposing False Narratives: *Embassy Riga* collaborated with Latvian Television (LTV) and the British Embassy to fund studio elements of a new multimedia platform to foster disinformation resilience and innovative public service content production for local minority audiences in Latvia. Launched in September 2021, LTV's public service content seeks to expand fact-based, reliable information in local minority languages using a variety of modern and digital-first formats such as social media. The overall mission of the new multimedia platform is to offer unique, credible, locally produced public interest content in appealing designs that promote critical thinking and a sense of belonging and support for democratic values and Latvia's transatlantic allyship among minority audiences. Moreover, the project will help LTV reach significant and growing segments within minority language audiences and engage these segments in the Latvian information space.





U.S. Speaker Aisha Bowe interviewed on CNN Turk.



In 2021, EUR's Public Diplomacy Diversity, Equity, Inclusion, and Accessibility working group created a DEIA Messaging Playbook for the region, emphasized the importance of including DEIA in PD strategic planning. At the same time, EUR/PPD encouraged posts to consider DEIA across all programs and initiatives. Some highlights include the following initiatives:

To commemorate International Holocaust Remembrance Day and combat Holocaust distortion through educational and cultural programs, *Embassy Vilnius* hosted two screenings and follow-on discussion of "Nana," a documentary film about the life of Holocaust survivor Maryla Michalowski-Dyamant.

To celebrate Black History Month, the *American Center in Moscow* reached over 24,200 Russians via live speaking engagements with American experts, concerts, and small group chats. *Embassy Lisbon* held a series of events including a speaker program with the Smithsonian, a youth author's reading, a film discussion, Arts Envoy Step Afrika!, and an HBCU event. *Embassy London* hosted a transatlantic roundtable on Black Equity, Wealth Creation, and Inequality Risk, featuring a panel of visiting U.S. Members of Congress, UK Members of Parliament, and UK and U.S. academics.

To celebrate the 30th anniversary of Americans with Disabilities Act, raise disability awareness, and encourage greater societal inclusion, *Embassy Prague* hosted Arts Envoy Tony Memmel, a Nashville-based singer-songwriter, guitarist, and disability activist. Thousands viewed the virtual concert and millions viewed local TV coverage. A follow-on program with Czech students highlighted the progress made in the United States and the Czech Republic to make both societies more inclusive.

To celebrate Women's History Month, *Embassy London* hosted a moderated conversation with pioneering French American film actress Leslie Caron and Syrian activist and documentary filmmaker Waad al-Kateab, followed an event focused on the achievements of women in the arts and gender equality and equity co-hosted by the Academy of Motion Picture Arts and Sciences. *Embassy Ankara* hosted former NASA engineer Aisha Bowe for a lecture series which promoted entrepreneurship, science and technology cooperation, and women's participation in STEM.



FY 2021 EUR PD SPENDING RANKED BY POST

		FY 2018		FY 2019		FY 2020		FY 2021	
	Country Name	D&CP	Supplemental	D&CP	Supplemental	D&CP	Supplemental	D&CP	Supplemental
1	Ukraine	\$2.46 million	\$6.566 million	\$2.91 million	\$10.1 million	\$2.24 million	\$8.10 million	\$2.61 million	\$9.15 million
2	Russia	\$5.12 million	\$6.326 million	\$4.99 million	\$6.78 million	\$5.28 million	\$6.90 million	\$5.23 million	\$6.50 million
3	Germany	\$6.44 million	\$150,320	\$5.86 million	\$0	\$5.50 million	\$0	\$6.57 million	-
4	Georgia	\$1.26 million	\$3.44 million	\$1.32 million	\$3.37 million	\$1.59 million	\$3.77 million	\$1.08 million	\$4.12 million
5	Bosnia and Herzegovina	\$1.40 million	\$3.30 million	\$1.63 million	\$3.51 million	\$1.10 million	\$3.15 million	\$1.45 million	\$3.03 million
6	Serbia	\$1.45 million	\$2.50 million	\$1.30 million	\$2.48 million	\$1.62 million	\$2.60 million	\$1.21 million	\$2.66 million
7	France and Monaco	\$3.93 million	\$0	\$3.70 million	\$0	\$3.58 million	\$0	\$3.84 million	-
8	Italy and San Marino	\$3.67 million	\$39,070	\$3.48 million	\$0	\$3.22 million	\$0	\$3.53 million	-
9	Armenia	\$805,200	\$1.60 million	\$858,500	\$1.62 million	\$760,300	\$1.88 million	\$926,300	\$2.55 million
10	Turkey	\$3.05 million	\$0	\$2.86 million	\$0	\$3.41 million	\$200,000	\$3.05 million	-
11	Albania	\$661,500	\$1.29 million	\$719,700	\$2.41 million	\$1.41 million	\$2.40 million	\$648,600	\$2.37 million
12	Kosovo	\$672,100	\$1.80 million	\$590,500	\$1.70 million	\$545,400	\$2.42 million	\$694,100	\$2.31 million
13	Moldova	\$617,500	\$3.83 million	\$1.08 million	\$4.16 million	\$607,900	\$3.90 million	\$920,200	\$4.00 million
14	Spain and Andorra	\$2.88 million	\$56,350	\$2.63 million	\$0	\$2.81 million	\$0	\$2.74 million	-
15	United Kingdom	\$2.41 million	\$0	\$2.26 million	\$0	\$2.39 million	\$0	\$2.69 million	-
16	Poland	\$2.54 million	\$293,600	\$2.12 million	\$0	\$1.99 million	\$0	\$2.07 million	\$400,000
17	North Macedonia	\$909,100	\$1.32 million	\$860,000	\$1.07 million	\$874,200	\$1.57 million	\$756,500	\$1.27 million
18	Belgium	\$1.82 million	\$0	\$1.70 million	\$0	\$1.80 million	\$0	\$1.94 million	-
19	Montenegro	\$393,200	\$1.24 million	\$367,800	\$1.0 million	\$405,100	\$1.25 million	\$356,400	\$1.43 million
20	Azerbaijan	\$1.02 million	\$796,140	\$1.02 million	\$777,000	\$968,500	\$777,000	\$1.04 million	\$727,000
21	Austria	\$1.87 million	\$0	\$1.98 million	\$0	\$1.61 million	\$0	\$1.72 million	-
22	Greece	\$1.98 million	\$148,060	\$1.73 million	\$0	\$1.78 million	\$0	\$1.71 million	-
23	Czech Republic	\$1.67 million	\$38,380	\$1.47 million	\$0	\$1.41 million	\$0	\$1.48 million	\$200,000
24	Belarus	\$728,300	\$622,645	\$743,100	\$655,000	\$729,600	\$730,000	\$776,300	\$780,000
25	Romania	\$1.28 million	\$69,860	\$1.79 million	\$506,250	\$1.05 million	\$0	\$1.36 million	-



	Country Name	FY 2018		FY 2019		FY 2020		FY 2021	
		D&CP	Supplemental	D&CP	Supplemental	D&CP	Supplemental	D&CP	Supplemental
26	Bulgaria	\$1.11 million	\$10,535	\$914,300	\$0	\$950,800	\$0	\$985,900	\$350,000
27	Slovakia	\$1.25 million	\$0	\$1.18 million	\$0	\$1.17 million	\$0	\$1.21 million	\$100,000
28	Hungary	\$935,800	\$42,860	\$890,600	\$0	\$928,000	\$0	\$1.01 million	\$200,000
29	Netherlands	\$1.27 million	\$0	\$1.35 million	\$0	\$1.22 million	\$0	\$1.29 million	-
30	Croatia	\$1.38 million	\$65,610	\$1.16 million	\$0	\$1.14 million	\$0	\$1.19 million	-
31	European Union	\$1.01 million	\$67,600	\$951,300	\$0	\$987,000	\$0	\$1.06 million	-
32	Denmark	\$819,300	\$0	\$879,300	\$0	\$989,000	\$1.8 million	\$1.05 million	-
33	Finland	\$897,800	\$12,990	\$871,200	\$0	\$901,600	\$0	\$994,300	-
34	Sweden	\$932,800	\$0	\$898,100	\$0	\$941,200	\$0	\$934,000	-
35	NATO	\$856,300	\$0	\$822,700	\$0	\$854,900	\$0	\$921,700	-
36	Slovenia	\$766,800	\$0	\$687,100	\$0	\$692,600	\$0	\$732,500	\$150,000
37	Portugal	\$989,300	\$117,295	\$1.17 million	\$0	\$824,400	\$0	\$853,500	-
38	Norway	\$819,000	\$0	\$755,200	\$0	\$750,800	\$0	\$837,900	-
39	Estonia	\$780,600	\$65,615	\$908,200	\$0	\$664,800	\$0	\$724,500	-
40	Latvia	\$710,100	\$30,015	\$792,800	\$0	\$677,500	\$0	\$714,000	-
41	Lithuania	\$652,700	\$37,440	\$748,000	\$0	\$748,700	\$0	\$673,000	-
42	Cyprus	\$697,500	\$34,630	\$628,700	\$0	\$635,300	\$0	\$649,500	-
43	Switzerland and Liechtenstein	\$642,500	\$0	\$559,000	\$0	\$627,100	\$0	\$608,500	-
44	Ireland	\$630,700	\$0	\$477,000	\$0	\$518,300	\$0	\$581,100	-
45	Iceland	\$515,800	\$0	\$471,900	\$0	\$452,700	\$0	\$531,200	-
46	OSCE	\$391,900	\$0	\$325,500	\$0	\$365,600	\$0	\$390,700	-
47	Luxembourg	\$394,500	\$0	\$310,200	\$0	\$349,700	\$0	\$378,300	-
48	Malta	\$150,500	\$0	\$144,600	\$0	\$145,800	\$0	\$174,200	-
49	Holy See	\$123,900	\$0	\$109,200	\$0	\$115,200	\$0	\$109,600	-

Accounting for supplemental funding [AEECA, Ambassadors Fund for Cultural Preservation, Economic Support Fund (ESF), Overseas Contingency Operations (OCO), the President's Emergency Plan for AIDS Relief (PEPFAR), and PA/IIP grants to post] changed in FY 2016 owing to new guidance from the Undersecretary for Public Diplomacy and Public Affairs (R) requiring Public Diplomacy Sections to no longer manage grants for programs not directly related to Public Diplomacy. This change resulted in a more accurate accounting of how much supplemental funding contributes to U.S. Public Diplomacy programs.



U.S. PUBLIC DIPLOMACY IN EUROPE AND EURASIA





Albania



Demographics & Literacy

Geographical Area (sq. km.): 27,398
 Population: 2,866,374
 Below 24 yrs. old: 30.7%
 Refugee population: 107
 Urban population: 63.7%
 GDP/Capita: \$13,300
 Unemployment: 11.82%
 Below Poverty Line: 14.3% (2012 est)
 Literacy Rate: 98.1%
 Avg. Years of Education:
 14 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 56th
 Corruption Perception Index: 110th
 Economic Freedom Index:
 50th (moderately free)
 Good Country Index: 64th
 Media Freedom Index: 83rd
 Internet Penetration: 73%
 Mobile Connections: 113%
 Social Media Penetration: 66%
 Most Used SNS: Facebook & Instagram
 Global Soft Power: 104th
 Gender Inequality: 25th

\$3,018,600
 PD Spending FY 2021

\$648,600
 DP (.7) FY 2021

\$2,370,000
 Supplemental

Armenia



Demographics & Literacy

Geographical Area (sq. km.): 28,203
 Population: 2,971,966
 Below 24 yrs. old: 32.2%
 Refugee population: 45,415
 Urban population: 63.6%
 GDP/Capita: \$12,600
 Unemployment: 20.90%
 Below Poverty Line: 26.4% (2019 est)
 Literacy Rate: 99.8%
 Avg. Years of Education:
 13 (2020) (M), 14 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 55th
 Corruption Perception Index: 58th
 Economic Freedom Index:
 58th (moderately free)
 Good Country Index: 43rd
 Media Freedom Index: 63rd
 Internet Penetration: 67%
 Mobile Connections: 132%
 Social Media Penetration: 69%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 114th

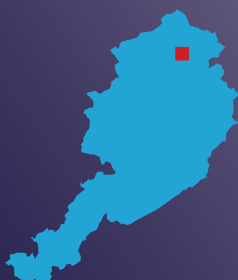
\$3,476,300
 PD Spending FY 2021

\$926,300
 DP (.7) FY 2021

\$2,550,000
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Austria



Demographics & Literacy

Geographical Area (sq. km.): 82,445
 Population: 9,066,710
 Below 24 yrs. old: 24.8%
 Refugee population: 146,025
 Urban population: 59.3%
 GDP/Capita: \$51,900
 Unemployment: 6.30%
 Below Poverty Line: 13.3% (2018 est)
 Literacy Rate: 98.0%
 Avg. Years of Education:
 16 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 27th
 Social Progress Index: 14th
 Corruption Perception Index: 13th
 Economic Freedom Index:
 22nd (mostly free)
 Good Country Index: 10th
 Media Freedom Index: 17th
 Internet Penetration: 93%
 Mobile Connections: 139%
 Social Media Penetration: 82%
 Most Used SNS: YouTube
 Global Soft Power: 27th
 Gender Inequality: 21st

\$1,720,000
 PD Spending FY 2021

\$1,720,000
 DP (.7) FY 2021

\$0
 Supplemental

Azerbaijan



Demographics & Literacy

Geographical Area (sq. km.): 82,629
 Population: 10,300,205
 Below 24 yrs. old: 36.1%
 Refugee population: 1,603
 Urban population: 57.2%
 GDP/Capita: \$13,700
 Unemployment: 6.58%
 Below Poverty Line: 4.9% (2015 est)
 Literacy Rate: 99.8%
 Avg. Years of Education:
 13 (2020) (M), 14 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 52nd
 Social Progress Index: 107th
 Corruption Perception Index: 128th
 Economic Freedom Index:
 75th (moderately free)
 Good Country Index: 98th
 Media Freedom Index: 167th
 Internet Penetration: 82%
 Mobile Connections: 117%
 Social Media Penetration: 51%
 Most Used SNS: Instagram
 Global Soft Power: 77th
 Gender Inequality: 100th

\$1,767,000
 PD Spending FY 2021

\$1,040,000
 DP (.7) FY 2021

\$727,000
 Supplemental



Belarus



Demographics & Literacy

Geographical Area (sq. km.): 202,900
 Population: 9,432,800
 Below 24 yrs. old: 26.7%
 Refugee population: 2,924
 Urban population: 80.3%
 GDP/Capita: \$19,100
 Unemployment: 4.74%
 Below Poverty Line: 5% (2019 est)
 Literacy Rate: 99.9%
 Avg. Years of Education:
 15 (2018) (M), 16 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 54th
 Corruption Perception Index: 82nd
 Economic Freedom Index:
 135th (mostly unfree)
 Good Country Index: 70th
 Media Freedom Index: 158th
 Internet Penetration: 86%
 Mobile Connections: 124%
 Social Media Penetration: 47%
 Most Used SNS: Instagram
 Global Soft Power: N/A
 Gender Inequality: 33rd

\$1,556,300
 PD Spending FY 2021

\$776,300
 DP (.7) FY 2021

\$780,000
 Supplemental

Belgium



Demographics & Literacy

Geographical Area (sq. km.): 30,278
 Population: 11,668,278
 Below 24 yrs. old: 28.2%
 Refugee population: 65,906
 Urban population: 98.2%
 GDP/Capita: \$48,200
 Unemployment: 6.42%
 Below Poverty Line: 14.8% (2018 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 19 (2019) (M), 21 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 21st
 Social Progress Index: 16th
 Corruption Perception Index: 18th
 Economic Freedom Index:
 37th (moderately free)
 Good Country Index: 7th
 Media Freedom Index: 11th
 Internet Penetration: 94%
 Mobile Connections: 99%
 Social Media Penetration: 82%
 Most Used SNS: YouTube
 Global Soft Power: 19th
 Gender Inequality: 13th

\$1,940,000
 PD Spending FY 2021

\$1,940,000
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Bosnia and Herzegovina



Demographics & Literacy

Geographical Area (sq. km.): 51,187
 Population: 3,249,317
 Below 24 yrs. old: 37.4%
 Refugee population: 416
 Urban population: 49.9%
 GDP/Capita: \$14,300
 Unemployment: 15.22%
 Below Poverty Line: 16.9% (2015 est)
 Literacy Rate: 97.0%
 Avg. Years of Education:
 14 (2014) (M), 15 (2014) (F)

Social & Media Indicators

Inclusive Internet Index: -
 Social Progress Index: 66th
 Corruption Perception Index: 110th
 Economic Freedom Index:
 68th (moderately free)
 Good Country Index: 50th
 Media Freedom Index: 58th
 Internet Penetration: 77%
 Mobile Connections: 118%
 Social Media Penetration: 63%
 Most Used SNS: Facebook
 Global Soft Power: 72nd
 Gender Inequality: 76th

\$4,480,000
 PD Spending FY 2021

\$1,450,000
 DP (.7) FY 2021

\$3,030,000
 Supplemental

Bulgaria



Demographics & Literacy

Geographical Area (sq. km.): 108,489
 Population: 6,844,597
 Below 24 yrs. old: 23.7%
 Refugee population: 21,770
 Urban population: 76.4%
 GDP/Capita: \$22,400
 Unemployment: 5.42%
 Below Poverty Line: 23.8% (2019 est)
 Literacy Rate: 98.4%
 Avg. Years of Education:
 14 (2019) (M), 14 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 37th
 Social Progress Index: 43rd
 Corruption Perception Index: 78th
 Economic Freedom Index:
 29th (mostly free)
 Good Country Index: 21st
 Media Freedom Index: 112th
 Internet Penetration: 78%
 Mobile Connections: 135%
 Social Media Penetration: 65%
 Most Used SNS: YouTube
 Global Soft Power: 62nd
 Gender Inequality: 38th

\$1,335,900
 PD Spending FY 2021

\$985,900
 DP (.7) FY 2021

\$350,000
 Supplemental



Croatia



Demographics & Literacy

Geographical Area (sq. km.): 55,974
 Population: 4,059,286
 Below 24 yrs. old: 24.7%
 Refugee population: 965
 Urban population: 58.3%
 GDP/Capita: \$26,500
 Unemployment: 8.68%
 Below Poverty Line: 18.3% (2018 est)
 Literacy Rate: 99.1%
 Avg. Years of Education:
 14 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 53rd
 Social Progress Index: 36th
 Corruption Perception Index: 63rd
 Economic Freedom Index:
 45th (moderately free)
 Good Country Index: 30th
 Media Freedom Index: 56th
 Internet Penetration: 82%
 Mobile Connections: 129%
 Social Media Penetration: 72%
 Most Used SNS: YouTube
 Global Soft Power: 43rd
 Gender Inequality: 45th

\$1,190,000
 PD Spending FY 2021

\$1,190,000
 DP (.7) FY 2021

\$0
 Supplemental

Cyprus



Demographics & Literacy

Geographical Area (sq. km.): 9,241
 Population: 1,223,387
 Below 24 yrs. old: 29.4%
 Refugee population: 15,141
 Urban population: 67.0%
 GDP/Capita: \$37,700
 Unemployment: 6.13%
 Below Poverty Line: 14.7% (2018 est)
 Literacy Rate: 98.7%
 Avg. Years of Education:
 16 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 29th
 Corruption Perception Index: 52nd
 Economic Freedom Index:
 23rd (mostly free)
 Good Country Index: 16th
 Media Freedom Index: 26th
 Internet Penetration: 91%
 Mobile Connections: 146%
 Social Media Penetration: 100%
 Most Used SNS: Facebook
 Global Soft Power: 58th
 Gender Inequality: 83rd

\$649,500
 PD Spending FY 2021

\$649,500
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Czech Republic



Demographics & Literacy

Geographical Area (sq. km.): 77,247
 Population: 10,736,784
 Below 24 yrs. old: 25.0%
 Refugee population: 2,052
 Urban population: 74.4%
 GDP/Capita: \$38,300
 Unemployment: 2.89%
 Below Poverty Line: 10.1% (2018 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 31st
 Social Progress Index: 22nd
 Corruption Perception Index: 49th
 Economic Freedom Index:
 21st (mostly free)
 Good Country Index: 28th
 Media Freedom Index: 40th
 Internet Penetration: 90%
 Mobile Connections: 139%
 Social Media Penetration: 75%
 Most Used SNS: YouTube
 Global Soft Power: 44th
 Gender Inequality: 78th

\$1,680,000
 PD Spending FY 2021

\$1,480,000
 DP (.7) FY 2021

\$200,000
 Supplemental

Denmark



Demographics & Literacy

Geographical Area (sq. km.): 42,434
 Population: 5,834,950
 Below 24 yrs. old: 28.3%
 Refugee population: 36,431
 Urban population: 88.4%
 GDP/Capita: \$55,900
 Unemployment: 4.80%
 Below Poverty Line: 12.5% (2018 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 18 (2019) (M), 19 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 9th
 Social Progress Index: 3rd
 Corruption Perception Index: 1st
 Economic Freedom Index:
 10th (mostly free)
 Good Country Index: 2nd
 Media Freedom Index: 4th
 Internet Penetration: 99%
 Mobile Connections: 153%
 Social Media Penetration: 86%
 Most Used SNS: YouTube
 Global Soft Power: 18th
 Gender Inequality: 29th

\$1,050,000
 PD Spending FY 2021

\$1,050,000
 DP (.7) FY 2021

\$0
 Supplemental



Estonia



\$724,500

PD Spending FY 2021

\$724,500

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 42,388
Population: 1,321,910
Below 24 yrs. old: 25.6%
Refugee population: 288
Urban population: 69.6%
GDP/Capita: \$35,600
Unemployment: 6.33%
Below Poverty Line: 21.7% (2018 est)
Literacy Rate: 99.9%
Avg. Years of Education:
15 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 30th
Social Progress Index: 21st
Corruption Perception Index: 13th
Economic Freedom Index:
7th (free)
Good Country Index: 22nd
Media Freedom Index: 15th
Internet Penetration: 92%
Mobile Connections: 140%
Social Media Penetration: 80%
Most Used SNS: YouTube
Global Soft Power: 91st
Gender Inequality: 46th

Finland



\$994,300

PD Spending FY 2021

\$994,300

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 303,815
Population: 5,554,960
Below 24 yrs. old: 26.5%
Refugee population: 23,746
Urban population: 85.7%
GDP/Capita: \$47,300
Unemployment: 7.53%
Below Poverty Line: 12.2% (2019 est)
Literacy Rate: 100.0%
Avg. Years of Education:
18 (2019) (M), 20 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 18th
Social Progress Index: 2nd
Corruption Perception Index: 1st
Economic Freedom Index:
9th (mostly free)
Good Country Index: 5th
Media Freedom Index: 2nd
Internet Penetration: 97%
Mobile Connections: 170%
Social Media Penetration: 86%
Most Used SNS: YouTube
Global Soft Power: 25th
Gender Inequality: 2nd

Map Key: ■ Embassy ▲ Consulate

France

Post also oversees programs in Monaco.

Country profile demographics and social indicators are for the primary country.



\$3,840,000

PD Spending FY 2021

\$3,840,000

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 549,970
Population: 65,584,518
Below 24 yrs. old: 29.1%
Refugee population: 457,153
Urban population: 81.5%
GDP/Capita: \$42,000
Unemployment: 8.06%
Below Poverty Line: 13.6% (2018 est)
Literacy Rate: 99.0%
Avg. Years of Education:
15 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 6th
Social Progress Index: 19th
Corruption Perception Index: 22nd
Economic Freedom Index:
52nd (moderately free)
Good Country Index: 9th
Media Freedom Index: 34th
Internet Penetration: 93%
Mobile Connections: 108%
Social Media Penetration: 81%
Most Used SNS: YouTube
Global Soft Power: 6th
Gender Inequality: 16th

Georgia



\$5,200,000

PD Spending FY 2021

\$1,080,000

DP (.7) FY 2021

\$4,120,000

Supplemental

Demographics & Literacy

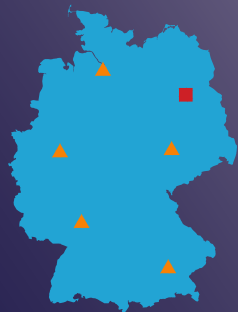
Geographical Area (sq. km.): 69,700
Population: 3,968,738
Below 24 yrs. old: 31.3%
Refugee population: 1,795
Urban population: 60.3%
GDP/Capita: \$14,100
Unemployment: 10.66%
Below Poverty Line: 19.5% (2019 est)
Literacy Rate: 99.6%
Avg. Years of Education:
15 (2020) (M), 16 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: -
Social Progress Index: 49th
Corruption Perception Index: 45th
Economic Freedom Index:
26th (mostly free)
Good Country Index: 51st
Media Freedom Index: 60th
Internet Penetration: 73%
Mobile Connections: 145%
Social Media Penetration: 85%
Most Used SNS: Facebook
Global Soft Power: 57th
Gender Inequality: 49th



Germany



Demographics & Literacy

Geographical Area (sq. km.): 348,672
 Population: 83,883,596
 Below 24 yrs. old: 24.2%
 Refugee population: 1,235,160
 Urban population: 77.6%
 GDP/Capita: \$50,900
 Unemployment: 3.54%
 Below Poverty Line: 14.8% (2018 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 17 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 25th
 Social Progress Index: 10th
 Corruption Perception Index: 10th
 Economic Freedom Index:
 16th (mostly free)
 Good Country Index: 3rd
 Media Freedom Index: 13th
 Internet Penetration: 93%
 Mobile Connections: 141%
 Social Media Penetration: 87%
 Most Used SNS: YouTube
 Global Soft Power: 3rd
 Gender Inequality: 11th

\$6,570,000
 PD Spending FY 2021

\$6,570,000
 DP (.7) FY 2021

\$0
 Supplemental

Greece



Demographics & Literacy

Geographical Area (sq. km.): 130,647
 Population: 10,316,637
 Below 24 yrs. old: 23.4%
 Refugee population: 112,022
 Urban population: 80.4%
 GDP/Capita: \$27,300
 Unemployment: 14.80%
 Below Poverty Line: 17.9% (2018 est)
 Literacy Rate: 97.9%
 Avg. Years of Education:
 20 (2019) (M), 20 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 38th
 Social Progress Index: 31st
 Corruption Perception Index: 58th
 Economic Freedom Index:
 77th (moderately free)
 Good Country Index: 36th
 Media Freedom Index: 70th
 Internet Penetration: 83%
 Mobile Connections: 145%
 Social Media Penetration: 72%
 Most Used SNS: YouTube
 Global Soft Power: 33rd
 Gender Inequality: 98th

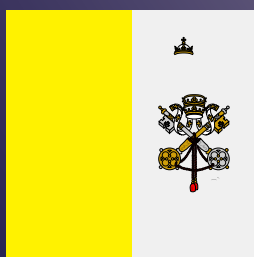
\$1,710,000
 PD Spending FY 2021

\$1,710,000
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Holy See



Demographics & Literacy

Geographical Area (sq. km.): 0.44
 Population: 799
 Below 24 yrs. old: N/A
 Refugee population: N/A
 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: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index: N/A
 Good Country Index: N/A
 Media Freedom Index: N/A
 Internet Penetration: N/A
 Mobile Connections: N/A
 Social Media Penetration: N/A
 Most Used SNS: N/A
 Global Soft Power: N/A
 Gender Inequality: N/A

\$109,600
 PD Spending FY 2021

\$109,600
 DP (.7) FY 2021

\$0
 Supplemental

Hungary



Demographics & Literacy

Geographical Area (sq. km.): 89,608
 Population: 9,606,259
 Below 24 yrs. old: 24.7%
 Refugee population: 5,736
 Urban population: 72.6%
 GDP/Capita: \$31,000
 Unemployment: 4.12%
 Below Poverty Line: 12.3% (2018 est)
 Literacy Rate: 99.1%
 Avg. Years of Education:
 12 (2019) (M), 14 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 40th
 Social Progress Index: 42nd
 Corruption Perception Index: 73rd
 Economic Freedom Index:
 48th (moderately free)
 Good Country Index: 23rd
 Media Freedom Index: 92nd
 Internet Penetration: 89%
 Mobile Connections: 118%
 Social Media Penetration: 76%
 Most Used SNS: YouTube
 Global Soft Power: 45th
 Gender Inequality: 99th

\$1,210,000
 PD Spending FY 2021

\$1,010,000
 DP (.7) FY 2021

\$200,000
 Supplemental



Iceland



Demographics & Literacy

Geographical Area (sq. km.): 100,250
 Population: 345,393
 Below 24 yrs. old: 31.7%
 Refugee population: 1,535
 Urban population: 94.0%
 GDP/Capita: \$52,300
 Unemployment: 5.40%
 Below Poverty Line: 8.8% (2017 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 18 (2019) (M), 20 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 4th
 Corruption Perception Index: 13th
 Economic Freedom Index:
 13th (mostly free)
 Good Country Index: 20th
 Media Freedom Index: 16th
 Internet Penetration: 99%
 Mobile Connections: 139%
 Social Media Penetration: 97%
 Most Used SNS: LinkedIn
 Global Soft Power: 37th
 Gender Inequality: 1st

\$531,200

PD Spending FY 2021

\$531,200

DP (.7) FY 2021

\$0

Supplemental

Ireland



Demographics & Literacy

Geographical Area (sq. km.): 68,883
 Population: 5,020,199
 Below 24 yrs. old: 32.7%
 Refugee population: 9,421
 Urban population: 64.2%
 GDP/Capita: \$89,700
 Unemployment: 6.63%
 Below Poverty Line: 13.1% (2018 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 19 (2019) (M), 19 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 23rd
 Social Progress Index: 13th
 Corruption Perception Index: 13th
 Economic Freedom Index:
 3rd (free)
 Good Country Index: 8th
 Media Freedom Index: 12th
 Internet Penetration: 99%
 Mobile Connections: 98%
 Social Media Penetration: 79%
 Most Used SNS: YouTube
 Global Soft Power: 30th
 Gender Inequality: 9th

\$581,100

PD Spending FY 2021

\$581,100

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

Italy

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: 60,262,770
 Below 24 yrs. old: 22.3%
 Refugee population: 134,499
 Urban population: 71.7%
 GDP/Capita: \$39,000
 Unemployment: 9.83%
 Below Poverty Line: 20.1% (2018 est)
 Literacy Rate: 99.2%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 14th
 Social Progress Index: 23rd
 Corruption Perception Index: 42nd
 Economic Freedom Index:
 57th (moderately free)
 Good Country Index: 24th
 Media Freedom Index: 41st
 Internet Penetration: 85%
 Mobile Connections: 130%
 Social Media Penetration: 72%
 Most Used SNS: YouTube
 Global Soft Power: 10th
 Gender Inequality: 63rd

\$3,530,000

PD Spending FY 2021

\$3,530,000

DP (.7) FY 2021

\$0

Supplemental

Kosovo



Demographics & Literacy

Geographical Area (sq. km.): 10,887
 Population: 1,802,250
 Below 24 yrs. old: 39.8%
 Refugee population: N/A
 Urban population: 50.0%
 GDP/Capita: \$10,800
 Unemployment: N/A
 Below Poverty Line: 17.6% (2015 est)
 Literacy Rate: 91.9%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: 87th
 Economic Freedom Index:
 86th (moderately free)
 Good Country Index: N/A
 Media Freedom Index: 78th
 Internet Penetration: 97%
 Mobile Connections: 115%
 Social Media Penetration: 59%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$3,004,100

PD Spending FY 2021

\$694,100

DP (.7) FY 2021

\$2,310,000

Supplemental



Latvia



Demographics & Literacy

Geographical Area (sq. km.): 62,249
 Population: 1,848,837
 Below 24 yrs. old: 25.3%
 Refugee population: 678
 Urban population: 68.5%
 GDP/Capita: \$29,900
 Unemployment: 7.60%
 Below Poverty Line: 22.9% (2018 est)
 Literacy Rate: 99.9%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 32nd
 Social Progress Index: 34th
 Corruption Perception Index: 36th
 Economic Freedom Index:
 18th (mostly free)
 Good Country Index: 35th
 Media Freedom Index: 22nd
 Internet Penetration: 92%
 Mobile Connections: 142%
 Social Media Penetration: 78%
 Most Used SNS: YouTube
 Global Soft Power: 99th
 Gender Inequality: 20th

\$714,000

PD Spending FY 2021

\$714,000

DP (.7) FY 2021

\$0

Supplemental

Lithuania



Demographics & Literacy

Geographical Area (sq. km.): 62,680
 Population: 2,661,708
 Below 24 yrs. old: 24.5%
 Refugee population: 1,880
 Urban population: 68.5%
 GDP/Capita: \$36,700
 Unemployment: 7.90%
 Below Poverty Line: 20.6% (2018 est)
 Literacy Rate: 99.8%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 17th
 Social Progress Index: 27th
 Corruption Perception Index: 34th
 Economic Freedom Index:
 17th (mostly free)
 Good Country Index: 26th
 Media Freedom Index: 28th
 Internet Penetration: 88%
 Mobile Connections: 146%
 Social Media Penetration: 78%
 Most Used SNS: YouTube
 Global Soft Power: 87th
 Gender Inequality: 8th

\$673,000

PD Spending FY 2021

\$673,000

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

Luxembourg



Demographics & Literacy

Geographical Area (sq. km.): 2,586
 Population: 642,371
 Below 24 yrs. old: 27.2%
 Refugee population: 5,158
 Urban population: 91.9%
 GDP/Capita: \$110,300
 Unemployment: 5.23%
 Below Poverty Line: 17.5% (2018 est)
 Literacy Rate: 100.0%
 Avg. Years of Education:
 14 (2019) (M), 14 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 15th
 Corruption Perception Index: 9th
 Economic Freedom Index:
 5th (free)
 Good Country Index: 12th
 Media Freedom Index: 20th
 Internet Penetration: 99%
 Mobile Connections: 135%
 Social Media Penetration: 73%
 Most Used SNS: Snapchat
 Global Soft Power: 41st
 Gender Inequality: 55th

\$378,300

PD Spending FY 2021

\$378,300

DP (.7) FY 2021

\$0

Supplemental

Malta



Demographics & Literacy

Geographical Area (sq. km.): 316
 Population: 444,033
 Below 24 yrs. old: 24.3%
 Refugee population: 9,260
 Urban population: 94.9%
 GDP/Capita: \$39,200
 Unemployment: 3.50%
 Below Poverty Line: 17.1% (2018 est)
 Literacy Rate: 94.5%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 28th
 Corruption Perception Index: 49th
 Economic Freedom Index:
 27th (mostly free)
 Good Country Index: 31st
 Media Freedom Index: 81st
 Internet Penetration: 88%
 Mobile Connections: 163%
 Social Media Penetration: 101%
 Most Used SNS: Facebook
 Global Soft Power: 65th
 Gender Inequality: 84th

\$174,200

PD Spending FY 2021

\$174,000

DP (.7) FY 2021

\$0

Supplemental



Moldova



Demographics & Literacy

Geographical Area (sq. km.): 32,891
 Population: 4,013,171
 Below 24 yrs. old: 26.2%
 Refugee population: 405
 Urban population: 43.2%
 GDP/Capita: \$12,300
 Unemployment: 3.96%
 Below Poverty Line: 7.3% (2018 est)
 Literacy Rate: 99.4%
 Avg. Years of Education:
 14 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 60th
 Corruption Perception Index: 105th
 Economic Freedom Index:
 78th (moderately free)
 Good Country Index: 40th
 Media Freedom Index: 89th
 Internet Penetration: 77%
 Mobile Connections: 111%
 Social Media Penetration: 47%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 28th

\$4,920,200

PD Spending FY 2021

\$920,200

DP (.7) FY 2021

\$4,000,000

Supplemental

Montenegro



Demographics & Literacy

Geographical Area (sq. km.): 13,452
 Population: 627,950
 Below 24 yrs. old: 30.4%
 Refugee population: 172
 Urban population: 68.2%
 GDP/Capita: \$18,300
 Unemployment: 18.49%
 Below Poverty Line: 24.5% (2018 est)
 Literacy Rate: 98.8%
 Avg. Years of Education:
 15 (2020) (M), 16 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 57th
 Corruption Perception Index: 64th
 Economic Freedom Index:
 103rd (mostly unfree)
 Good Country Index: 42nd
 Media Freedom Index: 89th
 Internet Penetration: 83%
 Mobile Connections: 187%
 Social Media Penetration: 83%
 Most Used SNS: Instagram
 Global Soft Power: 97th
 Gender Inequality: 48th

\$1,786,400

PD Spending FY 2021

\$356,400

DP (.7) FY 2021

\$1,430,000

Supplemental

Map Key: ■ Embassy ▲ Consulate

Netherlands



Demographics & Literacy

Geographical Area (sq. km.): 33,893
 Population: 17,211,447
 Below 24 yrs. old: 27.2%
 Refugee population: 97,621
 Urban population: 92.8%
 GDP/Capita: \$54,200
 Unemployment: 4.01%
 Below Poverty Line: 13.6% (2019 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 18 (2018) (M), 19 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 16th
 Social Progress Index: 8th
 Corruption Perception Index: 8th
 Economic Freedom Index: 8 (mostly free)
 Good Country Index: 4th
 Media Freedom Index: 6th
 Internet Penetration: 96%
 Mobile Connections: 121%
 Social Media Penetration: 91%
 Most Used SNS: YouTube
 Global Soft Power: 16th
 Gender Inequality: 31st

\$1,290,000

PD Spending FY 2021

\$1,290,000

DP (.7) FY 2021

\$0

Supplemental

North Macedonia



Demographics & Literacy

Geographical Area (sq. km.): 25,433
 Population: 2,081,304
 Below 24 yrs. old: 27.7%
 Refugee population: 296
 Urban population: 59.2%
 GDP/Capita: \$15,800
 Unemployment: 16.20%
 Below Poverty Line: 21.6% (2018 est)
 Literacy Rate: 98.4%
 Avg. Years of Education:
 13 (2018) (M), 14 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 63rd
 Corruption Perception Index: 87th
 Economic Freedom Index:
 53rd (moderately free)
 Good Country Index: 39th
 Media Freedom Index: 90th
 Internet Penetration: 84%
 Mobile Connections: 109%
 Social Media Penetration: 65%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 73rd

\$2,026,500

PD Spending FY 2021

\$756,500

DP (.7) FY 2021

\$1,270,000

Supplemental



Norway



Demographics & Literacy

Geographical Area (sq. km.): 304,282
 Population: 5,511,370
 Below 24 yrs. old: 29.3%
 Refugee population: 47,710
 Urban population: 83.6%
 GDP/Capita: \$63,600
 Unemployment: 4.99%
 Below Poverty Line: 12.7% (2018 est)
 Literacy Rate: 100.0%
 Avg. Years of Education:
 18 (2019) (M), 19 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 1st
 Corruption Perception Index: 4th
 Economic Freedom Index:
 14th (mostly free)
 Good Country Index: 11th
 Media Freedom Index: 1st
 Internet Penetration: 99%
 Mobile Connections: 109%
 Social Media Penetration: 87%
 Most Used SNS: YouTube
 Global Soft Power: 17th
 Gender Inequality: 3rd

\$837,900

PD Spending FY 2021

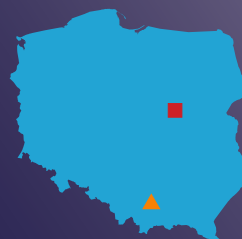
\$837,900

DP (.7) FY 2021

\$0

Supplemental

Poland



Demographics & Literacy

Geographical Area (sq. km.): 304,255
 Population: 37,739,785
 Below 24 yrs. old: 24.8%
 Refugee population: 3,166
 Urban population: 60.1%
 GDP/Capita: \$32,200
 Unemployment: 3.37%
 Below Poverty Line: 15.4% (2018 est)
 Literacy Rate: 98.7%
 Avg. Years of Education:
 15 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 12th
 Social Progress Index: 35th
 Corruption Perception Index: 42nd
 Economic Freedom Index:
 39th (moderately free)
 Good Country Index: 27th
 Media Freedom Index: 64th
 Internet Penetration: 87%
 Mobile Connections: 143%
 Social Media Penetration: 72%
 Most Used SNS: YouTube
 Global Soft Power: 40th
 Gender Inequality: 75th

\$2,470,000

PD Spending FY 2021

\$2,070,000

DP (.7) FY 2021

\$400,000

Supplemental

Map Key: ■ Embassy ▲ Consulate

Portugal



Demographics & Literacy

Geographical Area (sq. km.): 91,470
 Population: 10,140,570
 Below 24 yrs. old: 23.1%
 Refugee population: 2,650
 Urban population: 67.4%
 GDP/Capita: \$32,200
 Unemployment: 6.65%
 Below Poverty Line: 17.2% (2018 est)
 Literacy Rate: 96.1%
 Avg. Years of Education:
 17 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 33rd
 Social Progress Index: 25th
 Corruption Perception Index: 32nd
 Economic Freedom Index:
 31st (mostly free)
 Good Country Index: 29th
 Media Freedom Index: 9th
 Internet Penetration: 85%
 Mobile Connections: 159%
 Social Media Penetration: 84%
 Most Used SNS: YouTube
 Global Soft Power: 32nd
 Gender Inequality: 22nd

\$853,500

PD Spending FY 2021

\$853,500

DP (.7) FY 2021

\$0

Supplemental

Romania



Demographics & Literacy

Geographical Area (sq. km.): 229,891
 Population: 19,031,335
 Below 24 yrs. old: 25.9%
 Refugee population: 3,776
 Urban population: 54.5%
 GDP/Capita: \$28,800
 Unemployment: 5.17%
 Below Poverty Line: 23.8% (2018 est)
 Literacy Rate: 98.8%
 Avg. Years of Education:
 14 (2019) (M), 15 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 29th
 Social Progress Index: 44th
 Corruption Perception Index: 66th
 Economic Freedom Index:
 47th (moderately free)
 Good Country Index: 41st
 Media Freedom Index: 48th
 Internet Penetration: 88%
 Mobile Connections: 144%
 Social Media Penetration: 70%
 Most Used SNS: YouTube
 Global Soft Power: 50th
 Gender Inequality: 88th

\$1,360,000

PD Spending FY 2021

\$1,360,000

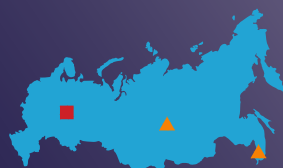
DP (.7) FY 2021

\$0

Supplemental



Russia



Demographics & Literacy

Geographical Area (sq. km.): 16,377,742
 Population: 145,805,947
 Below 24 yrs. old: 28.3%
 Refugee population: 15,052
 Urban population: 75.1%
 GDP/Capita: \$26,500
 Unemployment: 5.01%
 Below Poverty Line: 12.6% (2018 est)
 Literacy Rate: 99.7%
 Avg. Years of Education:
 16 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 25th
 Social Progress Index: 62nd
 Corruption Perception Index: 136th
 Economic Freedom Index:
 113th (mostly unfree)
 Good Country Index: 54th
 Media Freedom Index: 150th
 Internet Penetration: 89%
 Mobile Connections: 156%
 Social Media Penetration: 73%
 Most Used SNS: YouTube
 Global Soft Power: 9th
 Gender Inequality: 81st

\$11,730,000

PD Spending FY 2021

\$5,230,000

DP (.7) FY 2021

\$6,500,000

Supplemental

Serbia



Demographics & Literacy

Geographical Area (sq. km.): 77,474
 Population: 8,653,016
 Below 24 yrs. old: 26.8%
 Refugee population: 14,505
 Urban population: 56.9%
 GDP/Capita: \$18,200
 Unemployment: 11.81%
 Below Poverty Line: 23.2% (2018 est)
 Literacy Rate: 99.5%
 Avg. Years of Education:
 14 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 47th
 Corruption Perception Index: 96th
 Economic Freedom Index:
 59th (moderately free)
 Good Country Index: 38th
 Media Freedom Index: 93rd
 Internet Penetration: 84%
 Mobile Connections: 100%
 Social Media Penetration: 58%
 Most Used SNS: YouTube
 Global Soft Power: 78th
 Gender Inequality: 19th

\$3,870,000

PD Spending FY 2021

\$1,210,000

DP (.7) FY 2021

\$2,660,000

Supplemental

Map Key: ■ Embassy ▲ Consulate

Slovakia



Demographics & Literacy

Geographical Area (sq. km.): 48,105
 Population: 5,460,193
 Below 24 yrs. old: 25.5%
 Refugee population: 1,012
 Urban population: 54.0%
 GDP/Capita: \$30,300
 Unemployment: 6.74%
 Below Poverty Line: 11.9% (2018 est)
 Literacy Rate: 99.6%
 Avg. Years of Education:
 14 (2019) (M), 15 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 34th
 Social Progress Index: 33rd
 Corruption Perception Index: 56th
 Economic Freedom Index:
 36th (moderately free)
 Good Country Index: 32nd
 Media Freedom Index: 35th
 Internet Penetration: 90%
 Mobile Connections: 137%
 Social Media Penetration: 75%
 Most Used SNS: YouTube
 Global Soft Power: 84th
 Gender Inequality: 77th

\$1,310,000

PD Spending FY 2021

\$1,210,000

DP (.7) FY 2021

\$100,000

Supplemental

Slovenia



Demographics & Literacy

Geographical Area (sq. km.): 20,151
 Population: 2,078,034
 Below 24 yrs. old: 24.2%
 Refugee population: 833
 Urban population: 55.8%
 GDP/Capita: \$36,500
 Unemployment: 4.42%
 Below Poverty Line: 12% (2018 est)
 Literacy Rate: 99.7%
 Avg. Years of Education:
 17 (2019) (M), 18 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 26th
 Corruption Perception Index: 41st
 Economic Freedom Index:
 32nd (mostly free)
 Good Country Index: 17th
 Media Freedom Index: 36th
 Internet Penetration: 90%
 Mobile Connections: 112%
 Social Media Penetration: 78%
 Most Used SNS: YouTube
 Global Soft Power: 64th
 Gender Inequality: 41st

\$882,500

PD Spending FY 2021

\$732,500

DP (.7) FY 2021

\$150,000

Supplemental



Spain

Post also oversees programs in Andorra.

Country profile demographics and social indicators are for the primary country.



\$2,740,000

PD Spending FY 2021

\$2,740,000

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 498,980

Population: 46,719,142

Below 24 yrs. old: 23.8%

Refugee population: 115,258

Urban population: 81.3%

GDP/Capita: \$36,200

Unemployment: 14.73%

Below Poverty Line: 20.7% (2018 est)

Literacy Rate: 98.6%

Avg. Years of Education:

11 (2020) (M), 18 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 3rd

Social Progress Index: 20th

Corruption Perception Index: 34th

Economic Freedom Index:

41st (moderately free)

Good Country Index: 13th

Media Freedom Index: 29th

Internet Penetration: 94%

Mobile Connections: 119%

Social Media Penetration: 88%

Most Used SNS: YouTube

Global Soft Power: 11th

Gender Inequality: 14th

Sweden



\$934,000

PD Spending FY 2021

\$934,000

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 410,335

Population: 10,218,971

Below 24 yrs. old: 28.4%

Refugee population: 244,942

Urban population: 88.5%

GDP/Capita: \$50,700

Unemployment: 8.66%

Below Poverty Line: 17.1% (2018 est)

Literacy Rate: 99.0%

Avg. Years of Education:

18 (2019) (M), 21 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 1st

Social Progress Index: 7th

Corruption Perception Index: 4th

Economic Freedom Index:

11th (mostly free)

Good Country Index: 1st

Media Freedom Index: 3rd

Internet Penetration: 97%

Mobile Connections: 141%

Social Media Penetration: 91%

Most Used SNS: YouTube

Global Soft Power: 14th

Gender Inequality: 5th

Map Key: ■ Embassy ▲ Consulate

Switzerland

Post also oversees programs in Liechtenstein.

Country profile demographics and social indicators are for the primary country.



\$608,500

PD Spending FY 2021

\$608,500

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 39,997

Population: 8,773,637

Below 24 yrs. old: 25.4%

Refugee population: 117,169

Urban population: 74.1%

GDP/Capita: \$68,400

Unemployment: 5.32%

Below Poverty Line: 16% (2018 est)

Literacy Rate: 99.0%

Avg. Years of Education:

17 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 20th

Social Progress Index: 5th

Corruption Perception Index: 7th

Economic Freedom Index:

2nd (free)

Good Country Index: 15th

Media Freedom Index: 10th

Internet Penetration: 98%

Mobile Connections: 119%

Social Media Penetration: 87%

Most Used SNS: YouTube

Global Soft Power: 8th

Gender Inequality: 10th

Turkey



\$3,050,000

PD Spending FY 2021

\$3,050,000

DP (.7) FY 2021

\$0

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 769,632

Population: 85,561,976

Below 24 yrs. old: 39.0%

Refugee population: 3,696,831

Urban population: 77.0%

GDP/Capita: \$28,400

Unemployment: 13.39%

Below Poverty Line: 14.4% (2018 est)

Literacy Rate: 96.7%

Avg. Years of Education:

19 (2019) (M), 18 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 59th

Social Progress Index: 87th

Corruption Perception Index: 96th

Economic Freedom Index:

107th (mostly unfree)

Good Country Index: 53rd

Media Freedom Index: 153rd

Internet Penetration: 82%

Mobile Connections: 92%

Social Media Penetration: 81%

Most Used SNS: YouTube

Global Soft Power: 22nd

Gender Inequality: 133rd



Ukraine



Demographics & Literacy

Geographical Area (sq. km.): 579,330
 Population: 43,192,122
 Below 24 yrs. old: 25.4%
 Refugee population: 2,310
 Urban population: 69.9%
 GDP/Capita: \$12,400
 Unemployment: 8.88%
 Below Poverty Line: 1.1% (2019 est)
 Literacy Rate: 100.0%
 Avg. Years of Education:
 15 (2014) (M), 15 (2014) (F)

Social & Media Indicators

Inclusive Internet Index: 48th
 Social Progress Index: 48th
 Corruption Perception Index: 122nd
 Economic Freedom Index:
 130th (mostly unfree)
 Good Country Index: 57th
 Media Freedom Index: 97th
 Internet Penetration: 72%
 Mobile Connections: 145%
 Social Media Penetration: 65%
 Most Used SNS: YouTube
 Global Soft Power: 51st
 Gender Inequality: 74th

\$11,760,000

PD Spending FY 2021

\$2,610,000

DP (.7) FY 2021

\$9,150,000

Supplemental

United Kingdom



Demographics & Literacy

Geographical Area (sq. km.): 241,930
 Population: 68,497,907
 Below 24 yrs. old: 28.8%
 Refugee population: 135,912
 Urban population: 84.4%
 GDP/Capita: \$41,600
 Unemployment: 4.53%
 Below Poverty Line: 18.6% (2017 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 17 (2019) (M), 18 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 9th
 Social Progress Index: 18th
 Corruption Perception Index: 11th
 Economic Freedom Index:
 24th (mostly free)
 Good Country Index: 14th
 Media Freedom Index: 33rd
 Internet Penetration: 98%
 Mobile Connections: 105%
 Social Media Penetration: 85%
 Most Used SNS: YouTube
 Global Soft Power: 2nd
 Gender Inequality: 23rd

\$2,690,000

PD Spending FY 2021

\$2,690,000

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

European Union (EU)



\$1,060,00

PD Spending FY 2021

\$1,060,000

DP (.7) FY 2021

\$0

Supplemental

North Atlantic Treaty Organization (NATO)



\$921,700

PD Spending FY 2021

\$921,700

DP (.7) FY 2021

\$0

Supplemental

Organization for Security and Cooperation in Europe (OSCE)



\$390,700

PD Spending FY 2021

\$390,700

DP (.7) FY 2021

\$0

Supplemental



UN Press Briefing with Women from
Afghanistan, October 2021



U.S. PUBLIC DIPLOMACY THROUGH INTERNATIONAL ORGANIZATIONS





BUREAU OF INTERNATIONAL ORGANIZATIONS (IO)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$2.16 million	\$2.13 million	\$2.05 million	\$2.09 million	\$2.07 million
American Salaries	\$1.98 million	\$2.12 million	\$1.84 million	\$1.96 million	\$1.97 million
Total	\$4.14 million	\$4.25 million	\$3.89 million	\$4.05 million	\$4.04 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 employs multilateral diplomacy as a tool to advance U.S. interests through an effective and efficient United Nations (UN) an multilateral system grounded in transparency and accountability. The IO bureau ensures continuity in the rules-based international order through language in resolutions, statements, and public diplomacy programs.

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 Ukraine, Afghanistan, 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 and Outreach (IO/PAO) has ten staff members based in Washington, D.C., including five Foreign Service and five Civil Service (CS) employees organized into three teams: press, public diplomacy, and congressional outreach. IO/PAO advances U.S. interests by communicating with domestic and 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 multilateral organizations to address challenges to international peace and security.

Foreign Service Officers serve as Public Diplomacy Officers (PDOs) and Deputy PDOs at the U.S. missions to the UN in Geneva, Vienna, and New York. (Rome has a PDO, but no Deputy). IO/PAO supports the public diplomacy needs of the U.S. missions to the UN in Montreal and Nairobi, as those posts do not have 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 transparency, 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/PAO 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 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/PAO press team maintains the IO Twitter handle, and the IO/PAO 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. The US ICAO Mission launched a Twitter account in 2021 and to manage the account, the team in Montreal relies on IO/PAO for content and clearances. 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 more robust 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. The pandemic increased reliance on virtual side events, which bureau leadership was happy to advance.

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 by sending participants from strategically important countries to Space Camp in Huntsville, Alabama. Following a pandemic-imposed hiatus, 16 program participants travelled to Huntsville in May 2022.

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. 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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$11,800	\$14,300	\$16,300	\$6,400	\$2,800

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/PAO, 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 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$1.1 million	\$1.1 million	\$1.0 million	\$1.1 million	\$1.2 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, the 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 non-governmental groups.

USUN Geneva supports four Ambassadors, the U.S. Permanent Representative to the UN Offices in Geneva, the U.S. Ambassador to the Human Rights Council, the Ambassador 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 officials 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 a team 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. commitments 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, racial justice and the promotion of democracy, and the importance of protecting intellectual property. To reach its widely dispersed audiences, the mission leverages multiple social media platforms to distribute its messages and content to the world.

U.S. Mission to the United Nations Agencies in Rome (USUN ROME)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$166,900	\$153,600	\$152,900	\$152,200	\$225,300

At the center of international efforts to promote sustainable development, promote food security, 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 from the Departments of State, 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.

The Public Diplomacy team plans regional media tours with international journalists and mission leadership to highlight the importance of the Rome-based agencies in food delivery and U.S. programming in food security and nutrition. The pandemic thwarted the PD team's ability to plan in-person media tours in 2021, but two media tours are slated for 2022.

U.S. Mission to the International Organizations in Vienna (UNVIE)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$194,800	\$284,400	\$237,200	\$372,400	\$305,300

UNVIE advances the administration'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.

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/PAO 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 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/PAO in Washington or the bilateral mission in Nairobi.



AWE and #StartAD Participants Sponsored by PAS
Abu Dhabi



U.S. PUBLIC DIPLOMACY IN NEAR EAST ASIA





BUREAU OF NEAR EASTERN AFFAIRS (NEA)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
D&CP (.7)	\$37.10 million	\$34.72 million	\$54.99 million	\$55.12 million	\$56.62 million
American Salaries	\$20.30 million	\$21.89 million	\$20.44 million	\$20.44 million	\$21.90 million
Supplemental	\$21.93 million	\$27.73 million	\$27.93 million	\$21.93 million	\$21.93 million
BBG/USAGM	\$92.50 million	\$79.46 million	\$68.00 million	\$79.40 million	-
TOTAL	\$171.83 million	\$163.80 million	\$171.36 million	\$196.16 million	\$100.45 million

STRATEGIC OVERVIEW

The Bureau of Near Eastern Affairs (NEA) strategically employs the full range of PD programs to address the significant national security challenge 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 colleague safeguard American interests and values in the region by engaging audiences across the political, economic, and civil society 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. Despite the pandemic, the 2021 Open Doors report indicates that a total of 57,564 students from the region studied at U.S. institutions of higher learning during the 2020-2021 academic year, although a second year of COVID-19 restrictions will likely contribute to the continued decline in foreign student numbers.

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 officer also provide a message of hope and opportunity to people vulnerable to radicalization. They do all of this in multiple languages, including 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 relatively high regard for American society and values, particularly with respect to American culture, higher education, entrepreneurship, healthcare, and aspirations for rights and freedoms, but a deep mistrust of aspects of U.S. policies. Chronic instability, the suspension of diplomatic relations, and war have made public diplomacy work in Iran, Libya, Syria, and Yemen especially challenging. Nevertheless, regular PD engagement continues with audiences from those countries.

The COVID-19 crisis continued to suspend most in-person PD programming and almost all international exchange programs in the region since March 2020. However, persistent COVID-19 restrictions honed public affairs teams’ outreach skills, tools, and virtual engagement methods and allowed teams to maintain connections between public affairs staff and audiences throughout the region. Public affairs sections in the region actively publicized the USG’s global vaccine delivery program.

The largest PD programs in FY 2022 were led by Embassy Baghdad (\$9 million), Embassy Jerusalem Branch Office el Aviv (\$4.931 million), Embassy Jerusalem Palestinian Affairs Unit (\$4.242 million), Embassy Cairo (\$3.533 million), Embassy Abu Dhabi (\$3.282 million), and Embassy Saudi Arabia (\$3.125 million). Congressionally funded activities in Iraq through the separate Overseas Contingency Operation supplemental appropriation in 2020 were converted to Enduring Public Diplomacy funding.

Overseas, there are approximately 104 American Direct Hire PD positions and approximately 278 local staff positions at 25 public affairs sections at embassies and consulates in the region. Domestically in Washington, there are 27 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 elicit positive changes in Iranian behavior, including abandonment of its nuclear weapons program, and cooperate with Iranian civil society on the promotion of shared values and the spread of democratic principles, rule of law, transparency, and accountability;
- 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, especially new Israeli ties with Bahrain, Morocco, and the United Arab Emirates;
- Counter regional threats and disinformation 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, support for religious freedom, and an open and free media;
- Strengthen civil society and nascent civil society groups and encourage governments to allow them to operate independently of government influence
- Advance the vision for Middle East peace while ensuring the long-term security of Israel;
- Work with the UN and international partners towards a lasting political and peaceful resolution to the Syrian conflict in line with UNSCR 2254
- Engage with Iraqi partners and the Iraqi people to support a united, democratic, and prosperous country;
- Support the UN-facilitated process to reach an inclusive, negotiated political solution to the Libyan and Yemen conflicts; an
- Support countries and the people of the region to overcome the COVID-19 pandemic and strengthen public health, medical, and environmental infrastructures.

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 expansion of higher education in NEA that advances 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

Saudi Arabia: When the Saudi Ministry of Education announced that English language lessons would be compulsory as of grade one in the 2021-2022 school year, *U.S. Embassy Riyadh* supported a partnership between the Saudi Arabian Ministry of Education, the NGO FHI360, and George Mason University to help teachers to adapt their pedagogy for very young English learners. The partnership initially trained 200 district supervisors who are now training 5,000 English-language teachers in all regions of the country. The Ministry also selected an American publisher (McGraw-Hill) for its new textbook for early learners. Through this public diplomacy program, the U.S. Government is transferring American standards and content to classroom educators across Saudi Arabia.

Iraq: After nearly a two-year hiatus, the *U.S. Embassy in Baghdad* Public Affairs Office resumed in-person engagement with local youth audiences by participating in TEDxBaghdad 2021. Approximately 1,500 Iraqis attended the one-day event, which featured more than twenty speakers from Iraq and around the world who shared their thoughts on a diverse array of topics, including innovation, entrepreneurship, and civic activism.

Jordan: The *U.S. Embassy in Amman* hosted the world's first post-pandemic in-person Arts Envoy in a five-day interactive program featuring Vocal Trash, a U.S.-based, green-minded music group promoting environmental sustainability through music and dance. Driving key climate messages in the lead-up to the COP26 climate talks, the tour included a series of six experiential learning workshops across Jordan with over 237 participants ranging from six-year-olds to 70-year-olds, designed to teach audiences how common household items—and even trash—can be repurposed as musical instruments, rather than ending up in landfills

Morocco: The *U.S. Embassy in Rabat* hosted "Of Voice and Stone," a museum exhibit curated by the Department of State's Overseas Buildings Office to celebrate the 200th Anniversary of the American Legation in Tangier and to highlight the friendship between the U.S. and Morocco. The exhibit, which opened in the National Library of the Kingdom of Morocco in Rabat, told the story of cultural, military, economic, and person-to-person exchange between Morocco and the United States. More than 3,000 visitors viewed the exhibit.

United Arab Emirates: The *U.S. Embassy in Abu Dhabi* partnered with the UAE Ministry of Education and other local organizations to fund the Youth English Program (YEP) for students in remote areas of the UAE who have limited access to quality English language education and lack the financial means to attend academic and personal development programs that better prepare them for university and workplace opportunities. The YEP after-school program aimed to enhance students' English-language proficiency as they prepare for high school and higher education.



SPOTLIGHT ON DIVERSITY



Participants in the Free to Run 10K sponsored by the U.S. Consulate in Erbil.



Public diplomacy programs in the NEA region have long sought to protect and promote respect for the rights of marginalized and minority persons who may face discrimination. Post programming amplified these efforts in FY2021. Highlights include the following initiatives:

The *U.S. Embassy in Abu Dhabi* implemented several programs to enable women to improve their opportunities as entrepreneurs. With #StartAD, an Abu Dhabi-based global accelerator powered by Tamkeen and anchored in NYU Abu Dhabi, the Embassy organized UAE editions of ECA's Academy for Women Entrepreneurs program in FY2020 and FY2021. The six-month programs provided forty-four women entrepreneurs with skills, resources, and networks needed to start and scale a successful business. As a result of the program, their businesses demonstrated growth, secured commercial agreements with UAE-based corporations, and expanded into

Saudi Arabian and Qatari markets.

The *U.S. Consulate in Erbil* organized a 10K race for women and girls from Iraq and the Iraqi Kurdistan Region to mark the conclusion of a year-long Free to Run program, in coordination with Spirit of America. The program advanced Mission goals in support of gender equality and women's empowerment, as well as the promotion of peaceful coexistence. Working with women and girls from different ethnic and religious groups, many of whom reside in Internally Displaced Persons camps, Free to Run turned sport into a tool for female empowerment.

The *U.S. Embassy in Manama* provided a grant to Mobility International USA (MIUSA) to provide a virtual capacity building program for Bahrain's premier disability organization, Bahrain Mobility International (BMI), which provides services and counseling to persons with physical disabilities. MIUSA experts offered sessions for BMI personnel and contact on occupational therapy and public advocacy for persons with disabilities on alternate weeks over a six-week period. The advocacy sessions also focused on giving participants the means to engage the government of Bahrain more effectively on disability issues.

The *U.S. Embassy in Amman* collaborated on a grant with Mateen Rehabilitation and the Amman Comedy Club to deliver training to an inclusive group of 126 Jordanian and refugee youth on sketch comedy, impromptu and public speaking. The diverse slate of participants featured Jordanians and Syrian refugees, including men and women, from a variety of regions and socioeconomic backgrounds. This program provided young people with non-traditional means of psychosocial support, helping them to communicate challenging social issues (e.g., child marriage, child labor, generational conflict) in a way that promotes inclusion.



FY 2021 NEA PD SPENDING RANKED BY POST

	Country Name	FY 2018		FY 2019		FY 2020		FY 2021	
		D&CP (.7)	Supplemental	D&CP (.7)	Supplemental	D&CP (.7)	Supplemental	D&CP (.7)	Supplemental
1	Iraq	\$15.31 million	\$2.30 million	\$15.31 million	\$1.56 million	\$15.31 million	\$1.56 million	\$9.00 million	\$1.50 million
2	Israel	\$4.94 million	\$463,884	\$4.37 million	\$463,884	\$4.66 million	\$463,884	\$4.90 million	\$568,000
3	Jordan	\$2.38 million	\$517,046	\$1.27 million	\$517,046	\$1.41 million	\$517,046	\$1.90 million	\$3.20 million
4	Egypt	\$4.01 million	\$1.40 million	\$3.10 million	\$1.40 million	\$3.33 million	\$1.40 million	\$3.50 million	\$799,101
5	Palestinian Territories	\$3.58 million	\$131,326	\$3.46 million	\$131,326	\$3.71 million	\$131,326	\$4.20 million	\$32,000
6	United Arab Emirates	\$2.30 million	\$569,536	\$1.64 million	\$569,536	\$2.23 million	\$569,536	\$2.60 million	\$1.00 million
7	Lebanon	\$1.17 million	\$11,257	\$1.29 million	\$11,257	\$1.33 million	\$11,257	\$1.70 million	\$1.60 million
8	Saudi Arabia	\$2.91 million	\$116,614	\$2.45 million	\$116,614	\$2.66 million	\$116,614	\$3.10 million	-
9	Morocco	\$2.87 million	\$287,514	\$2.16 million	\$287,514	\$2.22 million	\$287,514	\$2.40 million	\$364,249
10	Qatar	\$1.18 million	\$89,463	\$1.27 million	\$89,463	\$1.28 million	\$89,463	\$1.20 million	\$677,350
11	Algeria	\$1.30 million	\$147,671	\$732,520	\$147,671	\$780,845	\$147,671	\$101.00 million	\$719,337
12	Yemen	\$1.0 million	-	\$1.08 million	-	\$1.09 million	-	\$1.10 million	\$600,000
13	Kuwait	\$853,835	\$45,463	\$921,410	\$45,463	\$931,896	\$45,463	\$1.50 million	\$128,250
14	Tunisia	\$1.44 million	\$110,408	\$870,000	\$110,408	\$957,330	\$110,408	\$1.40 million	\$141,000
15	Syria	\$429,076	\$8,574	-	-	\$596,994	-	\$634,994	\$500,000
16	Bahrain	\$884,483	\$32,669	\$952,745	\$32,669	\$983,375	\$32,669	\$1.11 million	-
17	Libya	\$672,885	\$27,065	\$584,093	-	\$599,739	-	\$611,381	\$448,717
18	Oman	\$583,305	\$45,083	\$609,402	\$45,083	\$670,569	\$45,083	\$680,485	-



U.S. PUBLIC DIPLOMACY IN NEAR EAST ASIA





Algeria



Demographics & Literacy

Geographical Area (sq. km.): 2,381,740
 Population: 45,350,148
 Below 24 yrs. old: 44.2%
 Refugee population: 97,810
 Urban population: 74.7%
 GDP/Capita: \$10,700
 Unemployment: 12.70%
 Below Poverty Line: 5.5% (2011 est)
 Literacy Rate: 81.4%
 Avg. Years of Education:
 14 (2011) (M), 15 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: 86th
 Social Progress Index: 90th
 Corruption Perception Index: 117th
 Economic Freedom Index:
 167th (repressed)
 Good Country Index: 136th
 Media Freedom Index: 146th
 Internet Penetration: 61%
 Mobile Connections: 104%
 Social Media Penetration: 60%
 Most Used SNS: Facebook
 Global Soft Power: 75th
 Gender Inequality: 136th

\$1,729,337
 PD Spending FY 2021

\$1,010,000
 DP (.7) FY 2021

\$719,337
 Supplemental

Bahrain



Demographics & Literacy

Geographical Area (sq. km.): 760
 Population: 1,783,983
 Below 24 yrs. old: 30.2%
 Refugee population: 251
 Urban population: 89.8%
 GDP/Capita: \$40,900
 Unemployment: 1.87%
 Below Poverty Line: N/A
 Literacy Rate: 91.0%
 Avg. Years of Education:
 16 (2019) (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 45th
 Social Progress Index: 96th
 Corruption Perception Index: 78th
 Economic Freedom Index:
 74th (moderately free)
 Good Country Index: 145th
 Media Freedom Index: 168th
 Internet Penetration: 99%
 Mobile Connections: 101%
 Social Media Penetration: 88%
 Most Used SNS: YouTube
 Global Soft Power: 68th
 Gender Inequality: 137th

\$1,110,000
 PD Spending FY 2021

\$1,110,000
 DP (.7) FY 2021

N/A
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Egypt



Demographics & Literacy

Geographical Area (sq. km.): 995,450
 Population: 106,156,692
 Below 24 yrs. old: 50.3%
 Refugee population: 277,665
 Urban population: 43.0%
 GDP/Capita: \$12,000
 Unemployment: 9.33%
 Below Poverty Line: 32.5% (2017 est)
 Literacy Rate: 71.2%
 Avg. Years of Education:
 14 (2018) (M), 14 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 73rd
 Social Progress Index: 109th
 Corruption Perception Index: 117th
 Economic Freedom Index:
 152nd (repressed)
 Good Country Index: 75th
 Media Freedom Index: 166th
 Internet Penetration: 72%
 Mobile Connections: 94%
 Social Media Penetration: 49%
 Most Used SNS: YouTube
 Global Soft Power: 31st
 Gender Inequality: 129th

\$4,299,101
 PD Spending FY 2021

\$3,500,000
 DP (.7) FY 2021

\$799,101
 Supplemental

Iraq



Demographics & Literacy

Geographical Area (sq. km.): 437,367
 Population: 42,164,965
 Below 24 yrs. old: 56.6%
 Refugee population: 272,215
 Urban population: 71.4%
 GDP/Capita: \$9,300
 Unemployment: 14.19%
 Below Poverty Line: 23% (2014 est)
 Literacy Rate: 85.6%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 118th
 Corruption Perception Index: 157th
 Economic Freedom Index: N/A
 Good Country Index: 164th
 Media Freedom Index: 163rd
 Internet Penetration: 50%
 Mobile Connections: 103%
 Social Media Penetration: 68%
 Most Used SNS: Facebook
 Global Soft Power: 81st
 Gender Inequality: 154th

\$10,500,000
 PD Spending FY 2021

\$9,000,000
 DP (.7) FY 2021

\$1,500,000
 Supplemental



Israel



Demographics & Literacy

Geographical Area (sq. km.): 21,497
 Population: 8,922,892
 Below 24 yrs. old: 42.7%
 Refugee population: 1,860
 Urban population: 92.8%
 GDP/Capita: \$38,300
 Unemployment: 5.05%
 Below Poverty Line: 22% (2014 est)
 Literacy Rate: 97.8%
 Avg. Years of Education:
 15 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 18th
 Social Progress Index: 32nd
 Corruption Perception Index: 36th
 Economic Freedom Index:
 43rd (moderately free)
 Good Country Index: 59th
 Media Freedom Index: 86th
 Internet Penetration: 90%
 Mobile Connections: 118%
 Social Media Penetration: 80%
 Most Used SNS: YouTube
 Global Soft Power: 23rd
 Gender Inequality: 60th

\$5,468,000

PD Spending FY 2021

\$4,900,000

DP (.7) FY 2021

\$568,000

Supplemental

Jordan



Demographics & Literacy

Geographical Area (sq. km.): 88,802
 Population: 10,300,869
 Below 24 yrs. old: 50.9%
 Refugee population: 708,308
 Urban population: 91.8%
 GDP/Capita: \$9,800
 Unemployment: 19.25%
 Below Poverty Line: 15.7% (2018 est)
 Literacy Rate: 98.2%
 Avg. Years of Education:
 10 (2020) (M), 11 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 70th
 Social Progress Index: 83rd
 Corruption Perception Index: 58th
 Economic Freedom Index:
 87th (moderately free)
 Good Country Index: 78th
 Media Freedom Index: 129th
 Internet Penetration: 67%
 Mobile Connections: 79%
 Social Media Penetration: 67%
 Most Used SNS: Facebook
 Global Soft Power: 56th
 Gender Inequality: 131st

\$5,100,000

PD Spending FY 2021

\$1,900,000

DP (.7) FY 2021

\$3,200,000

Supplemental

Map Key: ■ Embassy ▲ Consulate

Kuwait



Demographics & Literacy

Geographical Area (sq. km.): 17,818
 Population: 4,380,326
 Below 24 yrs. old: 32.7%
 Refugee population: 740
 Urban population: 100.0%
 GDP/Capita: \$49,900 (2019 est)
 Unemployment: 3.71%
 Below Poverty Line: N/A
 Literacy Rate: 96.5%
 Avg. Years of Education:
 13 (2015) (M), 16 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: 28th
 Social Progress Index: 50th
 Corruption Perception Index: 73rd
 Economic Freedom Index:
 101st (mostly unfree)
 Good Country Index: 123rd
 Media Freedom Index: 105th
 Internet Penetration: 99%
 Mobile Connections: 150%
 Social Media Penetration: 93%
 Most Used SNS: YouTube
 Global Soft Power: 36th
 Gender Inequality: 143rd

\$1,628,250

PD Spending FY 2021

\$1,500,000

DP (.7) FY 2021

\$128,250

Supplemental

Lebanon



Demographics & Literacy

Geographical Area (sq. km.): 10,230
 Population: 6,684,849
 Below 24 yrs. old: 40.3%
 Refugee population: 856,758
 Urban population: 89.3%
 GDP/Capita: \$11,600
 Unemployment: 14.49%
 Below Poverty Line: 27.4% (2011 est)
 Literacy Rate: 95.1%
 Avg. Years of Education:
 12 (2014) (M), 11 (2014) (F)

Social & Media Indicators

Inclusive Internet Index: 85th
 Social Progress Index: 88th
 Corruption Perception Index: 154th
 Economic Freedom Index:
 162nd (repressed)
 Good Country Index: 82nd
 Media Freedom Index: 107th
 Internet Penetration: 90%
 Mobile Connections: 69%
 Social Media Penetration: 76%
 Most Used SNS: YouTube
 Global Soft Power: 79th
 Gender Inequality: 132nd

\$3,300,000

PD Spending FY 2021

\$1,700,000

DP (.7) FY 2021

\$1,600,000

Supplemental



Libya

■ U.S. Embassy in Tripoli temporarily located in Tunis, Tunisia.



\$1,060,098
PD Spending FY 2021

\$611,381
DP (.7) FY 2021

\$448,717
Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 1,759,540
Population: 7,040,745
Below 24 yrs. old: 43.0%
Refugee population: 3,701
Urban population: 81.3%
GDP/Capita: \$10,300
Unemployment: 19.58%
Below Poverty Line: 33.3% (est.unknown)
Literacy Rate: 86.1%
Avg. Years of Education:
N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 119th
Corruption Perception Index: 172nd
Economic Freedom Index: N/A
Good Country Index: 166th
Media Freedom Index: 165th
Internet Penetration: 50%
Mobile Connections: 170%
Social Media Penetration: 92nd
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: N/A

Morocco



\$2,764,249
PD Spending FY 2021

\$2,400,000
DP (.7) FY 2021

\$364,249
Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 716,300
Population: 37,772,756
Below 24 yrs. old: 41.8%
Refugee population: 6,920
Urban population: 64.6%
GDP/Capita: \$6,900 (2020 est)
Unemployment: 11.47%
Below Poverty Line: 4.8% (2013 est)
Literacy Rate: 73.8%
Avg. Years of Education:
14 (2020) (M), 14 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 67th
Social Progress Index: 101st
Corruption Perception Index: 87th
Economic Freedom Index:
97th (mostly unfree)
Good Country Index: 55th
Media Freedom Index: 136th
Internet Penetration: 85%
Mobile Connections: 130%
Social Media Penetration: 64%
Most Used SNS: YouTube
Global Soft Power: 46th
Gender Inequality: 144th

Map Key: ■ Embassy ▲ Consulate

Oman



\$680,485
PD Spending FY 2021

\$680,485
DP (.7) FY 2021

-
Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 309,500
Population: 5,323,993
Below 24 yrs. old: 33.9%
Refugee population: 307
Urban population: 87.8%
GDP/Capita: \$27,300 (2019 est)
Unemployment: 3.12%
Below Poverty Line: N/A
Literacy Rate: 95.7%
Avg. Years of Education:
14 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 55th
Social Progress Index: 85th
Corruption Perception Index: 56th
Economic Freedom Index:
108th (mostly unfree)
Good Country Index: 131st
Media Freedom Index: 133rd
Internet Penetration: 96%
Mobile Connections: 112%
Social Media Penetration: 84%
Most Used SNS: YouTube
Global Soft Power: 49th
Gender Inequality: 145th

Palestinian Territories



\$4,232,000
PD Spending FY 2021

\$4,200,000
DP (.7) FY 2021

\$32,000
Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 6,000
Population: 5,345,541
Below 24 yrs. old: 57.0%
Refugee population: N/A
Urban population: 77.3%
GDP/Capita: N/A
Unemployment: 24.90%
Below Poverty Line: 29.2% (2016 est)
Literacy Rate: 97.5%
Avg. Years of Education:
12 (2020) (M), 14 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 92nd
Corruption Perception Index: N/A
Economic Freedom Index: N/A
Good Country Index: 107th
Media Freedom Index: 132nd
Internet Penetration: 71%
Mobile Connections: 83%
Social Media Penetration: 65%
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: N/A



Qatar



Demographics & Literacy

Geographical Area (sq. km.): 11,586
 Population: 2,979,915
 Below 24 yrs. old: 25.8%
 Refugee population: 200
 Urban population: 99.3%
 GDP/Capita: \$85,300
 Unemployment: 0.26%
 Below Poverty Line: N/A
 Literacy Rate: 93.5%
 Avg. Years of Education:
 12 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 35th
 Social Progress Index: 86th
 Corruption Perception Index: 31st
 Economic Freedom Index:
 44th (moderately free)
 Good Country Index: 109th
 Media Freedom Index: 128th
 Internet Penetration: 99%
 Mobile Connections: 152%
 Social Media Penetration: 99%
 Most Used SNS: YouTube
 Global Soft Power: 26th
 Gender Inequality: 142nd

\$1,877,350
 PD Spending FY 2021

\$1,200,000
 DP (.7) FY 2021

\$677,350
 Supplemental

Saudi Arabia



Demographics & Literacy

Geographical Area (sq. km.): 2,149,690
 Population: 35,844,909
 Below 24 yrs. old: 37.4%
 Refugee population: 335
 Urban population: 84.7%
 GDP/Capita: \$44,300 (2020 est)
 Unemployment: 7.36%
 Below Poverty Line: N/A
 Literacy Rate: 97.6%
 Avg. Years of Education:
 16 (2020) (M), 16 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 56th
 Social Progress Index: 105th
 Corruption Perception Index: 52nd
 Economic Freedom Index:
 118th (mostly unfree)
 Good Country Index: 114th
 Media Freedom Index: 170th
 Internet Penetration: 98%
 Mobile Connections: 115%
 Social Media Penetration: 83%
 Most Used SNS: YouTube
 Global Soft Power: 24th
 Gender Inequality: 147th

\$3,100,000
 PD Spending FY 2021

\$3,100,000
 DP (.7) FY 2021

-
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Syria

■ U.S. Embassy in Damascus suspended operations in 2012.



Demographics & Literacy

Geographical Area (sq. km.): 185,887
 Population: 19,364,809
 Below 24 yrs. old: 47.3%
 Refugee population: 15,362
 Urban population: 56.7%
 GDP/Capita: \$2,900
 (2015 est, using 2015 dollars)
 Unemployment: 10.57%
 Below Poverty Line: 82.5% (2014 est)
 Literacy Rate: 80.8%
 Avg. Years of Education:
 9 (2013) (M), 9 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 132nd
 Corruption Perception Index: 178th
 Economic Freedom Index: N/A
 Good Country Index: 169th
 Media Freedom Index: 173rd
 Internet Penetration: 50%
 Mobile Connections: 79%
 Social Media Penetration: N/A
 Most Used SNS: N/A
 Global Soft Power: N/A
 Gender Inequality: 152nd

\$1,134,994
 PD Spending FY 2021

\$634,994
 DP (.7) FY 2021

\$500,000
 Supplemental

Tunisia



Demographics & Literacy

Geographical Area (sq. km.): 155,360
 Population: 12,046,656
 Below 24 yrs. old: 37.4%
 Refugee population: 2,678
 Urban population: 70.2%
 GDP/Capita: \$28,400
 Unemployment: 16.82%
 Below Poverty Line: 15.2% (2015 est)
 Literacy Rate: 79.0%
 Avg. Years of Education:
 14 (2016) (M), 16 (2016) (F)

Social & Media Indicators

Inclusive Internet Index: 72nd
 Social Progress Index: 58th
 Corruption Perception Index: 70th
 Economic Freedom Index:
 128th (mostly unfree)
 Good Country Index: 47th
 Media Freedom Index: 73rd
 Internet Penetration: 67%
 Mobile Connections: 136%
 Social Media Penetration: 68%
 Most Used SNS: Facebook
 Global Soft Power: 76th
 Gender Inequality: 126th

\$1,541,000
 PD Spending FY 2021

\$1,400,000
 DP (.7) FY 2021

\$141,000
 Supplemental



United Arab Emirates



\$3,600,000

PD Spending FY 2021

\$2,600,000

DP (.7) FY 2021

\$1,000,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 83,600
Population: 10,081,785
Below 24 yrs. old: 27.2%
Refugee population: 1,296
Urban population: 87.5%
GDP/Capita: \$67,100 (2019 est)
Unemployment: 3.36%
Below Poverty Line: 19.5% (2003 est)
Literacy Rate: 97.6%
Avg. Years of Education:
15 (2020) (M), 17 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 40th
Social Progress Index: 67th
Corruption Perception Index: 24th
Economic Freedom Index:
33rd (mostly free)
Good Country Index: 65th
Media Freedom Index: 131st
Internet Penetration: 99%
Mobile Connections: 169%
Social Media Penetration: 106%
Most Used SNS: YouTube
Global Soft Power: 15th
Gender Inequality: 72nd

Yemen



\$1,700,000

PD Spending FY 2021

\$1,100,000

DP (.7) FY 2021

\$600,000

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 527,968
Population: 31,154,867
Below 24 yrs. old: 58.2%
Refugee population: 129,001
Urban population: 39.2%
GDP/Capita: \$2,500 (2017 est)
Unemployment: 13.57%
Below Poverty Line: 48.6% (2014 est)
Literacy Rate: 54.1%
Avg. Years of Education:
11 (2011) (M), 8 (2011) (F)

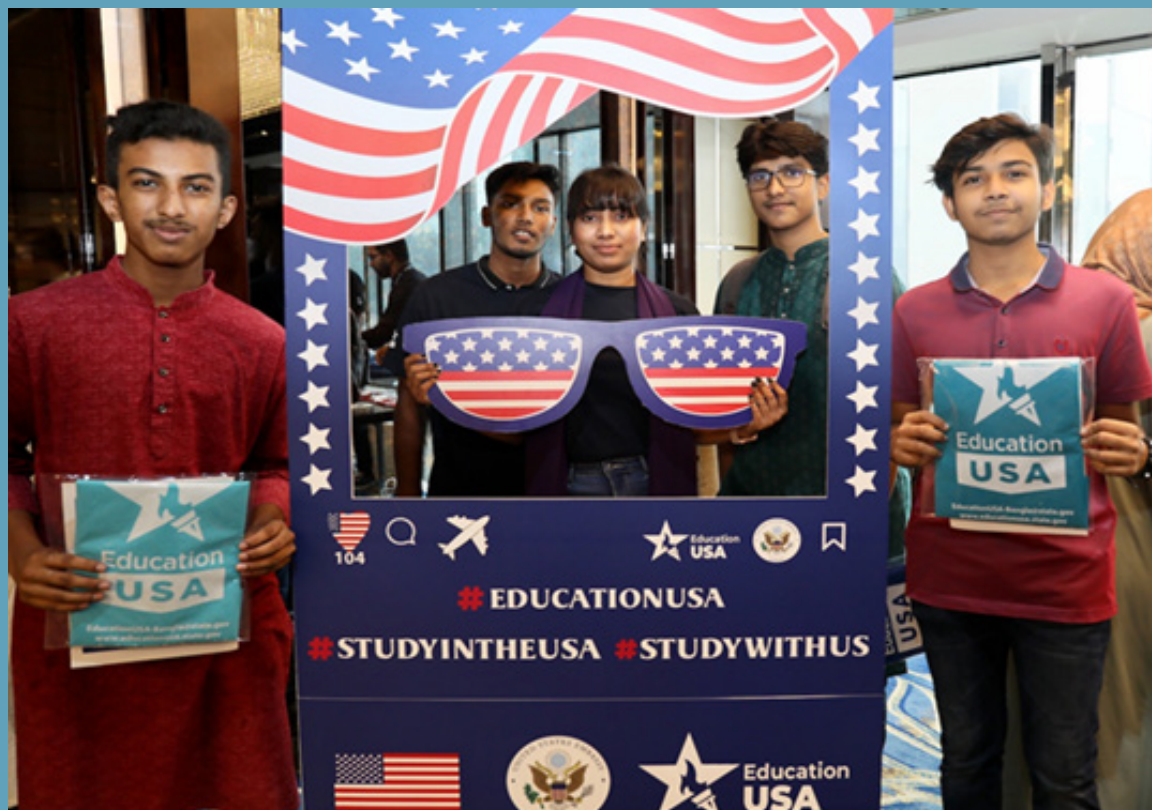
Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 163rd
Corruption Perception Index: 174th
Economic Freedom Index: N/A
Good Country Index: 161st
Media Freedom Index: 169th
Internet Penetration: 27%
Mobile Connections: 63%
Social Media Penetration: 12%
Most Used SNS: Facebook
Global Soft Power: N/A
Gender Inequality: 155th

Map Key: ■ Embassy ▲ Consulate



Bangladeshi Students at EducationUSA Fair



U.S. PUBLIC DIPLOMACY IN SOUTH AND CENTRAL ASIA





BUREAU OF SOUTH AND CENTRAL ASIAN AFFAIRS (SCA)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
DP (.7)	\$28.29 million	\$24.76 million	\$45.79 million	\$45.5 million	\$43.00 million
American Salaries	\$18.32 million	\$19.72 million	\$18.31 million	\$19.26 million	\$19.50 million
Supplemental	\$54.12 million	\$85.18 million	\$44.7 million	\$40.6 million	\$81.00 million
BBG/USAGM	\$45.48 million	\$42.71 million	\$33.77 million	\$40.14 million	-
Total	\$146.21 million	\$172.37 million	\$148.57 million	\$144.70 million	\$143.50 million

STRATEGIC OVERVIEW

At the crossroads of Asia, Europe, and the Middle East, the South and Central Asia 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 the region vital to U.S. national security and regional stability. Before the war in Ukraine, the region was poised to fuel global economic growth and prosperity over the coming decades since economies in South and Central Asia 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 Asian countries projected to enter the middle class.

Yet the region also grapples with serious challenges, such as severe climate vulnerabilities, Russian and Chinese malign influence, authoritarian practices human rights violations, and violent extremism – exacerbated by the war in Ukraine and the August 2021 Taliban takeover – that undermine regional stability, prosperity, and security. Democratic institutions remain fragile. Poverty is widespread. Pervasive corruption, a lack of economic opportunity, particularly for women, and vulnerability to natural disasters, terrorism, and a host of other malign influences challenge U.S. national interests throughout the region.

The Bureau of South and Central Asian Affairs (SCA) consists of 13 countries – Afghanistan, Bangladesh, Bhutan, India, Kazakhstan, the Kyrgyz Republic, Maldives, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, and Uzbekistan – covered by 20 U.S. embassies and consulates, including the Afghan Affairs Unit in Doha, Qatar, established after the suspension of U.S. Embassy operations in Afghanistan. U.S. public diplomacy programming at these posts is managed by 90 American officers and approximately 300 locally employed and contracted staff members.

U.S. FOREIGN POLICY GOALS

Broadly speaking, the SCA Bureau supports the promotion of democratic values and the respect for human rights, the protection of global security alliances, and the expansion of economic prosperity and opportunity in the region. SCA also works to mitigate the impact of the global pandemic and the risks created by climate change, partnering with civil society and host-government leaders to develop policies for equitable environmental stewardship and economic growth, while promoting U.S. lessons learned and clean technologies.

More specifically, SCA supports a free and open Indo-Pacific region comprised of nations that are independent, strong, and prosperous by engaging closely with South Asia partners – India, in particular – to promote shared values and interests. SCA is also strongly committed to the success of the Afghan people, especially women and girls, and supports Afghan resettlement efforts in the United States. The bureau seeks to strengthen the bilateral relationship with Pakistan by encouraging people-to-people ties. SCA supports a peaceful and prosperous Central Asia that is free to pursue political, economic, and security interests on its own while building strong democratic institutions, the rule of law, and respect for human rights.

Throughout the region, Russia and China remain major competitors for influence owing to geographic proximity, historical connections, and geopolitical ambitions. Russia's strategic narrative seeks to discredit Western democracies and international organizations, create chaos, and sow distrust in the current international order, including changing international borders and undermining Ukrainian sovereignty. The People's Republic of China, meanwhile, has made the South and Central Asian region a primary domain for its One Belt One Road infrastructure development and lending initiatives, seeking to create economic dependencies by offering investment and collaborative efforts to create a "shared prosperity."

Through diplomacy, advocacy, and assistance, SCA advances the interests of the American people, their safety, and economic prosperity. SCA's commitment to diversity, equity, inclusion, and accessibility 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 rights; and forge a new future 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 influencer 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.



SCA/PPD counters malign influence through people-to-people programs that cultivate influential local partners; improve fact-checking and investigative journalism skills; and empower local change makers working to improve economic, political, and human rights environments. Seeking a South and Central Asian region with prosperous, independent countries fostering strong democratic institutions, the rule of law, and respect for human rights, SCA PD engagement inoculates populations from mis/disinformation through media literacy and increased English language capacity. It seeks to mitigate malign influence effects through collaborative efforts with partner organizations and stakeholders as well as multilateral strategic dialogues.

Countries throughout SCA face intense vulnerabilities owing to climate change. PD engagement in SCA 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 the climate science; and improve the attractiveness of U.S. private sector solutions to climate-related challenges. The U.S. collaborative approach will not only distinguish itself from Russia's and China's pattern of disregard for the environment, but also help position the United States as a key partner in supporting the efforts of SCA countries to mitigate climate vulnerabilities.

SCA aims to grow the number of students who, in choosing to study in the United States, provide approximately \$39 billion to the U.S. economy each year while contributing to the United States' continued global leadership in innovation and technology. PD sections in SCA lead efforts throughout the region to attract more students to U.S. study through recruitment efforts via EducationUSA's network of 33 student advising centers in the region and through new commitments that strengthen and expand sustainable initiatives such as university partnerships, research collaboration, 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 heritage preservation projects also empower citizens to build more pluralistic, participatory, and prosperous societies while modeling American values such as respect for religious, ethnic, linguistic, and cultural diversity. The United States' inclusive approach to working with local partners while meeting international preservation standards contrasts with the PRC, which fails to honor traditional architecture and often utilizes Chinese labor. Protection of cultural heritage 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, respect for diverse and pluralistic societies, and human rights.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

Central Asia - Integrating Afghan Refugees into U.S. Programs and Tajik Society: When thousands of Afghan refugees crossed the Tajik border to seek a better life after the August 2021 Taliban takeover, *U.S. Embassy Dushanbe* partnered with Afghan-led community organizations in Tajikistan to provide education and vocational programs for Afghan youth and adults. In addition, to build community cohesion between Afghan and Tajik youth, the Embassy launched a program to integrate Afghan refugees into American Space programs such as robotics courses, English-language workshops, and debate training.

India - Creating Networks to Develop an Inclusive Entrepreneurship Ecosystem: In November 2020, the *U.S. Consulate General in Kolkata* launched ECA's Academy for Women Entrepreneurs. The first cohort created a sustainable network of 150 women entrepreneurs in five northeastern states. Encouraged by the success of the first edition of AWE, CG Kolkata launched the second edition across Bihar and Jharkhand in partnership with the Aroh Foundation in November 2021. AWE 2.0 has received support and recognition from Start Up India, the Government of India's flagship online platform for entrepreneurs and startups, and the Nexus Incubation hub at the American Center in New Delhi. Forty-five women entrepreneurs from Jharkhand are enrolled in the Dreambuilder online course run by the Thunderbird School of Management at the University of Arizona as part of this second edition.

Nepal - Combatting Foreign Malign Influence The *PD Section in Kathmandu* created a first-of-its-kind program with a media-watchdog grantee to produce a report on misinformation and disinformation in Nepal and to train journalists across the country in the identification of false stories. Embassy Kathmandu also leveraged social media platforms through campaigns designed to counter disinformation, generating an audience of four million followers. The Embassy also actively engages journalists through contact-building, roundtables, and interviews with officials to dispel myth about the USG.

Sri Lanka - Leveraging English Language Learning to Sustain Engagement: The Access program has been popular in Sri Lanka for years thanks to the high-quality English instruction and opportunities to learn about topics of mutual interest. During the pandemic it became essential. Using Access-provided smart phones, students continued their English enrichment classes largely uninterrupted. The shift to virtual programming also expanded opportunities for Access students from around the country and around the region to interact with each other through virtual projects. Access classes model gender equity, and project locations are selected to reach a balance of ethno-linguistic and religious communities through the country.

Strengthening Young Leaders' Capacity to Combat Climate Change in the Indo-Pacific: SCA launched the Climate Action Champions Network in 2021 to create a community of young climate activists from India, Bangladesh, Nepal, and Sri Lanka who align with the U.S. vision of a free, transparent, collaborative, and rules-based approach to governing international relations and key challenges in the Indo-Pacific. In contrast to divisive and disruptive activities by other foreign actors, the Climate Action Champions Network brings young activists together to solve regional challenges such as flooding, rising seas, and changing weather patterns. Through media awareness campaigns, tech solutions, and legislative reforms, these activists will be a powerful advocate for a green future, modeled on U.S. values and respect for international rules and norms.



SPOTLIGHT ON DIVERSITY



PAKISTAN

Marking 75 Years of Partnership with the U.S. Educational Foundation:



The first permanent headquarters of the U.S. Educational Foundation in Pakistan will be a state-of-the-art facility for student testing services, EducationUSA advising, and administration of the Fulbright and other USG exchange programs. USEFP serves as the official U.S. government resource for all students interested in pursuing education opportunities in the United States.

NEPAL

Promoting Cultural Heritage Protection and Preservation:

In December 2021, Mission Nepal played a key role in the reinstallation of a centuries-old sculpture of two Hindu gods at its temple in Kathmandu, nearly 40 years after it had been illegally trafficked. A bilateral effort led to the repatriation of the sculpture to Kathmandu from the Dallas Museum of Art earlier in the year. The collaboration that led to the return demonstrated U.S. commitment to protection of cultural heritage, and Nepali media covered it widely.



CENTRAL ASIA

Demonstrating Respect for Local Culture:

Reowned Uzbek Chef Bahridin Chusti prepared the popular regional dish plov for members of the U.S. delegation to the Strategic Partnership Dialogue in December 2021. The U.S. delegation and members of the Uzbek Ministry of Foreign Affairs celebrated this local tradition and learned about the history and secrets of preparing the perfect plov.



INDIA

Celebrating LGBTQI+ Communities: Hosted by American Spaces India, "Voice for the Voiceless" is a celebration of the Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex (LGBTQI+) communities in the U.S. and South Asia. Each month the program connects with LGBTQI+ activists fighting for equal protection, freedom from violence, and recognition of their fundamental human rights.



FY 2021 SCA PD SPENDING RANKED BY POST

	Country Name	FY 2018		FY 2019		FY 2020		FY 2021	
		DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental	DP (.7)	Supplemental
1	Pakistan	\$16.84 million	\$17.50 million	\$16.83 million	\$10.00 million	\$16.84 million	\$12.00 million	\$ 16.84 million	\$12.00 million
2	Afghanistan	\$11.17 million	\$27.00 million	\$11.27 million	\$27.00 million	\$7.27 million	\$10.40 million	\$7.27 million	\$10.40 million
3	India	\$7.45 million	\$325,557	\$8.32 million	\$0	\$7.70 million	\$0	\$7.70 million	\$235,720
4	Uzbekistan	\$627,700	\$1.90 million	\$1.08 million	\$9.24 million	\$1.20 million	\$4.60 million	\$1.15 million	\$4.65 million
5	Kazakhstan	\$1.80 million	\$2.43 million	\$2.02 million	\$2.01 million	\$1.70 million	\$2.01 million	\$1.70 million	\$2.50 million
6	Kyrgyzstan	\$1.15 million	\$3.52 million	\$1.39 million	\$4.93 million	\$1.20 million	\$1.11 million	\$1.20 million	\$2.44 million
7	Tajikistan	\$752,000	\$4.60 million	\$1.10 million	\$950,000	\$1.22 million	\$940,000	\$1.22 million	\$2.80 million
8	Turkmenistan	\$659,700	\$1.39 million	\$970,901	\$1.22 million	\$853,915	\$1.14 million	\$866,660	\$1.50 million
9	Bangladesh	\$1.89 million	\$222,548	\$2.03 million	\$0	\$1.78 million	\$0	\$1.88 million	-
10	Nepal	\$900,700	\$583,000	\$1.33 million	\$0	\$977,325	\$0	\$977,325	-
11	Sri Lanka & Maldives	\$728,700	\$399,430	\$1.01 million	\$0	\$671,700	\$0	\$671,700	\$265,000



U.S. PUBLIC DIPLOMACY IN SOUTH AND CENTRAL ASIA





Afghanistan



Demographics & Literacy

Geographical Area (sq. km.): 652,230
 Population: 40,754,388
 Below 24 yrs. old: 62.6%
 Refugee population: 72,226
 Urban population: 26.6%
 GDP/Capita: \$2,000
 Unemployment: 13.28%
 Below Poverty Line: 54.5% (2016 est)
 Literacy Rate: 37.3%
 Avg. Years of Education:
 13 (2018) (M), 8 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: 174th
 Economic Freedom Index: N/A
 Good Country Index: 162nd
 Media Freedom Index: 122nd
 Internet Penetration: 23%
 Mobile Connections: 69%
 Social Media Penetration: 11%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 156th

\$17,674,000

PD Spending FY 2021

\$7,274,000

DP (.7) FY 2021

\$10,400,000

Supplemental

Bangladesh



Demographics & Literacy

Geographical Area (sq. km.): 130,170
 Population: 167,885,689
 Below 24 yrs. old: 44.1%
 Refugee population: 889,775
 Urban population: 39.7%
 GDP/Capita: \$4,800
 Unemployment: 5.23%
 Below Poverty Line: 24.3% (2016 est)
 Literacy Rate: 74.9%
 Avg. Years of Education:
 12 (2020) (M), 13 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 82nd
 Social Progress Index: 121st
 Corruption Perception Index: 147th
 Economic Freedom Index:
 137th (mostly unfree)
 Good Country Index: 105th
 Media Freedom Index: 152nd
 Internet Penetration: 32%
 Mobile Connections: 107%
 Social Media Penetration: 30%
 Most Used SNS: Facebook
 Global Soft Power: 105th
 Gender Inequality: 65th

\$1,776,425

PD Spending FY 2021

\$1,776,425

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

India



Demographics & Literacy

Geographical Area (sq. km.): 2,973,193
 Population: 1,406,631,776
 Below 24 yrs. old: 43.2%
 Refugee population: 196,194
 Urban population: 35.9%
 GDP/Capita: \$6,100
 Unemployment: 5.98%
 Below Poverty Line: 21.9% (2011 est)
 Literacy Rate: 74.4%
 Avg. Years of Education:
 12 (2020) (M), 12 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 49th
 Social Progress Index: 115th
 Corruption Perception Index: 85th
 Economic Freedom Index:
 131st (mostly unfree)
 Good Country Index: 52nd
 Media Freedom Index: 142nd
 Internet Penetration: 47%
 Mobile Connections: 82%
 Social Media Penetration: 34%
 Most Used SNS: YouTube
 Global Soft Power: 29th
 Gender Inequality: 140th

\$7,933,820

PD Spending FY 2021

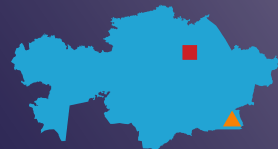
\$7,698,100

DP (.7) FY 2021

\$235,720

Supplemental

Kazakhstan



Demographics & Literacy

Geographical Area (sq. km.): 2,699,700
 Population: 19,205,043
 Below 24 yrs. old: 41.1%
 Refugee population: 399
 Urban population: 58.0%
 GDP/Capita: \$25,300
 Unemployment: 4.90%
 Below Poverty Line: 4.3% (2018 est)
 Literacy Rate: 99.8%
 Avg. Years of Education:
 15 (2020) (M), 16 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 62nd
 Social Progress Index: 64th
 Corruption Perception Index: 102nd
 Economic Freedom Index:
 64th (moderately free)
 Good Country Index: 100th
 Media Freedom Index: 155th
 Internet Penetration: 86%
 Mobile Connections: 128%
 Social Media Penetration: 73%
 Most Used SNS: Instagram
 Global Soft Power: 88th
 Gender Inequality: 80th

\$4,191,873

PD Spending FY 2021

\$1,696,873

DP (.7) FY 2021

\$2,495,000

Supplemental



Kyrgyzstan



Demographics & Literacy

Geographical Area (sq. km.): 191,801
 Population: 6,728,271
 Below 24 yrs. old: 47.7%
 Refugee population: 327
 Urban population: 37.5%
 GDP/Capita: \$4,700
 Unemployment: 9.10%
 Below Poverty Line: 20.1% (2019 est)
 Literacy Rate: 99.6%
 Avg. Years of Education:
 13 (2020) (M), 13 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 82nd
 Corruption Perception Index: 144th
 Economic Freedom Index:
 116th (mostly unfree)
 Good Country Index: 80th
 Media Freedom Index: 79th
 Internet Penetration: 52%
 Mobile Connections: 159%
 Social Media Penetration: 54%
 Most Used SNS: Instagram
 Global Soft Power: N/A
 Gender Inequality: 108th

\$3,634,536

PD Spending FY 2021

\$1,192,852

DP (.7) FY 2021

\$2,441,684

Supplemental

Nepal



Demographics & Literacy

Geographical Area (sq. km.): 143,351
 Population: 30,225,582
 Below 24 yrs. old: 48.3%
 Refugee population: 19,552
 Urban population: 21.5%
 GDP/Capita: \$3,800
 Unemployment: 5.05%
 Below Poverty Line: 25.2% (2011 est)
 Literacy Rate: 67.9%
 Avg. Years of Education:
 13 (2018) (M), 13 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 83rd
 Social Progress Index: 113th
 Corruption Perception Index: 117th
 Economic Freedom Index:
 148th (repressed)
 Good Country Index: 74th
 Media Freedom Index: 106th
 Internet Penetration: 39%
 Mobile Connections: 136%
 Social Media Penetration: 46%
 Most Used SNS: Facebook
 Global Soft Power: 102nd
 Gender Inequality: 106th

\$377,325

PD Spending FY 2021

\$977,325

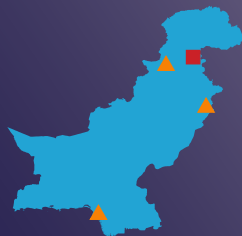
DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

Pakistan



Demographics & Literacy

Geographical Area (sq. km.): 770,875
 Population: 229,488,994
 Below 24 yrs. old: 53.3%
 Refugee population: 1,438,523
 Urban population: 37.7%
 GDP/Capita: \$4,600
 Unemployment: 4.35%
 Below Poverty Line: 24.3% (2015 est)
 Literacy Rate: 58.0%
 Avg. Years of Education:
 9 (2019) (M), 8 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 90th
 Social Progress Index: 143rd
 Corruption Perception Index: 140th
 Economic Freedom Index:
 153rd (repressed)
 Good Country Index: 110th
 Media Freedom Index: 145th
 Internet Penetration: 37%
 Mobile Connections: 83%
 Social Media Penetration: 32%
 Most Used SNS: YouTube
 Global Soft Power: 83rd
 Gender Inequality: 153rd

\$28,837,000

PD Spending FY 2021

\$16,837,000

DP (.7) FY 2021

\$12,000,000

Supplemental

Sri Lanka

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



Demographics & Literacy

Geographical Area (sq. km.): 64,630
 Population: 21,575,842
 Below 24 yrs. old: 37.9%
 Refugee population: 952
 Urban population: 19.0%
 GDP/Capita: \$12,500
 Unemployment: 5.39%
 Below Poverty Line: 4.1% (2016 est)
 Literacy Rate: 92.3%
 Avg. Years of Education:
 14 (2018) (M), 14 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 77th
 Social Progress Index: 72nd
 Corruption Perception Index: 102nd
 Economic Freedom Index:
 132nd (mostly unfree)
 Good Country Index: 129th
 Media Freedom Index: 127th
 Internet Penetration: 53%
 Mobile Connections: 150%
 Social Media Penetration: 39%
 Most Used SNS: Facebook
 Global Soft Power: 73rd
 Gender Inequality: 116th

\$936,700

PD Spending FY 2021

\$671,700

DP (.7) FY 2021

\$265,000

Supplemental



Tajikistan



\$4,021,726

PD Spending FY 2021

\$1,219,960

DP (.7) FY 2021

\$2,801,766

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 141,510
Population: 9,957,464
Below 24 yrs. old: 54.0%
Refugee population: 6,780
Urban population: 28.0%
GDP/Capita: \$3,700
Unemployment: 7.75%
Below Poverty Line: 26.3% (2019 est)
Literacy Rate: 99.8%
Avg. Years of Education:
12 (2013) (M), 11 (2013) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 123rd
Corruption Perception Index: 150th
Economic Freedom Index:
147th (repressed)
Good Country Index: 97th
Media Freedom Index: 162nd
Internet Penetration: 41%
Mobile Connections: 106%
Social Media Penetration: 15%
Most Used SNS: Instagram
Global Soft Power: N/A
Gender Inequality: 125th

Turkmenistan



\$2,349,054

PD Spending FY 2021

\$866,660

DP (.7) FY 2021

\$1,482,394

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 469,930
Population: 6,201,943
Below 24 yrs. old: 46.0%
Refugee population: 20
Urban population: 53.5%
GDP/Capita: \$15,500 (2019 est)
Unemployment: 5.08%
Below Poverty Line: 0.2% (2012 est)
Literacy Rate: 99.7%
Avg. Years of Education:
13 (2020) (M), 13 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
Social Progress Index: 120th
Corruption Perception Index: 169th
Economic Freedom Index:
165th (repressed)
Good Country Index: N/A
Media Freedom Index: 178th
Internet Penetration: 39%
Mobile Connections: 80%
Social Media Penetration: 6%
Most Used SNS: Instagram
Global Soft Power: 113th
Gender Inequality: N/A

Map Key: ■ Embassy ▲ Consulate

Uzbekistan



\$5,794,671

PD Spending FY 2021

\$1,145,421

DP (.7) FY 2021

\$4,649,250

Supplemental

Demographics & Literacy

Geographical Area (sq. km.): 425,400
Population: 34,382,084
Below 24 yrs. old: 43.8%
Refugee population: 13
Urban population: 50.5%
GDP/Capita: \$7,000
Unemployment: 7.16%
Below Poverty Line: 14.1% (2013 est)
Literacy Rate: 100.0%
Avg. Years of Education:
13 (2019) (M), 12 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 76th
Social Progress Index: 95th
Corruption Perception Index: 140th
Economic Freedom Index:
117th (mostly unfree)
Good Country Index: 163rd
Media Freedom Index: 157th
Internet Penetration: 71%
Mobile Connections: 87%
Social Media Penetration: 19%
Most Used SNS: Instagram
Global Soft Power: 85th
Gender Inequality: N/A



Youth Ambassadors from Uruguay
Celebrate their Graduation



U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE





BUREAU OF WESTERN HEMISPHERE AFFAIRS (WHA)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
D&CP	\$54.17 million	\$50.11 million	\$42.51 million	\$44.50 million	\$42.66 million
American Salaries	\$19.64 million	\$21.17 million	\$19.64 million	\$21.02 million	\$22.05 million
Supplemental*	\$3.47 million	\$6.73 million	\$2.21 million	\$4.06 million	\$3.45 million
BBG/USAGM	\$22.86 million	\$24.28 million	\$24.10 million	\$22.41 million	-
TOTAL	\$100.14 million	\$102.29 million	\$88.46 million	\$91.99 million	\$68.16 million

*Accounting for supplemental funding (AEECA, Ambassadors Fund, ESF, OCO, PEPFAR, and PA/IIP grants to post) changed in FY 2016 due to new guidance from the Undersecretary for Public Diplomacy and Public Affairs requiring Public Diplomacy Sections to no longer manage grants for programs not directly related to public diplomacy. This change resulted in a more accurate accounting of how much supplemental funding contributes to U.S. government public diplomacy programs.

STRATEGIC OVERVIEW

The Bureau of Western Hemisphere Affairs (WHA) and U.S. diplomatic missions across the Americas engage with governments, people, and institutions to expand inclusive prosperity, democracy, security, and climate-resilience, issues that advance U.S. interests in the region. Public diplomacy practitioners aim to build and activate 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; share accurate information about U.S. policy and values; and modernize public diplomacy capabilities to remain competitive.

Diaspora communities in the United States continue to play an influential role in the economic, political, educational, and cultural trajectory of the region. Public diplomacy and information engagement uses connectivity to reach wider audiences across the region. U.S. diplomatic missions leverage professional and student exchanges to maintain a strong collaborative dialogue with host country partners and audiences. Public diplomacy activities also mitigate negative perceptions and counter propaganda and disinformation online and beyond.

The Office of Public Diplomacy and Public Affairs in WHA (WHA/PDA) in Washington supports 123 American and 283 locally employed staff at 28 embassies and 22 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. The challenges of these fiscal constraints, combined with the long-term impacts of the global pandemic, require public diplomacy teams to implement innovative and effective hybrid forms of engagement.

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 2022-2026. The principal goal of U.S. engagement with the Western Hemisphere is to promote a prosperous, secure, inclusive, greener, and democratic region that the United States can partner with to advance shared global and regional interests.

U.S. diplomatic missions throughout the region seek to enhance economic opportunity and prosperity. WHA advances the U.S. trade agenda, fosters inclusive economic prosperity, expands access to inclusive economic opportunities, and promotes transparent business practices and good governance to eliminate corruption. The bureau prioritizes investments in education, stimulates economic growth, and fosters entrepreneurship and innovation. WHA places access to education and English language training, in partnership with support for entrepreneurship, through people-to-people exchanges at the core of economically focused PD in the Americas.

Maintaining a secure hemisphere remains one of the top priorities within WHA. Diplomatic missions work with partners to reduce irregular migration, disrupt the transnational criminal networks and trafficking routes that harm the hemisphere's citizens, undermine governance, and impact investments in climate. This creates more secure communities for citizens in partner nations, and safe countries where people want to stay to build a better future. Promoting climate resilience and energy security are key to ensuring a cohesive and greener hemisphere.

After decades of stability and democracy that supported economic growth throughout most of the Americas, some leaders in the region are challenging democratic values. The United States supports inclusive democracies that deliver on commitments, which benefit the people. This includes free, fair, timely, and transparent elections across the hemisphere, strong democratic institutions, and the rule of law.

The U.S. government opposes practices that threaten press freedom, including censorship, closures of media outlets, civil society organizations, and threats to journalists. WHA champions the Inter-American Charter, working through exchanges and with regional institutions like the Organization of American States (OAS), the Caribbean Community (CARICOM) and alongside leaders throughout the hemisphere to support the aspirations of the people.

Disinformation and propaganda undermine efforts to maintain a secure, democratic, and economically prosperous hemisphere. WHA collaborates with partners in the region to counter propaganda and disinformation, particularly where they are used as tools of subversive foreign interference by state actors and their surrogates. Diplomatic missions work to empower partner governments, civil society organizations, journalists, and the public to detect and counter disinformation and external influence operations



In the Western Hemisphere region, Afro-Latinos and Indigenous communities experience high levels of marginalization in access to quality education, formal economic sector participation, political participation, access to the justice system and environmental justice, and health disparities. Respect for universal human rights is both an enduring national interest and a bureau regional priority. Public diplomacy activities in WHA advance racial and gender equity and promote social inclusion, especially for members of marginalized communities.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

WHA's public diplomacy efforts focus on leveraging strategic communications and programming to advance U.S. national security priorities to support a democratic, prosperous, secure, green, and inclusive hemisphere. This hemispheric vision includes a democratic future for all citizens, protecting human rights, fostering economic prosperity, ensuring clean and secure energy sources, and promoting diversity, equity, social inclusion, and accessibility. The objective is to engage diverse audiences, including publics, institutions, organizations, and businesses to advance U.S. policies, positions, and values.

WHA posts use messaging, programs, exchanges, and media literacy trainings to strengthen rule of law and improve democratic ideals and values throughout the hemisphere. In countries like Cuba and Venezuela, public diplomacy engagement focuses on increasing awareness of human rights, U.S. policy that supports the people and diminishes funding streams to the regimes, building people-to-people relationships that empower individuals and communities through education and entrepreneurship, and improving access to information. (Operations at the U.S. Embassy in Caracas have remained suspended since March 2019 owing to deteriorating economic and political conditions in Venezuela. PD programming in-country continues with officers at the Venezuela Affairs Unit in Bogotá providing oversight for ongoing PD activities.)

WHA PD programs promote equitable economic recovery across the hemisphere, which includes safer, stronger communities. The recent U.S. strategy to address the root causes of migration in northern Central America includes new commitments from the U.S. government, private sector companies and organizations. Multi-sectoral responses to this strategy will remove barriers to women's full economic participation and strengthen women's access to quality employment and address gender-based violence. Other WHA PD approaches to economic empowerment include intersectional programs that connect entrepreneurs – including youth, women, and minorities – with U.S. businesses, non-governmental organizations, and educational networks.

Maintaining a secure hemisphere remains a key priority. WHA public diplomacy messaging, programs, and exchanges address the underlying causes of illicit trafficking, transnational crime, gender-based violence, violent extremism, and the drivers of irregular migration. In El Salvador, Guatemala, and Honduras, PD programming has helped to strengthen the institutions, communities, and networks that are critical to promoting prosperity and citizen security. GPA assists in the development of public outreach campaigns aimed at discouraging irregular migration, while WHA-supported exchange programs and journalist reporting tours provide participants with an in-depth understanding of the application of U.S. migration policies, and promote collaboration and accurate information sharing throughout the region.

Countries in the Western Hemisphere are subject to the democratic undermining of state-sponsored disinformation campaigns, but the region lacks a mechanism for connecting host governments, media organizations, and civil society actors for the purpose of sharing information and best practices. To address this gap, WHA/PDA and the State Department's 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.

In 2021-2022, each of the bureau's regional PD objectives was viewed through a deeper lens of equity, diversity, and inclusion. Strengthening democratic, economic, and security procedures must always consider those on the margins. WHA put these ideals into practice through training and exchange programs, support for bilateral agreements and regional initiatives promoting equity, capacity building of education institutions, and diaspora engagement.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS



YLAI Fellowship alumni from 17 Caribbean countries and Brazil gathered in Jamaica.

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 inclusive 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 ten percent in 2021, now reaching over 55,000 young entrepreneurs throughout the region and serving as a hub for professional networking and information-sharing. Members participate in campaigns linked with core U.S. policy priorities, from transparency and accountability to diversity and inclusion, and more than 33,000 unique members (representing 61 percent of the network) engaged with policy-focused YLAI network-wide campaign emails in 2021.

100,000 Strong in the Americas Innovation Fund: The 100,000 Strong in the Americas (100K) Innovation Fund is the Department's hemisphere-wide initiative that champions the power of partnerships to expand higher education opportunities through exchanges, which stimulate economic prosperity. During 2013-2022, the Department's \$7,500,000 million in contributions to this fund leveraged over \$16,500,000 million from public/private/academic sectors – 60% from non-USG sources – to support 100K Strong grants and advance USG policy goals. As of March 2022, the 100K Strong Innovation Fund has awarded 278 grants (of \$25,000-\$35,000 each) to 535 higher education institutions working in teams in 25 countries and 49 U.S. states, providing thousands of students with critical access to innovative exchange and training programs in many areas, including public health, science, engineering,



environment, agriculture, and biotechnology. Thus far, over 2,400 higher education institutions interested in past, present, and future innovation fund competitions have joined the hemisphere-wide 100K Network with 1,400 universities and colleges in the United States, creating a one-stop platform to connect, create, and collaborate.

Youth Ambassadors: Since its 2002 launch as a single-country exchange 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. After ECA began implementing the program in 2009, it was expanded to more than 30 countries across the Americas, including the United States. More than 450 high school students and adult mentors 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. The program's popularity has led to spinoff programs across the region, including the *Jóvenes en Acción* program in Mexico. Through these programs, alumni from across the region continue to 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 contributes to workforce development, prosperity, and social inclusion. 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. As part of the ECA American Spaces worldwide network, WHA's Binational Centers (BNCs) are the premiere platforms for delivering language training, cultural and academic programming, and a host of American spaces and libraries highlighting aspects of the United States. WHA's BNCs received almost six million in-person visits in 2021 as well as 33 million attendees of virtual programs following the BNCs pivot to virtual engagement owing to the COVID-19 pandemic.

Binational Centers also promote study in and information about the United States and engage U.S. government alumni networks. The English Access Micro-Scholarship Program, with cohorts in 18 countries in WHA, also provides a foundation of English-language skills to bright underserved students, primarily aged 13 to 20, through after school classes and intensive sessions, equipping them with skills that open doors for educational and workforce opportunities. Throughout 2021, the region was also served by 82 Virtual English Language Fellows who teach English at universities or to specialized groups of adults and 97 English Language Specialists, who train educators or develop curriculum to enhance English teaching capacity throughout WHA. The Online Professional English Network (OPEN) provides online courses, webinars, and a community of practice for international English language teachers, professionals, and other English learners on an ongoing basis across the region.

In 2022, *PAS Panama City* worked with a Virtual English Language Fellow to promote citizen security and teach border security-related English to 30 members of Panama's National Migration Service (SNM). SNM officers require greater English fluency to properly communicate with undocumented individuals who migrate from the Caribbean through the Panama-Colombia border and help deter human trafficking. This Virtual English Language Fellow project advances the Embassy's goal of building capacity for law enforcement authorities to enhance their security partnerships with the United States.



(Courtesy of Colombo Americano Cali)

Participants in the College Horizons Outreach Program in Cali, Colombia.



WHA promotes deliberate and intentional approaches to ensure programs are inclusive of historically marginalized communities, with embassies in the region working with a range of local partners, including NGOs, Fulbright Commissions, Binational Centers, universities, and the private sector to recruit and support participants. Highlights include the following:

College Horizons Outreach Program (CHOP): Established in 2005 to promote social inclusion, education diplomacy, democracy, and economic prosperity, WHA's College Horizons Outreach Program (CHOP) has to date provided more than 3,500 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 and expand their career horizons. In fiscal year 2021, 356 CHOP students participated in multi-city cohorts in Bolivia, Colombia, Ecuador, Nicaragua, and Peru. CHOP provides unique opportunities for Afro-Latino and Indigenous students, who are often overlooked for language study and college preparatory programs and benefit significantly from mentorship to navigate the higher education process. Almost 60 percent of CHOP students surveyed said the greatest benefit was learning English, followed by developing leadership skills – two of the essential tools for building prosperity.

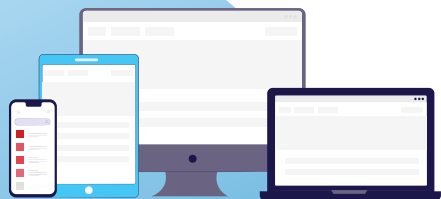
English and Culture: Access E2C, sponsored by the *U.S. Mission in Brazil*, in partnership with the +Unidos Group, offers 210 hours of English language online classes for 160 Afro-Brazilians and Indigenous young professionals from all Brazilian states. Additionally, Consulate Rio de Janeiro continues implementation of a 2019 \$500,000 Ambassador Fund for Cultural Preservation Project promoting information about Afro-Brazilian culture through the preservation of the Valongo Wharf. This project also led to the commission of a large mural dedicated to civil rights icons from Brazil and the United States.

Entrepreneurship: Bibi LaLuz Gonzalez, a 2016 alumna of the Young Leaders of the Americas Initiative Fellowship Program, launched a non-profit that promotes health and dignity through better nutrition, working alongside Indigenous, low- and middle-income families to build a more inclusive food system. Bibi has expanded her work, also leading efforts to combat human trafficking and promote women's health and safety around the globe. She was named a Trailblazing Activist in Forbes Central America's World's 50 Best list and received a 2019 Thomas Reuters Changemaker Award.



COVID-19: The COVID-19 pandemic exacerbated existing hemispheric fragilities, including health disparities, access to quality health care and education opportunities. Deliberate and intentional approaches to address social exclusion through public diplomacy continue to ensure responsiveness during the pandemic. WHA and PAS Bogota leveraged the U.S. speakers program to host a regional discussion on COVID-19 implications in African Descendant and Indigenous communities featuring experts who highlighted health disparities based on race. These experts also discussed ways to address community health challenges including pre-existing health conditions, limited access to tele-medicine and variable health infrastructures, food (in)security, clean water access, and limited access to information owing to insufficient online connectivity .

Bilateral and Regional Initiatives: WHA is the first and only bureau to establish a Race, Ethnicity, and Social Inclusion Unit (RESIU) that works closely with PDA on leveraging policy and programs that support social inclusion in the region. RESIU and PDA work closely to support bilateral agreements with Brazil (2008), Colombia (2010), and Uruguay (2014) on racial and ethnic equality and social inclusion, which include a focus on economic prosperity, access to education, political participation, health, justice, and environmental justice. These interagency and multisectoral action plans serve as the basis for deeper collaborations with the U.S. Department of Education, which produced Memorandums of Understanding with consortiums of Historically Black Colleges and Universities (HBCUs) on exchanges with Brazil (2014), Colombia (2019), and the United States. These agreements continue to bear fruit, including with the June 2021 announcement of five new 100,000 Strong in the Americas Innovation Fund partnership grants in Colombia with HBCUs and three new partnerships with Hispanic Serving Institutions. This also sparked State and private investments in the 100K Inclusive Education launch.





FY 2021 WHA PD SPENDING RANKED BY POST

		FY 2018		FY 2019		FY 2020		FY 2021	
	Country Name	D&CP	Supplemental*	D&CP	Supplemental*	D&CP	Supplemental*	D&CP	Supplemental
1	Brazil	\$6.93 million	\$789,231	\$5.98 million	\$406,950	\$5.07 million	\$165,000	\$5.04 million	-
2	Mexico	\$4.47 million	\$492,535	\$4.42 million	\$262,089	\$4.49 million	\$0	\$5.12 million	-
3	Argentina	\$3.78 million	\$174,068	\$3.30 million	\$373,594	\$2.01 million	\$0	\$2.24 million	-
4	Colombia	\$2.36 million	\$75,160	\$1.99 million	\$970,514	\$1.86 million	\$138,200	\$2.31 million	\$1.09 million
5	Canada	\$2.67 million	\$0	\$2.60 million	\$251,757	\$2.70 million	\$0	\$3.03 million	-
6	Peru	\$2.44 million	\$312,677	\$2.25 million	\$559,785	\$2.37 million	\$240,000	\$2.69 million	\$419,820
7	Ecuador	\$1.99 million	\$154,084	\$1.83 million	\$861,270	\$1.91 million	\$117,500	\$2.08 million	-
8	Venezuela	\$3.35 million	\$105,552	\$2.03 million	\$77,315	\$823,800	\$0	\$2.39 million	-
9	Bolivia	\$1.90 million	\$157,681	\$1.86 million	\$147,510	\$1.97 million	\$109,306	\$2.21 million	\$71,575
10	Chile	\$1.79 million	\$112,620	\$1.68 million	\$138,819	\$1.60 million	\$183,760	\$1.85 million	-
11	Haiti	\$1.43 million	\$220,177	\$1.47 million	\$214,748	\$862,500	\$0	\$1.14 million	-
12	El Salvador	\$964,100	\$283,267	\$946,600	\$411,052	\$1.00 million	\$616,219	\$1.05 million	-
13	Guatemala	\$1.35 million	\$150,000	\$1.11 million	\$242,014	\$1.23 million	\$415,000	\$1.45 million	\$152,339
14	Uruguay	\$1.48 million	\$38,900	\$1.29 million	\$39,030	\$1.28 million	\$0	\$1.57 million	\$249,978
15	Panama	\$1.23 million	\$11,007	\$1.22 million	\$86,720	\$1.31 million	\$0	\$1.36 million	-
16	Dominican Republic	\$1.11 million	\$0	\$1.06 million	\$85,960	\$949,100	\$150,000	\$990,700	-
17	Costa Rica	\$1.07 million	\$29,135	\$1.06 million	\$76,647	\$1.14 million	\$0	\$1.11 million	-
18	Honduras	\$1.00 million	\$68,500	\$794,800	\$169,690	\$837,100	\$21,304	\$927,800	-
19	Jamaica	\$939,400	\$108,831	\$924,500	\$7,132	\$805,600	\$0	\$689,900	-
20	Nicaragua	\$553,230	\$19,856	\$680,600	\$125,873	\$737,200	\$60,000	\$771,042	-
21	Paraguay	\$744,009	\$52,335	\$678,200	\$102,276	\$707,300	\$0	\$741,430	-
22	Barbados & Eastern Caribbean	\$676,814	\$74,700	\$671,600	\$46,940	\$709,300	\$0	\$730,200	-
23	Trinidad and Tobago	\$695,280	\$26,555	\$633,300	\$32,665	\$674,000	\$0	\$689,700	-
24	Cuba	\$468,000	\$0	\$510,660	\$0	\$719,207	\$0	\$174,830	-
25	The Bahamas	\$250,200	\$12,950	\$243,200	\$4,200	\$425,300	\$0	\$821,966	\$478,166



	Country Name	FY 2018		FY 2019		FY 2020		FY 2021	
		D&CP	Supplemental*	D&CP	Supplemental*	D&CP	Supplemental*	D&CP	Supplemental
26	Suriname	\$128,000	\$14,660	\$126,300	\$57,030	\$205,600	\$0	\$209,700	-
27	Belize	\$159,972	\$0	\$103,800	\$33,411	\$108,700	\$0	\$110,800	-
28	Guyana	\$66,500	\$0	\$96,500	\$4,520	\$141,700	\$0	\$146,600	-
29	Curacao	\$2,000	\$0	\$1,000	\$2,880	\$1,000	\$0	\$4,740	-



U.S. PUBLIC DIPLOMACY IN THE WESTERN HEMISPHERE





Argentina



Demographics & Literacy

Geographical Area (sq. km.): 2,736,690
 Population: 46,010,234
 Below 24 yrs. old: 39.5%
 Refugee population: 4,007
 Urban population: 92.3%
 GDP/Capita: \$19,700
 Unemployment: 10.90%
 Below Poverty Line: 35.5% (2019 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 17 (2019) (M), 19 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 43rd
 Social Progress Index: 41st
 Corruption Perception Index: 96th
 Economic Freedom Index:
 144th (mostly unfree)
 Good Country Index: 63rd
 Media Freedom Index: 69th
 Internet Penetration: 83%
 Mobile Connections: 123%
 Social Media Penetration: 87%
 Most Used SNS: YouTube
 Global Soft Power: 38th
 Gender Inequality: 35th

\$2,240,000

PD Spending FY 2021

\$2,240,000

DP (.7) FY 2021

\$0

Supplemental

The Bahamas



Demographics & Literacy

Geographical Area (sq. km.): 10,010
 Population: 400,516
 Below 24 yrs. old: 37.3%
 Refugee population: 20
 Urban population: 83.5%
 GDP/Capita: \$30,800
 Unemployment: 13.24%
 Below Poverty Line: 9.3% (2010 est)
 Literacy Rate: 95.6%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: 30th
 Economic Freedom Index:
 38th (moderately free)
 Good Country Index: 159th
 Media Freedom Index: N/A
 Internet Penetration: 85%
 Mobile Connections: 91%
 Social Media Penetration: 70%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 58th

\$1,300,132

PD Spending FY 2021

\$821,966

DP (.7) FY 2021

\$478,166

Supplemental

Map Key: ■ Embassy ▲ Consulate

Barbados

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: 288,023
 Below 24 yrs. old: 29.3%
 Refugee population: 0
 Urban population: 31.4%
 GDP/Capita: \$12,900
 Unemployment: 10.41%
 Below Poverty Line: N/A
 Literacy Rate: 99.6%
 Avg. Years of Education:
 14 (2011) (M), 17 (2011) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 40th
 Corruption Perception Index: 29th
 Economic Freedom Index:
 28th (mostly free)
 Good Country Index: 94th
 Media Freedom Index: N/A
 Internet Penetration: 82%
 Mobile Connections: 114%
 Social Media Penetration: 85%
 Most Used SNS: Instagram
 Global Soft Power: 93rd
 Gender Inequality: 27th

\$730,200

PD Spending FY 2021

\$730,200

DP (.7) FY 2021

\$0

Supplemental

Belize



Demographics & Literacy

Geographical Area (sq. km.): 22,806
 Population: 412,190
 Below 24 yrs. old: 47.8%
 Refugee population: 65
 Urban population: 46.4%
 GDP/Capita: \$6,100
 Unemployment: 8.22%
 Below Poverty Line: 41% (2013 est)
 Literacy Rate: 76.9%
 Avg. Years of Education:
 13 (2020) (M), 13 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: N/A
 Corruption Perception Index: N/A
 Economic Freedom Index:
 109th (mostly unfree)
 Good Country Index: 150th
 Media Freedom Index: 53rd
 Internet Penetration: 48%
 Mobile Connections: 95%
 Social Media Penetration: 70%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 90th

\$110,800

PD Spending FY 2021

\$110,800

DP (.7) FY 2021

\$0

Supplemental



Bolivia



Demographics & Literacy

Geographical Area (sq. km.): 1,083,301
 Population: 11,992,656
 Below 24 yrs. old: 48.1%
 Refugee population: 1,116
 Urban population: 70.8%
 GDP/Capita: \$7,900
 Unemployment: 8.51%
 Below Poverty Line: 37.2% (2019 est)
 Literacy Rate: 92.5%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 89th
 Corruption Perception Index: 128th
 Economic Freedom Index:
 169th (repressed)
 Good Country Index: 128th
 Media Freedom Index: 110th
 Internet Penetration: 56%
 Mobile Connections: 113%
 Social Media Penetration: 71%
 Most Used SNS: Facebook
 Global Soft Power: 92nd
 Gender Inequality: 61st

\$2,281,575
 PD Spending FY 2021

\$2,210,000
 DP (.7) FY 2021

\$71,575
 Supplemental

Brazil



Demographics & Literacy

Geographical Area (sq. km.): 8,358,140
 Population: 215,353,593
 Below 24 yrs. old: 35.2%
 Refugee population: 60,848
 Urban population: 87.6%
 GDP/Capita: \$14,100
 Unemployment: 14.40%
 Below Poverty Line: 4.2% (2016 est)
 Literacy Rate: 93.2%
 Avg. Years of Education:
 15 (2019) (M), 16 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 36th
 Social Progress Index: 65th
 Corruption Perception Index: 96th
 Economic Freedom Index:
 133rd (mostly unfree)
 Good Country Index: 62nd
 Media Freedom Index: 111th
 Internet Penetration: 77%
 Mobile Connections: 105%
 Social Media Penetration: 80%
 Most Used SNS: YouTube
 Global Soft Power: 28th
 Gender Inequality: 93rd

\$5,040,000
 PD Spending FY 2021

\$5,040,000
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Canada



Demographics & Literacy

Geographical Area (sq. km.): 9,093,507
 Population: 38,388,419
 Below 24 yrs. old: 26.9%
 Refugee population: 125,427
 Urban population: 81.8%
 GDP/Capita: \$45,900
 Unemployment: 7.51%
 Below Poverty Line: 9.4% (2008 est)
 Literacy Rate: 99.0%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 6th
 Social Progress Index: 6th
 Corruption Perception Index: 13th
 Economic Freedom Index:
 15th (mostly free)
 Good Country Index: 6th
 Media Freedom Index: 14th
 Internet Penetration: 97%
 Mobile Connections: 102%
 Social Media Penetration: 88%
 Most Used SNS: YouTube
 Global Soft Power: 7th
 Gender Inequality: 24th

\$3,030,000
 PD Spending FY 2021

\$3,030,000
 DP (.7) FY 2021

\$0
 Supplemental

Chile



Demographics & Literacy

Geographical Area (sq. km.): 743,812
 Population: 19,250,195
 Below 24 yrs. old: 32.1%
 Refugee population: 2,060
 Urban population: 87.9%
 GDP/Capita: \$23,300
 Unemployment: 9.13%
 Below Poverty Line: 8.6% (2017 est)
 Literacy Rate: 96.4%
 Avg. Years of Education:
 17 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 21st
 Social Progress Index: 37th
 Corruption Perception Index: 27th
 Economic Freedom Index:
 20th (mostly free)
 Good Country Index: 33rd
 Media Freedom Index: 54th
 Internet Penetration: 92%
 Mobile Connections: 137%
 Social Media Penetration: 93%
 Most Used SNS: YouTube
 Global Soft Power: 55th
 Gender Inequality: 70th

\$1,850,000
 PD Spending FY 2021

\$1,850,000
 DP (.7) FY 2021

\$0
 Supplemental



Colombia



Demographics & Literacy

Geographical Area (sq. km.): 1,038,700
 Population: 51,512,762
 Below 24 yrs. old: 37.8%
 Refugee population: 964
 Urban population: 82.0%
 GDP/Capita: \$13,400
 Unemployment: 14.34%
 Below Poverty Line: 35.7% (2019 est)
 Literacy Rate: 95.6%
 Avg. Years of Education:
 14 (2019) (M), 15 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 44th
 Social Progress Index: 70th
 Corruption Perception Index: 87th
 Economic Freedom Index:
 60th (moderately free)
 Good Country Index: 68th
 Media Freedom Index: 134th
 Internet Penetration: 70%
 Mobile Connections: 128%
 Social Media Penetration: 82%
 Most Used SNS: Facebook
 Global Soft Power: 48th
 Gender Inequality: 59th

\$3,402,520
 PD Spending FY 2021

\$2,310,000
 DP (.7) FY 2021

\$1,092,520
 Supplemental

Costa Rica



Demographics & Literacy

Geographical Area (sq. km.): 51,060
 Population: 5,182,354
 Below 24 yrs. old: 34.7%
 Refugee population: 9,976
 Urban population: 81.9%
 GDP/Capita: \$19,700
 Unemployment: 17.95%
 Below Poverty Line: 21% (2019 est)
 Literacy Rate: 97.9%
 Avg. Years of Education:
 16 (2019) (M), 17 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 51st
 Social Progress Index: 38th
 Corruption Perception Index: 39th
 Economic Freedom Index:
 55th (moderately free)
 Good Country Index: 49th
 Media Freedom Index: 5th
 Internet Penetration: 82%
 Mobile Connections: 150%
 Social Media Penetration: 81%
 Most Used SNS: YouTube
 Global Soft Power: 67th
 Gender Inequality: 15th

\$1,110,000
 PD Spending FY 2021

\$1,110,000
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Cuba



Demographics & Literacy

Geographical Area (sq. km.): 109,820
 Population: 11,305,652
 Below 24 yrs. old: 27.0%
 Refugee population: 207
 Urban population: 77.4%
 GDP/Capita: \$12,300
 Unemployment: 2.76%
 Below Poverty Line: N/A
 Literacy Rate: 99.8%
 Avg. Years of Education:
 14 (2020) (M), 15 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 95th
 Social Progress Index: 76th
 Corruption Perception Index: 64th
 Economic Freedom Index:
 175th (repressed)
 Good Country Index: N/A
 Media Freedom Index: 171st
 Internet Penetration: 68%
 Mobile Connections: 57%
 Social Media Penetration: 60%
 Most Used SNS: N/A
 Global Soft Power: 53rd
 Gender Inequality: 39th

\$174,830
 PD Spending FY 2021

\$174,830
 DP (.7) FY 2021

\$0
 Supplemental

Dominican Republic



Demographics & Literacy

Geographical Area (sq. km.): 48,320
 Population: 11,056,370
 Below 24 yrs. old: 44.0%
 Refugee population: 162
 Urban population: 83.7%
 GDP/Capita: \$17,000
 Unemployment: 8.50%
 Below Poverty Line: 21% (2019 est)
 Literacy Rate: 93.8%
 Avg. Years of Education:
 14 (2017) (M), 15 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 78th
 Social Progress Index: 73rd
 Corruption Perception Index: 128th
 Economic Freedom Index:
 125th (mostly unfree)
 Good Country Index: 60th
 Media Freedom Index: 50th
 Internet Penetration: 80%
 Mobile Connections: 83%
 Social Media Penetration: 70%
 Most Used SNS: YouTube
 Global Soft Power: 61st
 Gender Inequality: 89th

\$990,700
 PD Spending FY 2021

\$990,700
 DP (.7) FY 2021

\$0
 Supplemental



Ecuador



Demographics & Literacy

Geographical Area (sq. km.): 276,841
 Population: 18,113,361
 Below 24 yrs. old: 44.2%
 Refugee population: 55,424
 Urban population: 64.6%
 GDP/Capita: \$10,300
 Unemployment: 6.43%
 Below Poverty Line: 25% (2019 est)
 Literacy Rate: 93.6%
 Avg. Years of Education:
 14 (2019) (M), 15 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 61st
 Social Progress Index: 59th
 Corruption Perception Index: 105th
 Economic Freedom Index:
 126th (mostly unfree)
 Good Country Index: 92nd
 Media Freedom Index: 96th
 Internet Penetration: 76%
 Mobile Connections: 89%
 Social Media Penetration: 82%
 Most Used SNS: Facebook
 Global Soft Power: 98th
 Gender Inequality: 42nd

\$2,080,000
 PD Spending FY 2021

\$2,080,000
 DP (.7) FY 2021

\$0
 Supplemental

El Salvador



Demographics & Literacy

Geographical Area (sq. km.): 20,721
 Population: 6,550,389
 Below 24 yrs. old: 43.9%
 Refugee population: 32
 Urban population: 74.8%
 GDP/Capita: \$8,100
 Unemployment: 5.94%
 Below Poverty Line: 22.8% (2019 est)
 Literacy Rate: 89.1%
 Avg. Years of Education:
 12 (2018) (M), 12 (2018) (F)

Social & Media Indicators

Inclusive Internet Index: 74th
 Social Progress Index: 103rd
 Corruption Perception Index: 115th
 Economic Freedom Index:
 90th (mostly unfree)
 Good Country Index: 104th
 Media Freedom Index: 82nd
 Internet Penetration: 51%
 Mobile Connections: 150%
 Social Media Penetration: 71%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 43rd

\$1,050,000
 PD Spending FY 2021

\$1,050,000
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Guatemala



Demographics & Literacy

Geographical Area (sq. km.): 107,159
 Population: 18,584,039
 Below 24 yrs. old: 52.8%
 Refugee population: 471
 Urban population: 52.7%
 GDP/Capita: \$8,400
 Unemployment: 3.57%
 Below Poverty Line: 59.3% (2014 est)
 Literacy Rate: 80.8%
 Avg. Years of Education:
 11 (2019) (M), 10 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 87th
 Social Progress Index: 112th
 Corruption Perception Index: 150th
 Economic Freedom Index:
 69th (moderately free)
 Good Country Index: 116th
 Media Freedom Index: 116th
 Internet Penetration: 65%
 Mobile Connections: 110%
 Social Media Penetration: 52%
 Most Used SNS: Facebook
 Global Soft Power: 111th
 Gender Inequality: 122nd

\$1,602,339
 PD Spending FY 2021

\$1,450,000
 DP (.7) FY 2021

\$152,339
 Supplemental

Guyana



Demographics & Literacy

Geographical Area (sq. km.): 196,849
 Population: 794,045
 Below 24 yrs. old: 45.7%
 Refugee population: 23
 Urban population: 27.1%
 GDP/Capita: \$18,700
 Unemployment: 16.42%
 Below Poverty Line: 35% (2006 est)
 Literacy Rate: 85.6%
 Avg. Years of Education:
 11 (2012) (M), 12 (2012) (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 93rd
 Corruption Perception Index: 87th
 Economic Freedom Index:
 91st (mostly unfree)
 Good Country Index: 77th
 Media Freedom Index: 51st
 Internet Penetration: 43%
 Mobile Connections: 85%
 Social Media Penetration: 68%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 53rd

\$146,600
 PD Spending FY 2021

\$146,600
 DP (.7) FY 2021

\$0
 Supplemental



Haiti



Demographics & Literacy

Geographical Area (sq. km.): 27,560
 Population: 11,680,283
 Below 24 yrs. old: 50.9%
 Refugee population: 0
 Urban population: 58.7%
 GDP/Capita: \$2,800
 Unemployment: 15.73%
 Below Poverty Line: 58.5% (2012 est)
 Literacy Rate: 61.7%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 157th
 Corruption Perception Index: 164th
 Economic Freedom Index:
 145th (mostly unfree)
 Good Country Index: N/A
 Media Freedom Index: 87th
 Internet Penetration: 42%
 Mobile Connections: 66%
 Social Media Penetration: 22%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: N/A

\$1,140,000
 PD Spending FY 2021

\$1,140,000
 DP (.7) FY 2021

\$0
 Supplemental

Honduras



Demographics & Literacy

Geographical Area (sq. km.): 111,890
 Population: 10,221,247
 Below 24 yrs. old: 49.7%
 Refugee population: 124
 Urban population: 59.6%
 GDP/Capita: \$5,100
 Unemployment: 8.51%
 Below Poverty Line: 48.3% (2018 est)
 Literacy Rate: 88.5%
 Avg. Years of Education:
 10 (2020) (M), 11 (2020) (F)

Social & Media Indicators

Inclusive Internet Index: 91st
 Social Progress Index: 110th
 Corruption Perception Index: 157th
 Economic Freedom Index:
 92nd (mostly unfree)
 Good Country Index: 144th
 Media Freedom Index: 151st
 Internet Penetration: 56%
 Mobile Connections: 75%
 Social Media Penetration: 51%
 Most Used SNS: Facebook
 Global Soft Power: 118th
 Gender Inequality: 67th

\$927,800
 PD Spending FY 2021

\$927,800
 DP (.7) FY 2021

\$0
 Supplemental

Map Key: ■ Embassy ▲ Consulate

Jamaica



Demographics & Literacy

Geographical Area (sq. km.): 10,831
 Population: 2,985,094
 Below 24 yrs. old: 39.0%
 Refugee population: 27
 Urban population: 57.0%
 GDP/Capita: \$8,700
 Unemployment: 9.18%
 Below Poverty Line: 17.1% (2016 est)
 Literacy Rate: 88.1%
 Avg. Years of Education:
 11 (2015) (M), 13 (2015) (F)

Social & Media Indicators

Inclusive Internet Index: 81st
 Social Progress Index: 53rd
 Corruption Perception Index: 70th
 Economic Freedom Index:
 46th (moderately free)
 Good Country Index: 93rd
 Media Freedom Index: 7th
 Internet Penetration: 69%
 Mobile Connections: 104%
 Social Media Penetration: 59%
 Most Used SNS: Instagram
 Global Soft Power: 70th
 Gender Inequality: 40th

\$689,900
 PD Spending FY 2021

\$689,900
 DP (.7) FY 2021

\$0
 Supplemental

Mexico



Demographics & Literacy

Geographical Area (sq. km.): 1,943,945
 Population: 131,562,772
 Below 24 yrs. old: 42.1%
 Refugee population: 58,050
 Urban population: 81.3%
 GDP/Capita: \$17,900
 Unemployment: 4.38%
 Below Poverty Line: 41.9% (2018 est)
 Literacy Rate: 95.2%
 Avg. Years of Education:
 15 (2019) (M), 15 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 46th
 Social Progress Index: 68th
 Corruption Perception Index: 124th
 Economic Freedom Index:
 67th (moderately free)
 Good Country Index: 67th
 Media Freedom Index: 143rd
 Internet Penetration: 74%
 Mobile Connections: 92%
 Social Media Penetration: 79%
 Most Used SNS: Facebook
 Global Soft Power: 42nd
 Gender Inequality: 34th

\$5,120,000
 PD Spending FY 2021

\$5,120,000
 DP (.7) FY 2021

\$0
 Supplemental



Nicaragua



Demographics & Literacy

Geographical Area (sq. km.): 119,990
 Population: 6,779,100
 Below 24 yrs. old: 46.2%
 Refugee population: 311
 Urban population: 59.6%
 GDP/Capita: \$5,300
 Unemployment: 5.96%
 Below Poverty Line: 24.9% (2016 est)
 Literacy Rate: 82.6%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 92nd
 Social Progress Index: 108th
 Corruption Perception Index: 164th
 Economic Freedom Index:
 122nd (mostly unfree)
 Good Country Index: 91st
 Media Freedom Index: 121st
 Internet Penetration: 45%
 Mobile Connections: 122%
 Social Media Penetration: 57%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 12th

\$771,042

PD Spending FY 2021

\$771,042

DP (.7) FY 2021

\$0

Supplemental

Panama



Demographics & Literacy

Geographical Area (sq. km.): 74,340
 Population: 4,446,964
 Below 24 yrs. old: 42.2%
 Refugee population: 2,542
 Urban population: 69.1%
 GDP/Capita: \$25,400
 Unemployment: 12.09%
 Below Poverty Line: 22.1% (2016 est)
 Literacy Rate: 95.7%
 Avg. Years of Education:
 12 (2016) (M), 13 (2016) (F)

Social & Media Indicators

Inclusive Internet Index: -
 Social Progress Index: 52nd
 Corruption Perception Index: 105th
 Economic Freedom Index:
 56th (moderately free)
 Good Country Index: 61st
 Media Freedom Index: 77th
 Internet Penetration: 67%
 Mobile Connections: 120%
 Social Media Penetration: 79%
 Most Used SNS: YouTube
 Global Soft Power: 54th
 Gender Inequality: 44th

\$1,360,000

PD Spending FY 2021

\$1,360,000

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

Paraguay



Demographics & Literacy

Geographical Area (sq. km.): 397,302
 Population: 7,305,843
 Below 24 yrs. old: 46.6%
 Refugee population: 3,041
 Urban population: 62.8%
 GDP/Capita: \$12,300
 Unemployment: 7.21%
 Below Poverty Line: 23.5% (2019 est)
 Literacy Rate: 94.5%
 Avg. Years of Education:
 - (M), - (F)

Social & Media Indicators

Inclusive Internet Index: 63rd
 Social Progress Index: 69th
 Corruption Perception Index: 128th
 Economic Freedom Index:
 73rd (moderately free)
 Good Country Index: 113th
 Media Freedom Index: 100th
 Internet Penetration: 75%
 Mobile Connections: 100%
 Social Media Penetration: 63%
 Most Used SNS: Facebook
 Global Soft Power: 80th
 Gender Inequality: 86th

\$741,430

PD Spending FY 2021

\$741,430

DP (.7) FY 2021

\$0

Supplemental

Peru



Demographics & Literacy

Geographical Area (sq. km.): 1,279,996
 Population: 33,684,208
 Below 24 yrs. old: 39.3%
 Refugee population: 4,895
 Urban population: 78.7%
 GDP/Capita: \$11,300
 Unemployment: 4.83%
 Below Poverty Line: 20.2% (2019 est)
 Literacy Rate: 94.5%
 Avg. Years of Education:
 15 (2017) (M), 15 (2017) (F)

Social & Media Indicators

Inclusive Internet Index: 60th
 Social Progress Index: 61st
 Corruption Perception Index: 105th
 Economic Freedom Index:
 51st (moderately free)
 Good Country Index: 66th
 Media Freedom Index: 91st
 Internet Penetration: 66%
 Mobile Connections: 115%
 Social Media Penetration: 84%
 Most Used SNS: Facebook
 Global Soft Power: 82nd
 Gender Inequality: 62nd

\$3,109,820

PD Spending FY 2021

\$2,690,000

DP (.7) FY 2021

\$419,820

Supplemental



Suriname



Demographics & Literacy

Geographical Area (sq. km.): 156,000
 Population: 596,831
 Below 24 yrs. old: 43.0%
 Refugee population: 19
 Urban population: 66.4%
 GDP/Capita: \$16,100
 Unemployment: 10.06%
 Below Poverty Line: 70% (2002 est)
 Literacy Rate: 94.4%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: N/A
 Social Progress Index: 75th
 Corruption Perception Index: 87th
 Economic Freedom Index:
 156th (repressed)
 Good Country Index: 149th
 Media Freedom Index: 19th
 Internet Penetration: 62%
 Mobile Connections: 176%
 Social Media Penetration: 70%
 Most Used SNS: Facebook
 Global Soft Power: N/A
 Gender Inequality: 51st

\$209,700

PD Spending FY 2021

\$209,700

DP (.7) FY 2021

\$0

Supplemental

Trinidad and Tobago



Demographics & Literacy

Geographical Area (sq. km.): 5,128
 Population: 1,406,585
 Below 24 yrs. old: 32.2%
 Refugee population: 3,458
 Urban population: 53.4%
 GDP/Capita: \$23,700
 Unemployment: 4.80%
 Below Poverty Line: 20% (2014 est)
 Literacy Rate: 98.7%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 68th
 Social Progress Index: 46th
 Corruption Perception Index: 82nd
 Economic Freedom Index:
 99th (mostly unfree)
 Good Country Index: 99th
 Media Freedom Index: 31st
 Internet Penetration: 78%
 Mobile Connections: 137%
 Social Media Penetration: 79%
 Most Used SNS: Facebook
 Global Soft Power: 120th
 Gender Inequality: 37th

\$689,700

PD Spending FY 2021

\$689,700

DP (.7) FY 2021

\$0

Supplemental

Map Key: ■ Embassy ▲ Consulate

Uruguay



Demographics & Literacy

Geographical Area (sq. km.): 175,015
 Population: 3,496,016
 Below 24 yrs. old: 34.1%
 Refugee population: 747
 Urban population: 95.7%
 GDP/Capita: \$21,600
 Unemployment: 10.45%
 Below Poverty Line: 8.8% (2019 est)
 Literacy Rate: 98.8%
 Avg. Years of Education:
 17 (2019) (M), 20 (2019) (F)

Social & Media Indicators

Inclusive Internet Index: 53rd
 Social Progress Index: 39th
 Corruption Perception Index: 18th
 Economic Freedom Index:
 34th (mostly free)
 Good Country Index: 45th
 Media Freedom Index: 18th
 Internet Penetration: 84%
 Mobile Connections: 158%
 Social Media Penetration: 91%
 Most Used SNS: YouTube
 Global Soft Power: 66th
 Gender Inequality: 85th

\$1,819,978

PD Spending FY 2021

\$1,570,000

DP (.7) FY 2021

\$249,978

Supplemental

Venezuela



Demographics & Literacy

Geographical Area (sq. km.): 882,050
 Population: 29,266,991
 Below 24 yrs. old: 42.7%
 Refugee population: 68,139
 Urban population: 88.4%
 GDP/Capita: \$7,704 (2018 est)
 Unemployment: 6.41%
 Below Poverty Line: 33.1% (2015 est)
 Literacy Rate: 97.1%
 Avg. Years of Education:
 N/A (M), N/A (F)

Social & Media Indicators

Inclusive Internet Index: 79th
 Social Progress Index: N/A
 Corruption Perception Index: 177th
 Economic Freedom Index:
 176th (repressed)
 Good Country Index: 142nd
 Media Freedom Index: 148th
 Internet Penetration: 72%
 Mobile Connections: 77%
 Social Media Penetration: 54%
 Most Used SNS: Facebook
 Global Soft Power: 89th
 Gender Inequality: 91st

\$2,390,000

PD Spending FY 2021

\$2,390,000

DP (.7) FY 2021

\$0

Supplemental



Participant in INL Supported Training for
Panamanian Police Officer



FUNCTIONAL BUREAU PUBLIC DIPLOMACY ACTIVITIES





FUNCTIONAL BUREAU PUBLIC DIPLOMACY ACTIVITIES

INTRODUCTION TO FUNCTIONAL BUREAUS

In the Department of State's organizational structure, 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. Meanwhile, more than 30 functional bureaus serve as the thematic lead on global issues such as human rights, counterterrorism, conflict, and the environment.

While the bureaus and offices primarily responsible for Public Diplomacy activities in Washington (R, ECA, GPA, GEC, and the geographic regions) are detailed in previous chapters, this section of the report showcases efforts undertaken by press and public diplomacy teams within a range of 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)

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. CA personnel issue 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 and outreach. Working closely with other CA offices and Department bureaus, CA/P conducts a broad range of public outreach activities. CA/P uses 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 millions of U.S. citizens who reside and travel overseas.

CA/P includes a Congressional Affairs Unit; a Press and Executive Communications Unit; and an Outreach Unit, which handles external outreach, digital engagement, 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 14 Foreign Service Officers, ten Civil Service employees, and four contractors. The bureau receives no Public Diplomacy (.7) program funds.

ADVOCACY

In 2021, CA/P's work focused on the ongoing impact of the COVID-19 pandemic on international travel and related consular work. After a year of operations limited by pandemic conditions – both at the Bureau's domestic facilities and at embassies and consulates abroad – the Bureau prioritized reducing wait times and managing expectations among stakeholders for both passport services and visa services, in addition to supporting the relocation effort from Afghanistan.

During 2021, CA/P continued to support embassies and consulates overseas with messaging for their audiences about limitations in consular services given local pandemic conditions and where to find the most up to date information about current services. CA collaborated with White House and CDC public affairs officials to deliver COVID-related information to new passport recipients. CA/P also developed a plan to conduct regular outreach to Congress as well as to external stakeholders in sectors such as travel and tourism, healthcare, and higher education to explain its efforts to reduce wait times and to listen to their concerns.

In addition to pandemic-focused messaging, as in recent years, CA's Press Unit led the Department'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 through its @TravelGov accounts on Twitter, Facebook, Instagram, and YouTube. CA/P's Outreach Unit publishes multiple pieces of content daily on CA's services, engages directly with the public in response to comments and direct messages, and alerts bureau offices to social media trends and analytics that touch on their equities. @TravelGov has more than 1.45 million followers across the four platforms. In 2021, @TravelGov tweets appeared 17.6 million times in Twitter users' feeds, Facebook posts reached more than 43.1 million users, and Instagram posts reached more than 171,000 users. On Yelp and Google, CA maintains official business pages for domestic, public-facing passport agencies and centers to validate trust in the official source of information and solicit customer feedback and service reviews.

@TravelGov is a trusted source of vital information and a direct line for U.S. citizens to their government during a crisis. The core of the @TravelGov brand is "news you can use" – practical content to help U.S. citizens living and traveling abroad make informed decisions about their safety and security and other issues they encounter overseas. Domestic audiences seeking passport services turned to official (@TravelGov) and unofficial social media



platforms in large numbers in 2021, increasing CA's reliance on "social listening" to inform its public engagement strategies and mitigate the spread of mis/disinformation. In addition to daily social media campaigns and customer interaction with followers, CA's social media accounts publish information during global crises in real time. CA also uses its social media platforms to host virtual engagements, including webchats with CA experts.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Resumption of International Travel to United States:** In fall 2021, the administration rescinded restrictions put in place during the pandemic limiting travel to the United States from 33 countries, replacing them with new global COVID-19 vaccine and testing requirements for all air travel to the United States. CA/P led a multi-pronged effort in coordination with the White House and CDC to explain these new policies to the press, Congressional, and international and domestic audiences through briefings, webchats, social media, and the travel.state.gov website. CA/P also provided resources to U.S. embassies and consulates to help them communicate these policies to their audiences, including a social media toolkit, FAQs, and graphics for embassy websites and consular waiting rooms. When the Omicron variant emerged, CA/P adapted its resources to reflect new policies, which included restrictions on travel from Southern Africa and a shortened testing window and provided guidance via press and digital channels on what U.S. citizens should do if they tested positive abroad.
- **Passport Delays & Service Interruptions:** CA launched a public outreach campaign to highlight the Department's plan for a phased return to routine U.S. passport operations following delays or travel restrictions related to COVID-19. 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. The campaign 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. Customer feedback for this campaign re-emphasized the importance of timely, transactional communication about individual passport application status, from start to finish

SPOTLIGHT ON DIVERSITY



Beginning in FY 2021, CA/P played a pivotal role in the Department's ongoing efforts to make its policies more inclusive regarding gender markers on U.S. passports and Consular Reports of Birth Abroad (CRBA). In June 2021 CA/P, in conjunction with Passport Services, announced the Department's updated policy to allow for gender self-certification, which no longer requires U.S. passport applicants to submit medical documentation if they are seeking a gender marker on their U.S. passport that does not match the gender on their other documents.

The June 2021 announcement also noted the move toward the addition of a third gender marker option for persons applying for a U.S. passport or CRBA. In October 2021 CA/P coordinated a briefing for the Special Envoy for LGBTQI+ to announce the first X gender marker passport, followed by a public announcement of the X gender marker's availability to all U.S. citizens applying for routine U.S. passports on March 31, 2022. The Secretary of State then released a statement to coincide with a White House Fact Sheet summarizing the U.S. government's progress on LGBTQI+ initiatives in honor of the International Trans Day of Visibility.



BUREAU OF CONFLICT AND STABILIZATION OPERATIONS (CSO)

STRATEGIC OVERVIEW

The Bureau of Conflict and Stabilization Operations (CSO) is charged with leading the formulation and implementation of U.S. conflict prevention and stabilization strategies, policies, and programs. It provides the secretariat for the U.S. government's multi-agency Atrocity Prevention Task Force and serves as the State Department's lead implementer of the Global Fragility Act's (GFA) U.S. Strategy to Prevent Conflict and Promote Stability. At the end of 2021, CSO stood up a revived Negotiations Support Unit to assist U.S. diplomats and other officials in the resolution of intractable disputes. The bureau's efforts to reduce fragility, strengthen democratic institutions, and increase social cohesion with and within priority partner countries directly support U.S. foreign policy objectives.

Within CSO, the Office of Communications, Policy, and Partnerships (CPP) advances CSO's strategic priorities through focused messaging to foreign governments and audiences, Congress, policy experts at nongovernmental organizations and think tanks, academic institutions, interagency counterparts, and other partners overseas. CSO's targeted messaging and public affairs engagement reinforce these key partnerships, support stabilization initiatives, and help to institutionalize conflict prevention and atrocity prevention processes through applied learning, training, and tools.

CPP staff members include three Foreign Service Officers, 10 Civil Service employees, a Department of Defense detailee, a Presidential Management Fellow, and three contractors. The bureau receives no Public Diplomacy (.7) program funds.

ADVOCACY

CSO's domestic engagements with civil society and bipartisan organizations align with the mission of the Department of State's Global Public Affairs Bureau. To support GPA priorities for domestic engagement, CSO focused on informing the American public of the bureau's role to uphold the U.S. national security interest to have secure, stable, and prosperous partners. CSO primarily addressed priorities such as using advanced data analytics in policy formulation, deploying stabilization advisors to embassies in fragile and conflict-affected countries, coordinating U.S. government atrocity prevention efforts, and advancing implementation of the GFA.

In 2021, CSO representatives participated in more than 60 (largely virtual) public speaking engagements. These events reached an audience of well over 2,500 individuals, including U.S. domestic/overseas civil society and multilateral organizations, academic representatives, think tanks, and government officials. In addition, CSO officials gave interviews to The New York Times, War on the Rocks, the Modern Warfare Institute's podcast, and several other news outlets. CPP staff also include a Congressional Liaison with responsibilities for Hill briefings, Congressional Notification/inquiry responses, and legislative-sourced taskers and reports. In the same period, CSO held more than 30 briefings with Members of Congress and their staffs, including GFA implementation, the Instability Monitoring and Analysis Platform (IMAP), and global atrocity early warning and prevention efforts.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

CSO maintains an active Twitter account (@StateCSO), with approximately 13,000 followers at the end of 2021. The account received its highest levels of engagement when tweeting about U.S. concerns in the countries of Burma, Ethiopia, and Venezuela with respect to atrocity prevention and local peacebuilding.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Speaking Engagements:** CSO engaged prominent leaders in business, academia, foreign policy, Congress, and the military. For instance, throughout the year CSO regularly worked with the Center for Strategic and International Studies on a diverse range of issues, including the People's Republic of China projects in the Western Balkans, peaceful livestock migration in Africa, and the impact of COVID-19 on instability and violent conflict. The bureau worked with United Nation counterparts on a UN General Assembly panel on preventing conflict-related sexual violence as a tool of war. CSO engaged with Colombian peace councilors on peace accord implementation and meeting community stabilization needs. In fall 2021, along with the United Nations and partner governments, CSO launched the Complex Risk Analytics Fund (CRAF'd), a multinational initiative to pool data and funding to anticipate crisis points and to responsibly share information to achieve the UN's 2030 Agenda sustainable development goals. During the annual Geneva Peace Week, CSO leadership moderated a panel on women, peace, and security that reviewed challenges of the previous year such as COVID-19 and endemic gender inequality.
- **2021 Elie Wiesel Genocide and Atrocity Prevention Act of 2018 Report Launch:** In July 2021, Secretary Blinken released the 2021 Elie Wiesel Report to Congress (pursuant to Section 5 of the Elie Wiesel Act) that catalogued many U.S. whole-of-government efforts taken to anticipate, prevent, and respond to atrocities. These actions include targeting the economic revenue generators of Burma's military regime, which has engaged in brutal killings and attacks against protestors, forced disappearances, and arbitrary detentions following a coup against the democratically elected government in February 2021. The report also highlighted genocide and crimes against humanity in Xinjiang and Ethiopia and coordinated financial and political support to establish an African Union hybrid court to investigate and prosecute perpetrators of war crimes and crimes against humanity in South Sudan.



- **U.S. Strategy to Prevent Conflict and Promote Stability:** CSO advanced the GFA and implementation of the related strategy through outreach to key Congressional and civil society stakeholders. CSO representatives, together with USAID and U.S. Department of Defense colleagues, briefed Congressional staff members on seven occasions regarding criteria applied and progress made to identify partner countries under the strategy, including from the Senate and House Appropriations Committees, the Senate Foreign Relations Committee, and the House Foreign Affairs Committee. For the first time, CSO's then-Acting Assistant Secretary also addressed the Busan Global Partnership Forum in November 2021 to detail the approach undergirding this effort and the pending announcement. The president announced the GFA priority partner countries early the following year.
- **Marking CSO's 10th Anniversary:** CSO developed and deployed an anniversary campaign to highlight changes and growth within the bureau in celebration of its tenth anniversary. The commemoration included a multifaceted campaign to spread awareness of the capability and history of CSO, as well as future ways forward and opportunities for growth. CSO staff authored a history of the bureau for *The Foreign Service Journal*, teamed with GPA to release a DipNote blog entry, and created a video and retrospective tweets under the #CSO10 hashtag. The campaign highlighted the global deployment of CSO members to many of the world's conflict-affected regions as well as the bureau's successes in fostering peace.

SPOTLIGHT ON DIVERSITY



In May, CSO released its findings on gender-sensitive indicators for early warning of conflict and violence through a website and interactive story map. The public launch included remarks by the NATO Secretary General's Special Representative for Women, Peace, and Security and a panel discussion joined by women leaders from Nigeria and Afghanistan. Produced in cooperation with the International Foundation for Electoral Systems, the project developed a global framework on gender-sensitive early warning indicators that could enhance the prediction of violence and conflict. The lessons learned from this project pointed to two principal needs: first, to strengthen the collection of sub-national sex-disaggregated data that can regularly track changes in gender behavior and incidents, and second, to continue evidence-based interventions that further establish the importance of integrating gender perspectives in early warning systems.



BUREAU OF COUNTERTERRORISM (CT)

	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
Base Funding	\$28,038	\$54,450	\$54,450	\$54,450	\$54,450
Supplemental	\$500,000	\$380,000	\$500,000	\$1.45 million	\$0
Total	\$528,038	\$434,000	\$554,450	\$1.50 million	\$54,450

STRATEGIC OVERVIEW

The mission of the Bureau of Counterterrorism (CT) is to counter terrorist threats around the world by promoting international cooperation, strengthening partnerships, and building partners' civilian capacity to counter the full spectrum of terrorist threats, through diplomatic engagement, foreign assistance, sanctions and financial tools, and public diplomacy. Countering violent extremism (CVE) is an essential element of the U.S.'s long-term strategy of preventing terrorism and falls under Functional Bureau Strategy Goal 4: "Terrorist radicalization, recruitment, and inspiration to violence is diminished." CT's CVE programs often have the secondary benefit of strengthening democratic institutions and norms. These efforts support Goals 1 and 2 of the Public Diplomacy Strategic Plan: 1) Build and activate networks of individuals, organizations, and states that share and advance American values and support U.S. policies; and 2) Foster a global information environment in which truth can thrive and lead to the global dissemination of accurate information about U.S. policy and American values.

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 almost 30,000 followers. This account highlights CT Bureau programs and engagements.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Invent 2 Prevent (I2P):** The "Invent 2 Prevent (I2P): Countering Hate and Intolerance" initiative combats "Racially or Ethnically Motivated Violent Extremism" (REMVE) and other violent extremist ideologies by empowering British and French university teams to design their own programs to counter misinformation and disinformation promoted by state and non-state actors in their communities. I2P teams also focus on combatting antisemitism, COVID-19 conspiracy theories, and other harmful narratives permeating university campuses. In addition to receiving university credit for participating in I2P, 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. European participants also engage with U.S. counterparts participating in the DHS-sponsored I2P program. A third-party has been contracted to conduct monitoring and evaluation of I2P in France.
- **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 joint CVE programs and policies. In 2021-22, CT supported a two-way exchange involving the German cities of Halle and Rostock with Atlanta and Savannah, Georgia. For each partnership, the relevant U.S. mission identified 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. A delegation from the U.S. city made up of those same matched U.S. participants then conducted a return visit to examine counterparts' approaches to CVE.
- **Sub-National Dialogues:** In April 2022, *U.S. Embassy Helsinki*, in partnership with the CT Bureau and the Strong Cities Network, organized a two-day workshop in Helsinki on REMVE for local policy makers from Finland and the United States. The U.S. delegation, led by Denver Mayor Michael Hancock, also conducted site visits and consultations in Finland. The CT Bureau also partnered with U.S. Embassy The Hague and U.S. Embassy Bratislava on REMVE workshops for local government officials from the United States and Europe in November 2022.
- **Young Cities: U.S. Embassy Brussels**, in partnership with the CT Bureau and the Strong Cities Network, organized a four-day workshop in April 2022 for youth leaders from Antwerp. This was the first in a series of activities intended to empower youth leaders from Antwerp and Liège to work with each other and their local governments to counter violent extremist influences in their communities. Participants received training, mentorship, and funding to implement campaigns designed through these workshops.
- **"Father Schools": U.S. Embassy Brussels**, in partnership with the CT Bureau and Women Without Borders, supported a capacity building program in Antwerp, Molenbeek, and Liège, Belgium, to educate and mentor fathers and other community leaders how to steer youth away from violent extremist influences. This program is a follow-up to U.S. Embassy Brussels' support to the "Mother Schools" program which focused on Antwerp.



BUREAU OF DEMOCRACY, HUMAN RIGHTS, AND LABOR (DRL)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$155,000	\$155,000	\$155,000	\$182,000	\$153,000

STRATEGIC OVERVIEW

The Bureau of Democracy, Human Rights, and Labor (DRL) champions universal values, including respect for the rule of law, democratic institutions, and human rights. The bureau's work helps to 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 and addresses disinformation campaigns; urges foreign governments to protect fundamental freedoms, including 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 and seven Civil Service employees and three contractors. The office focuses on three lines of effort: Media Engagement, Public Diplomacy, and Congressional Affairs.

ADVOCACY

In 2021, 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 the ongoing genocide and crimes against humanity in Xinjiang, China; global human rights concerns; respect for human rights and digital media campaigns on behalf of political prisoners in Cuba, Nicaragua, Venezuela, Belarus, and other nations; and the administration's commitment to promote the rights of LGBTQI+ persons and people living with disabilities. These goals were expanded considerably with the identification of a U.S. Special Envoy to Advance the Human Rights of LGBTQI+ Persons and a Special Advisor on International 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 and raising awareness of human rights violations against Ukrainians by Russian forces. Finally, the DRL/PPD team drafted and cleared media notes and 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 includes one Facebook page, two Twitter handles, and one YouTube channel that collectively reach 2.2 million individuals worldwide. These platforms disseminate messages on the following bureau goals: supporting universal human rights and democratic values; advancing press and Internet freedoms; pushing back against disinformation; calling out authoritarian abusers; and promoting accountability for human rights violations and abuse. The DRL/PPD team also manages human rights and democracy content on the Department of State website. 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 globally. Finally, DRL/PPD hosts 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.

Key social media campaigns include the following:

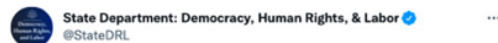
- **Genocide in Xinjiang:** After the State Department declared the atrocities in Xinjiang a genocide, DRL/PPD interviewed survivors and family members of those in the internment camps to learn their stories. Applying an approach inspired by *Humans of New York*, in June 2021 DRL/PPD highlighted these stories and used personal photos to humanize those in the camps. This campaign, titled #VoicesOfXinjiang, took off, and the hashtag was used independently over 200 times. The bureau also worked with the spokesperson's office to produce a video that explains how to stop genocides – through research, listening to witness testimonies, volunteering, or donating to civil society organizations, becoming informed consumers, and writing to government officials
- **Political Prisoners:** In August 2021, DRL/PPD ran a month-long campaign on Twitter and Facebook featuring daily profiles of political prisoners in Nicaragua. Called "Imprisoned for What?" or #PresosPorQué in Spanish, and amplified by U.S. Embassy Managua and key influencers, the campaign appeared in local and international media outlets, and a local television show dedicated a daily segment to these profiles. Some prisoners were subsequently able to receive visitors, which had not previously been the case.



REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

DRL/PPD efforts support the Department's strategic 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 2021-2022, DRL/PPD supported training for independent journalists, prepared women to run for elected office, promoted workers' rights and trafficking resources, involved youth in the political process, strengthened civil society, and countered corruption and conflicts of interest by lawmakers.
- **Human Rights Defenders Guidance:** On Women Human Rights Defenders Day in November 2021, DRL launched its Human Rights Defenders Guidance to help human rights defenders promote and defend human rights without hindrance or undue restriction and free from fear of retribution against them or their families. Target audiences for this guidance include civil society organizations, foreign governments, and Human Rights Officers at U.S. embassies around the world. The guidance is housed on its own webpage.
- **2020 Human Rights Reports (HRR) and Addenda on Reproductive Rights:** In March 2021, DRL/PPD led the rollout of the *2020 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. Among the most-read U.S. government reports, the HRR provides 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, governments, and journalists. To focus attention on gender equality and the rights of women and girls in all their diversity, in November 2021 DRL re-issued the *2020 Country Reports on Human Rights Practices* with addenda focused on reproductive rights in each country and territory.



The prisoner we are highlighting today is Miguel Mora, independent journalist and presidential pre-candidate.

A democratic leader is not afraid of the will of the people expressed through competitive elections and does not need to resort to repression, Ortega. #PresosPorQué

Miguel Mora

Nicaraguan police detained presidential pre-candidate Miguel Mora, removing him from his home on June 20 as part of a campaign of terror against political opposition and independent journalists.

Mora, the founder of independent news outlet 100% Noticias, has faced constant threats and harassment for his reporting on the corrupt Ortega-Murillo regime. He spent 6 months in prison and his media outlet was seized for reporting on prodemocracy protests in 2018.

The Committee to Protect Journalists awarded Mora and 100% Noticias' news director, Lucía Pineda, its 2019 International Press Freedom Award. While Mora remains imprisoned for the 2nd time, his wife, journalist Verónica Chávez, and family carry on without information about his well-being.

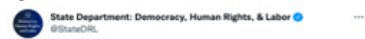
#PresosPorQué #SOSNicaragua

SPOTLIGHT ON DIVERSITY



One of DRL's primary goals is to advance human rights worldwide, and this includes promoting diversity, inclusion, and accessibility. Representative programs include the following:

- **Human Rights for LGBTQI+ Persons:** DRL/PPD used graphics, toolkits, and outreach programs to spotlight commemorative days that called attention to issues important to the LGBTQI+ community, including Ace Week, Spirit Day (anti-bullying advocacy), Celebrate Bisexuality Day, Transgender Day of Visibility, and International Day Against Homophobia, Biphobia, Interphobia, and Transphobia. These materials displayed the full diversity of the LGBTQI+ community and raised awareness of the distinct issues that face specific sub groups.



Intersex persons often face discrimination, stigma, and forced surgeries at a young age. I'm looking forward to this conversation next week to raise awareness of these issues and affirm U.S. support for the human rights of LGBTQI+ persons. Join me! -SE JS

Intersex Interactive: A Dialogue with International Activists on Intersex Awareness Day

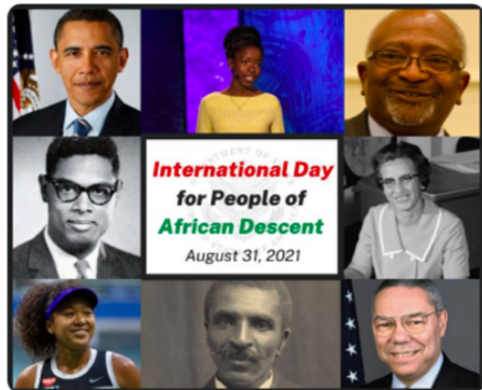
Introduced by giffen President Michael Karantinos
Moderated by Jessica Stern
U.S. Special Entry to Advance the Human Rights of LGBTQI+ Persons

Join us via Facebook live on Tuesday, October 26 at 4 AM EDT / 12 pm GMT
facebook.com/StateDRL



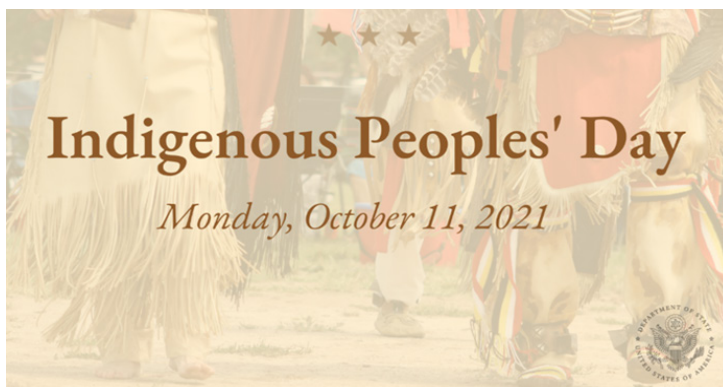
State Department: Democracy, Huma... @Stat... · Aug 31, 2021

Today is the first @UN International Day for People of #AfricanDescent! The U.S. celebrates the contributions of all persons of African descent: science, the environment, politics, and culture. Thank you for making our country, and the world, a better place.



- **Racial Justice and Equity:** DRL/PPD issued its second Juneteenth social media toolkit, which included messages, graphics, and videos from the Bureau of Educational and Cultural Affairs. These proved especially useful after the White House declared Juneteenth a new federal holiday. For August's inaugural UN Day for People of African Descent, DRL/PPD collaborated with the Bureaus of African Affairs and International Organizations on a social media toolkit with messages about Black people's contributions to the United States. Messages also encouraged virtual visits to the National Museum of African American History and Culture.

- **Indigenous Peoples:** In October 2021, the White House issued a proclamation for the federal government to celebrate Indigenous Peoples' Day for the first time. DRL/PPD produced a social media toolkit with graphics and messages for U.S. missions to honor this historical occasion and reckon with the past.



State Department: Democracy, Human Rights, & Labor @StateDRL

Tomorrow is International #TransDayofVisibility! We'll be amplifying the voices of three transgender activists from around the world. Their stories inspire and spotlight the need for equality and full protection of transgender and gender non-binary individuals' #HumanRights.



- **Transgender Day of Visibility:** In March 2021 the White House recognized Transgender Day of Visibility for the first time. DRL PPD advanced recognition of the day through an outreach program co-hosted by GLIFAA that featured three international transgender activists. DRL/PPD complemented the event with a social media campaign that followed the journeys of three additional transgender activists.



BUREAU OF ECONOMIC AND BUSINESS AFFAIRS (EB)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$75,000	\$74,000	\$74,000	\$70,000	\$74,000

STRATEGIC OVERVIEW

The public diplomacy team within the Office of Economic Policy Analysis and Public Diplomacy (EB/EPPD) deploys messaging, out reach, and creative PD programs to advance key priorities of the White House’s Interim National Security Strategy (INSS). EB/EPPD strengthens the INSS objective of “protecting the security of the American people” through targeted messaging on bureau efforts to deny financing to terrorists, human rights abusers, and corrupt officials; to deploy secure information and communication technologies; to implement economic sanctions; and to ensure a safe, secure, and efficient global transportation system.

EB/EPPD also advances the INSS priority of “expanding economic prosperity and opportunity” through outreach and public engagement that promotes leveling the playing field for American companies doing business in global markets; opening markets to U.S. products and services abroad; attracting foreign investors to create jobs in the United States; and encouraging sound macroeconomic and fiscal policy, sustainable development, private sector growth, good governance, and transparency. EB/EPPD’s PD efforts all aim to promote prosperity at home and abroad and ensure that the United States remains the world’s strongest and most dynamic economy.

ADVOCACY

Throughout 2021, EB/EPPD regularly organized media engagements for foreign and domestic media and other target audiences to explain and advocate for U.S. economic policy. These included interviews with outlets such as Bloomberg, the New York Times, the Economist, CNN, Axios, the Financial Times, Politico, the Washington Post, the Wall Street Journal, Voice of America, and more. EB/EPPD’s team also pitched, organized, and prepared principals for media roundtables and press engagements at fora that included overseas embassies and the Foreign Press Center on topics such as supply chain resiliency, critical minerals, food security, and combatting economic coercion.

The team also leveraged high level summits and other events to disseminate key economic policy messages to target audiences. Examples include the team’s amplification of U.S.-EU Trade and Technology Council events, which demonstrated how democratic approaches to trade, technology, and innovation can improve the lives of citizens and serve as a force for greater prosperity, as well as media and social media campaigns to advance key themes from the Organization of Economic Cooperation and Development (OECD’s) 60th anniversary Ministerial (described below). EB/EPPD’s creation and dissemination of topline economic “megatalkers” has also improved the consistency of USG messaging at embassies and consulates overseas.

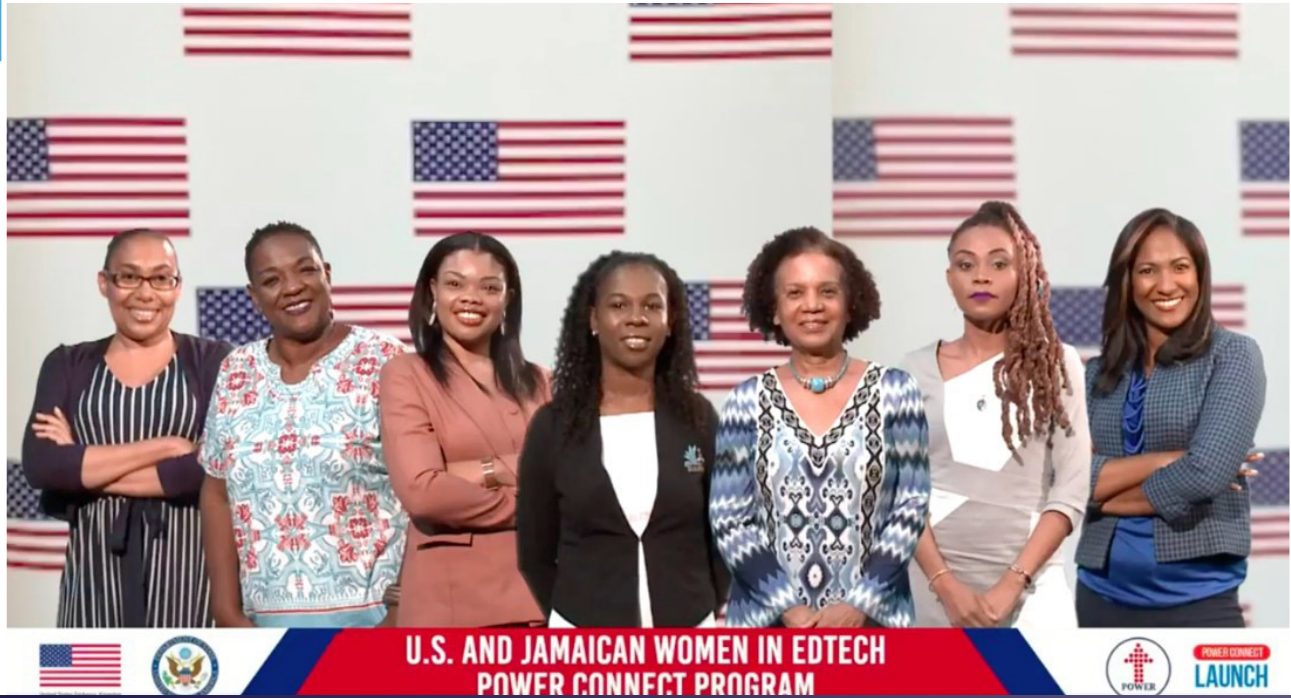
Social Media Platforms and Major Activities: EB/EPPD/PD maintains a Twitter handle (@EconAtState) with over 13,000 followers, a Facebook page with over 52,000 followers, and a new LinkedIn Page with over 1,000 followers. EB/EPPD regularly produces original content, including infographics and videos, that explain and advocate for U.S. economic policy. The team also leverages the social media accounts of U.S. embassies and consulates overseas to engage a worldwide audience by producing and disseminating social media toolkits on issues such as food security, responsible business conduct, and intellectual property rights.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Promoting Food Security:** EB/EPPD highlighted the U.S. commitment to develop innovative, inclusive, and science-based solutions to food systems transformation by arranging op-eds and press engagements at events like the World Food Prize Foundation’s Borlaug Dialogue. The team also supported engagement on agriculture and climate issues among U.S. and global youth by promoting the “Farmcraft” e-sports competition. As food insecurity soared following Russia’s invasion of Ukraine, EB/EPPD deployed principals to message on U.S. efforts to mitigate the crisis via interviews on shows like Good Morning America.
- **Secretary of State’s Award for Corporate Excellence (ACE):** EB/EPPD worked closely with Bureau colleagues to organize a live-streamed ACE ceremony, featuring Secretary of State Blinken. The ceremony honored six U.S. companies that exemplified American values and international best practices in their operations overseas in the categories of economic inclusion, health security, and climate innovation. Both the livestreamed event and EB/EPPD’s accompanying social media and press amplification demonstrated to a global audience the strong commitment of these American businesses to advancing global priorities.
- **OECD 60th Anniversary Ministerial Council Meeting:** EB/EPPD collaborated closely with the U.S. Mission to OECD on an expanded public diplomacy program that showcased the U.S. Chairmanship of the 2021 60th anniversary OECD Ministerial Council Meeting. Through media interviews with principals, video products, and social media toolkits, the combined team was able to highlight initiatives to provide transparent and quality infrastructure and opportunities to bridge the gender digital divide, among other key issues.
- **Promotion of Intellectual Property Rights (IPR):** EB/EPPD co-sponsored a campaign centered on World IP Day that provided embassies and consulates around the world with seed funding to produce local activities and PD tools to advance IPR. Social media campaigns, using videos, images, and graphics, also reached a global audience to highlight the importance of IPR in fostering entrepreneurship and innovation.



SPOTLIGHT ON DIVERSITY



Participants in the “Profiles in Power” social media campaign hosted by U.S. Embassy Kingston

To showcase and build support for the EB’s gender-focused programs worldwide, EB/EPPD launched “Profiles in Power,” a social media campaign that highlighted the impact of the bureau’s flagship initiative: Providing Opportunities for Women’s Economic Rise (POWER). EB/EPPD’s widely shared social media campaign illustrated the program’s success in training and mentoring female entrepreneurs in the Marshall Islands, Azerbaijan, Nigeria, Indonesia, Jamaica, Montenegro, Ecuador, Papua New Guinea, the United Arab Emirates, Bahrain, and Egypt. EB/EPPD also worked with the Bureau of Global Public Affairs to host a virtual panel discussion on how the Department of State and EB in particular partners with the private sector to implement the National Strategy on Gender and Equality.



EB/EPPD also demonstrated its commitment to increasing diversity in recruiting new candidates for bureau positions. During Black History Month, the team showcased on social media short videos of African American economic officers serving around the world, who discussed their portfolios and encouraged students and recent graduates to consider careers with the Department of State. EB/EPPD also posted interviews with U.S.

Armed Forces veterans from the bureau discussing how their previous military service prepared them for a career in the State Department. Finally, EB/EPPD organized and moderated a panel on “Business on a Global Scale” as part of the Department’s Historically Black Colleges and Universities Foreign Policy Conference.



BUREAU OF ENERGY RESOURCES (ENR)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$20,000	\$40,000	\$40,000	\$39,600	\$40,000

STRATEGIC OVERVIEW

The Bureau of Energy Resource’s public diplomacy team, located within the Office of Policy Analysis and Public Diplomacy (ENR/ APD), 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 improves access globally and incorporates principles of energy justice to reliably meet growing demand.

ENR/PAPD also reinforces key bureau priorities focusing on sustainable energy, transparent and resilient supply chains, and regional and global energy security. The bureau works on issues in all regions and helps lead engagement with international organizations and initiatives such as the International Energy Agency, the International Renewable Energy Agency, and the Extractive Industries Transparency Initiative. ENR/PAPD supports the bureau’s role as principal advisor to the Secretary and Under Secretary of State on energy security, policy, and programs. ENR’s PD team currently consists of one Foreign Service Officer and two Civil Service Officers.

ADVOCACY

In 2021, ENR’s messaging focused on advancing energy engagement guidance in support of White House Interim National Strategic Security Guidance (INSSG) and the UN’s Conference of Parties (COP26). The administration sustained COP momentum by issuing guidance that restricted official financing of unabated fossil fuel projects, either bilaterally or multilaterally.

ENR maintained its longer-term focus on the clean energy transition, messaging consistently that the U.S. must meet climate goals to ensure that the planet’s temperature rises no more than 1.5 degrees Celsius while ensuring reliable and affordable access to energy and energy security for the U.S., its allies, and its partners. Through talking points, media, and social media, ENR has worked to embed nuance into public discussion of short-term energy supply challenges by reminding stakeholders that true energy security will only be achieved through a clean energy transition.

In the second year of the COVID-19 pandemic, ENR/PAPD continued its outreach through virtual platforms to advance U.S. energy interests. The office also supported the Under Secretary for Economic Growth, Energy, and the Environment in energy engagements with the media and the private sector. This included numerous media mentions and primary interviews with bureau officials in media outlets such as: Reuters, the Financial Times, Bloomberg, Wall Street Journal, The New York Times, and The Economist. It also included in person engagements in panels, roundtables, and with private sector groups such as Chambers of Commerce.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

ENR/PAPD maintains a Twitter handle (@EnergyAtState), which had approximately 7,355 followers as of April 2022. Bureau followers include senior government officials, thought leaders, civil society, journalists, academics, and the private sector. The bureau also has a YouTube channel and has launched a LinkedIn account.

The bureau collects video presentations, documents, and relevant news articles and shares them via the Econ@State weekly newsletter and webpage. Additionally, PAPD hosts a monthly ENR Speaker Series, inviting energy experts from the private sector and academia to present to economic, energy, and environmental officers throughout State Department. The Speaker Series is recorded and posted on ECON@State for foreign and civil service officers to view at their convenience.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

The ENR/PAPD team supports thematic outreach opportunities, including events and other public speaking opportunities for the Under Secretary, Senior Bureau Official, Deputy Assistant Secretaries, office directors, and action officers as appropriate.

- **World Petroleum Congress delegation:** In November 2021, PAPD supported bureau-wide and Under Secretary-level engagement at a major industry conference in Houston. The Under Secretary held business roundtables with the oil and gas industry to communicate the Department’s international energy priorities and to learn about the industry’s efforts to diminish the carbon footprint while meeting energy security needs, particularly in Europe. PAPD supported senior bureau official and deputy assistant secretary level participation in panels as well as one-on-one and group side meetings with energy ministers and C-Suite executives.



SPOTLIGHT ON DIVERSITY



Gender in International Energy Policy: In the multilateral sphere, ENR represents the Department on the governing board of the International Energy Agency (IEA). Working closely with the board, ENR supported establishing a gender advisory committee that is in its launch phase.

In support of administration policy on the climate crisis and the advancement of gender equity and equality, ENR has linked the Bureau's gender pilot programs — the Women in Energy (WE) Strategy and Female Leaders in Energy (FLIE) — into the National Gender Strategy's (NGS's) Action Plan and is launching this work in the East Asia and Pacific region. ENR's WE Strategy strengthens and supports implementation of the administration's clean energy infrastructure and technology innovation priorities and complements the Department's work on supporting a free and open Indo-Pacific

Under the joint ENR and EAP Women in Energy (WE) Strategy, U.S. posts in SCA and EAP also submitted country plans tailored to advance women leaders and women's businesses across the energy sector by expanding public and private sector linkages and diplomatic cooperation. Finally, within the bureau, two of ENR's Energy Officers were recognized by C3E Women and the Middle East Policy Council, respectively, for their achievements in an industry where women are typically under-represented.

Outreach to Historically Black Colleges and Universities (HBCU): In 2021, ENR prioritized university outreach to HBCUs. ENR leadership held HBCU events with Miles College, Tuskegee University, Stillman College, and a Southeast regional event with HBCUs from Florida, Georgia, and Alabama. ENR worked with the Global Public Affairs Office to provide the HBCUs with reading material on career opportunities at the U.S. Department of State

BUREAU OF INTERNATIONAL NARCOTICS AND LAW ENFORCEMENT AFFAIRS (INL)

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 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. The bureau received no Public Diplomacy (.7) program funds.

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 has currently honored 24 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 2022, the Twitter handle had more than 22,600 followers. Finally, INL/ PAPD works with GPA to create content to be shared on its social media platforms, including the DipNote blog, the ShareAmerica website, and the @StateDept Twitter platform.



BUREAU OF INTELLIGENCE AND RESEARCH (INR)

STRATEGIC OVERVIEW

The Office of Opinion Research in the Bureau of Intelligence and 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 identifies 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 website

In 2021, INR/OPN conducted more than 200 polls and qualitative research projects to support its research objectives. The COVID-19 pandemic forced the office to retool its methodology in many countries, moving from face-to-face interviews and focus group projects to telephone surveys, online focus groups, online diary projects, and high-quality online surveys (conducted with reference to probability-based selection procedures. The office also expanded its capacity to sample in countries with limited population data using grid sampling methods that draw on satellite imagery.

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. INR/OPN polling analysts manage all phases of quantitative and qualitative research projects, including methodology and sample design, questionnaire design, field firm oversight, translation, retesting, 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.

Based in Washington, D.C., the office has 34 staff members in four geographic polling divisions (Europe and Eurasia, the Near East and South Asia, East Asia/Pacific, and Africa and the Americas) and a new Audience and Influence Research team that gauges the impact of foreign influence efforts and helps PD practitioners identify effective messages and channels of communication. The staff also includes a global issues analyst and two dedicated methodologists. Beginning in 2018, all former PD funding was transferred from the D&CP .7 account to INR's base budget.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

INR does not maintain a social media presence.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

In 2021, INR continued to inform U.S. public diplomacy communication strategies with research on the following topics:

- Impact of COVID-19 on public attitudes toward the United States and China, including the role each has played in responding to the pandemic.
- Resonance of foreign disinformation efforts, tracking shifting public images of the United States, the PRC, and Russia, and identifying the key factors in each country that drive those shifts.
- Central American attitudes toward emigration and the limited impact of U.S. messaging when compared to the other major push and pull factors.

SPOTLIGHT ON DIVERSITY



In 2021, OPN launched INR's first collaboration with the Intelligence Community Centers for Academic Excellence Virtual Intern Program. The program exposed an ethnically and geographically diverse group of undergraduate students to INR's mission and culture, obtained support on a labor-intensive social science research project, and elicited outside-the-IC thinking from a broad range of participants. In addition, INR has revived a paid internship program to expand and bring greater diversity to the pool of candidates interested in longer-term employment in the foreign affairs community.



BUREAU OF INTERNATIONAL SECURITY AND NONPROLIFERATION (ISN)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$8,000	\$8,000	\$8,000	\$7,290	\$7,290

STRATEGIC OVERVIEW

The Bureau of International Security and Nonproliferation (ISN) seeks to prevent the spread of weapons of mass destruction, their delivery systems, and advanced conventional weapons capabilities and to roll back such proliferation where it has already taken root. In close collaboration with other bureaus within the State Department, other U.S. agencies, and a diverse range of international and non-governmental partners, ISN tracks, develops, and implements effective responses to proliferation threats, and shapes the international security environment to prevent their recurrence. 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. The CPA team regularly informs and updates key Congressional stakeholders on the Bureau's activities and priorities to bolster support throughout Capitol Hill. The CPA team includes seven foreign service and civil service positions and one contractor.

ADVOCACY

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 combating Russia's malign actions aimed at Ukraine's nuclear facilities as a result of its illegal war, pushing back against Russia's false claims and narratives that Ukraine has nefarious biological weapons laboratories and that the United States has a biological weapons program, and taking a measured approach to Russia's alarming rhetoric on the potential use of nuclear weapons. Other public messaging strategies and outreach focused on the Nuclear Nonproliferation Treaty Review Conference, the Biological Weapons Review Conference, Iran's continuing proliferation activities and the negotiations for a new Joint Comprehensive Plan of Action (JCPOA) agreement, and the North Korean regime's use of IT workers to circumvent sanctions.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

ISN maintains a Facebook page (@StateDepartment.ISNBureau) and a Twitter handle (@StateISN). As of June 2022, the Facebook audience numbered more than 51,000, and Twitter followers were at more than 6,800. Twitter remains 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.
- **DPRK IT Worker Outreach:** CPA worked with other ISN offices to publicize an advisory notice to warn firms around the world about the risk of unknowingly hiring North Korean IT workers in violation of both UN and U.S. sanctions. This public outreach campaign included ISN experts conducting interviews with major U.S. and international print and television news outlets, and organizing outreach events for academics, think tanks, businesses, and other nongovernmental entities.
- **Countering Russian Disinformation on Biological Weapons:** ISN worked in tandem with EUR and the NSC to push back forcefully on and counter the drumbeat of false claims from Russia that Ukraine and the United States had laboratories dedicated to developing biological weapons.
- **Countering Russian Disinformation on Civil Nuclear Cooperation:** Using 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 Bucharest, Romania. These programs were designed specifically to counter Russian disinformation targeted at U.S. civil nuclear cooperation in this country. This initiative used 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, and amplified support for U.S. civil nuclear initiatives.
- **ISN DEIA Initiatives:** ISN has conducted several roundtable events, both domestically and overseas, aimed primarily, but not exclusively, at women as a means to introduce them to the work and overall strategic objectives of the ISN Bureau.



BUREAU OF OCEANS AND INTERNATIONAL ENVIRONMENTAL AND SCIENTIFIC AFFAIRS (OES)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned
\$300,000	\$298,000	\$298,000	\$298,000	\$298,000

STRATEGIC OVERVIEW

At a moment when global health and the climate crisis have risen to the top of the national security agenda, OES leads U.S. diplomacy on issues related to the environment, science, technology, and health (ESTH), protecting U.S. citizens at home and abroad and strengthening 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 office and the interagency community. OES/PPO also leads public diplomacy programs through its twelve 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 OES 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, and public diplomacy is vital to 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 the ocean and marine livelihoods; promote improved air quality; encourage environmentally sound waste management; strengthen cooperation for sustainable water resources management; ensure the peaceful use of outer space; foster science and technology cooperation; and combat nature crime, including wildlife and timber trafficking

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

Through content production, as well as shared social media toolkits, OES provides cleared content and copyright-free images on key initiatives including the climate crisis, Arctic governance, space cooperation, and forest and ocean conservation to missions worldwide, and supports other bureaus seeking to message on ESTH issues. The OES Facebook account maintains a significant global reach with more than 2.1 million followers. The OES Twitter account continues to grow with more than 19,000 followers, and the OES Instagram account (launched in 2019) now boasts 6,800+ followers.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

- **Science Envoys Program:** The U.S. Science Envoys Program leverages eminent U.S. scientists to demonstrate American leadership and expand international engagement in science, technology, and innovation. The 2022 Science Envoys are planning to focus on topics from Marine Conservation and Illegal, Unreported, and Unregulated Fishing to Quantum Computing and Climate Change. Science Envoy program participants build peer-to-peer connections among host country researchers and the U.S. scientific community; advocate for American scientific values, including diversity, openness, innovation, collaboration, transparency, science communication and research integrity; promote science education and the role of science for society; and advise the U.S. government on programs and funding opportunities that may support collaborative activities.
- **Global Learning and Observations to Benefit the Environment (GLOBE) Program:** OES continues to engage students and citizen scientists worldwide through GLOBE, a 27-year-old U.S. government international science and education program led by the National Aeronautics and Space Administration 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 cooperation agreements and cultivating bilateral relationships under the program.
- **The Climate Crisis:** In collaboration with the Office of the Special Presidential Envoy for Climate, OES fostered a presence at the twenty-sixth United Nations Framework Convention on Climate Change Conference of the Parties (COP26) in Glasgow in 2021 and at other climate meetings over the past year. OES helped organize and manage the U.S. Center at COP26, the premier public diplomacy venue for showcasing U.S. ambition and action to tackle the climate crisis. The U.S. Center hosted more than 80 public-facing programs, showcasing the diversity of actors and actions that contribute to U.S. efforts to combat the climate crisis. Through livestreaming along with traditional and social media outreach, OES amplified and advanced the U.S. climate agenda.
- **Our Ocean Conference:** The United States co-hosted the seventh Our Ocean Conference with Palau, which was the first to be held in a small island developing state. In coordination with the Office of the Special Presidential Envoy for Climate, OES helped manage the conference itself as well as the U.S. delegation, outcomes, and communications. With delegations from more than 70 countries and 150 non-state actors, the conference resulted in more than 400 commitments totaling more than \$16 billion to protect ocean health and security.



- **Earth Glow Grants:** On Earth Day 2022, OES launched the OES Public Diplomacy Earth Glow Grants Program, a follow-on to OES’s Earth Day campaign to “give the Earth a glow-up.” The Earth Glow Grants Program will use approximately \$70,000 in FY 2022 PD Funds to support environmentally focused public diplomacy activities that “Glow Up” the earth, transforming the planet for the better. Posts are encouraged to use the funds to engage youth and/or underrepresented audiences.
- **Combating Plastic Pollution:** As part of the United States’ successful efforts at the resumed 5th session of the UN Environment Assembly (UNEA) to launch negotiations on a global agreement to end plastic pollution, OES engaged in a campaign to highlight the urgency of the issue. Efforts included extensive social media around UNEA, blog posts, interviews with domestic and international press, and an op-ed by the OES Assistant Secretary titled “Yes, we can reduce global plastic pollution.”

SPOTLIGHT ON DIVERSITY

International Day of Women and Girls in Science

STEM knowledge and innovation is critical to addressing global crises. I've seen firsthand the incredible contributions women and girls in STEM have made to advance our understanding and identify solutions to these issues. Women in STEM must be fully empowered as leaders in government, the private sector, and civil society. The future of STEM is female!

— Assistant Secretary Monica Medina

#WOMENINSCIENCE

“The Future of STEM is Female!”



On the International Day of Women and Girls in Science, OES developed a social media campaign to celebrate the strength and diversity of women’s scientific leadership in the bureau. Led by the OES Assistant Secretary, the campaign featured six women working on a variety of STEM issues in OES, including science and technology cooperation, climate change, water and conservation, and global health issues, highlighting the need to advance women and girls’ access to science education and STEM jobs.



BUREAU OF POLITICAL-MILITARY AFFAIRS (PM)

STRATEGIC OVERVIEW

The Bureau of Political-Military Affairs' (PM) Office of Congressional and Public Affairs (PM/CPA) is responsible for facilitating effective communication and interaction between PM and Congress, foreign and domestic journalists, and civil society stakeholders comprising 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 arms transfers, and programs that enhance human security in post-conflict environments, including international peacekeeping, security sector governance, 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 Office, and three contractor positions covering media monitoring, speechwriter, and graphic design services.

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 2021, it had 35,531 followers, which represents 24 percent increase over the previous year. PM also develops content for use by GPA on other social media platforms, as warranted. In 2021, PM/CPA fielded 1,231 media inquiries from across the full media spectrum, 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, a 6.6 percent increase over the previous year.

- Major PM/CPA-led campaigns focused on the new administration's approach to arms sales policies, announcements of major U.S. arms sales to partner nations, sustaining international attention and donor support for humanitarian landmine clearance and 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.
- PM/CPA provided support to the Bureau of International Organizations in publicizing the UN International Day of Mine Awareness and Assistance in Mine Action and the UN Day of International Peacekeepers. In addition, CPA supported the USUN-led public diplomacy preparations for the December 2021 UN Peacekeeping Ministerial in Seoul.

SPOTLIGHT ON DIVERSITY



In 2021, PM/CPA stepped up its focus on Diversity and Inclusion issues with a social media campaign to showcase the importance of diversity, inclusion, equity, and access in the PM workforce. Utilizing the Department's #RepresentingAmerica hashtag, PM/CPA generated content from photos and testimonials across the Bureau pegged to heritage and affinity months throughout the year. In all, PM/CPA generated 15 postings in the year-long campaign, which garnered 35,136 impressions and 1,431 engagements.



BUREAU OF POPULATION, REFUGEES, AND MIGRATION (PRM)

STRATEGIC OVERVIEW

Humanitarian action is a key component of U.S. foreign policy. There are more than 100 million people forcibly displaced throughout the world, a number which has only doubled in the last decade. USG efforts to assist refugees, asylum seekers, and other displaced populations worldwide are consistently in the media and the subject of worldwide attention. The Bureau of Population, Refugees, and Migration (PRM)'s public diplomacy efforts at home and abroad have the following objectives: 1) to generate goodwill for the United States by increasing recognition of its role as the world's largest provider of humanitarian assistance; 2) to explain to the American domestic audience how U.S. taxpayer dollars are used to save lives and alleviate suffering; 3) to bring attention to the many ways the United States assists and aids in the protection and care of displaced populations through humanitarian assistance on behalf of the American people; and 4) to advocate for displaced and vulnerable populations through U.S. leadership and humanitarian diplomacy.

In 2021, the United States was the largest single country provider of humanitarian assistance, contributing nearly \$13 billion to international and non-governmental partners. To highlight the U.S. contribution, PRM's public affairs team conducted regular outreach through speeches, public events, traditional media engagements, social and digital media engagements, and fact sheets. The team worked with U.S. missions abroad to include refugee and migration issues in their outreach efforts, especially through PRM's network of fifty refugee coordinators at U.S. embassies and missions around the globe. The team also worked closely with the bureaus of Global Public Affairs and Educational and Cultural Affairs to build support for U.S. policies and initiatives through traditional media engagement, social media, and educational and cultural programs, including refugee audiences. PRM's Public and Congressional Affairs unit is staffed with three Foreign Service Officers, three Civil Service employees, and one Contractor. The bureau receives no Public Diplomacy (.7) program funds.

ADVOCACY

The bureau is operating in a time of intense and sustained media and Congressional focus on several compounding priorities in regional hotspots, including, but not limited to, new and protracted crises in Ukraine, Afghanistan, Yemen, Ethiopia, Burma, Syria, and Mexico and Central America (including at the U.S.-southern border). The fall of Kabul in 2021 and the subsequent Operation Allies Welcome (OAW) interagency initiative to welcome and resettle 74,000 people from Afghanistan via safe havens at U.S. military installations to communities across the country demanded unprecedented attention. At the same time, the bureau continued to prioritize rebuilding, strengthening, and modernizing the U.S. Refugee Admissions Program to achieve the administration's goal of resettling 125,000 refugees a year to the United States. PRM's public affairs team interacted daily with the media to address these issues, making PRM principals and subject matter experts available for interviews and outreach.

SOCIAL MEDIA PLATFORMS AND MAJOR ACTIVITIES

PRM maintains a Facebook page (@State.PRM) with over 115,000 followers, two Twitter handles (@StatePRM and @PRMASstSec) with nearly 25,000 followers combined, and an Instagram account (@StatePRM) that has over 4,300 followers as of June 2022. The @PRMASstSec accounts provides a platform for direct outreach and messaging from the Assistant Secretary.

REPRESENTATIVE PUBLIC DIPLOMACY PROGRAMS

• 2022 High-Level Pledging Events

Humanitarian Crisis in Yemen: During the High-Level Pledging Event for the Humanitarian Crisis in Yemen, the Secretary of State announced nearly \$585 million in humanitarian assistance to the people of Yemen. This funding enables humanitarian partners to reach approximately 17 million people, or about 80 percent of the population in Yemen, including internally displaced and conflict-affected Yemenis, as well as refugees and asylum seekers in Yemen. In addition to drawing attention to the U.S. contribution, the event served as a platform for increased international cooperation and contributions.

Afghanistan Pledging Conference: The High-Level Pledging Conference on Supporting the Humanitarian Response in Afghanistan announced nearly \$204 million in additional humanitarian assistance to help the people of Afghanistan, bringing the total amount to more than \$720 million since August 2021. The public announcement by the Secretary and related press engagement raised \$2.4 billion in humanitarian aid pledges and served as a convening force for international cooperation and additional contributions.

- **Relocation of Afghans through Operation Allies Welcome (OAW):** The U.S. welcomed more than 74,000 Afghans in less than six months through the Operation Allies Welcome relocation effort, which continues to provide Afghans with support and assistance as they begin their new lives in the United States. The use of traditional and social media and overall outreach enabled PRM to tell the story of the whole-of-government humanitarian, diplomatic, and military effort, as well as of the communities that welcome, support, and help integrate recently arrived Afghans.
- **Ukraine Funding Announcements:** From the beginning of the Russian invasion of Ukraine in February 2022 through June 2022, the U.S. announced the provision of nearly \$914 million in additional U.S. humanitarian assistance to support the millions of internally displaced persons and refugees. The assistance provides support for humanitarian organizations responding to the crisis and complements the generosity of the neighboring countries that are also welcoming and supporting refugees.
- **UNHCR High Level Officials Meeting** The UNHCR-chaired High-Level Officials Meeting in December 2021 enabled senior government officials and other stakeholders to discuss progress towards achieving the objectives of the Global Compact on Refugees. During the meeting the U.S. announced



ten new pledges to enhance protection and durable solutions for refugees and other vulnerable populations around the world, including stateless persons residing in the U.S. PRM's engagement via remarks, panel participation, and press briefings highlighted the U.S. role in international refugee protection, cooperation, and humanitarian assistance.

- **Collaborative Migration Management Strategy:** Following the White House's July 2021 announcement of a comprehensive strategy to address irregular migration from Central America and to humanely manage migration throughout North and Central America, PRM led USG efforts on the Collaborative Migration Management Strategy's eight concrete lines of action to build a regional framework for migration through regular press and diaspora engagements. PRM also led a government-wide coordinated messaging strategy on the initiative to reunify Central American minors with parents and guardians in the U.S.

SPOTLIGHT ON DIVERSITY



Throughout Black History Month, PRM launched a digital media campaign focusing on trailblazers in humanitarian affairs at the Department, including Ambassador Linda Thomas Greenfield, Dr. Ralph Bunche, and Ambassador Edward Perkins. PRM also highlighted current and former PRM public servants and leaders in humanitarian affairs, including PRM Spokesperson Madelina Young-Smith, Panama Refugee Coordinator Eric Aldrich, Deputy Director for Europe, Central Asia, and the Americas Katherine Perkins, and former Deputy Director for Asia and the Near East, Monique Ramgoolie. The campaign attracted over 1,500 viewers across PRM social media accounts.





Rohingya Teachers in VOA Learning English Training Program at Refugee Camp in Bangladesh (VOA)



**U.S. AGENCY FOR
GLOBAL MEDIA**





U.S. AGENCY FOR GLOBAL MEDIA (USAGM)

FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Actual	FY 2023 Requested
\$803.50 million	\$800.30 million	\$823.50 million	\$827.35 million	\$865.00 million	\$840.00 million

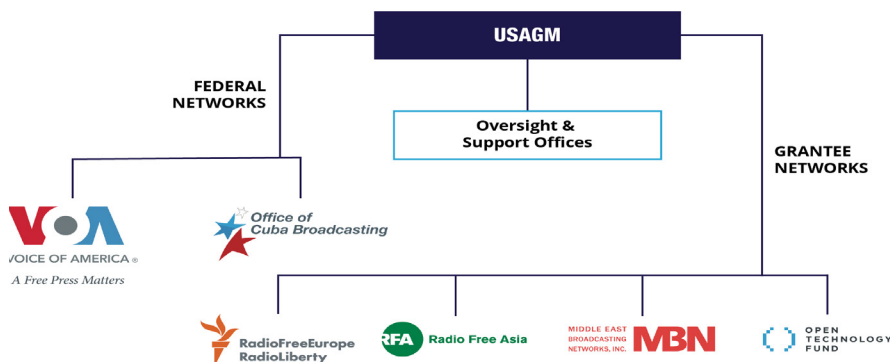
OVERVIEW

The U.S. Agency for Global Media (USAGM) is responsible for managing all civilian U.S. international media. USAGM 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 non-federal public service media or technology USAGM-funded grantees – Radio Free Europe/Radio Liberty (RFE/RL), the Middle East Broadcasting Networks (MBN), Radio Free Asia (RFA), and the Open Technology Fund (OTF). USAGM’s networks work together on 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. USAGM supports this mission through its strategic vision of cultivating trust among its audiences, providing compelling and impactful content, and ensuring access to truthful and complete information.

In FY 2021, USAGM’s networks reached more than 394 million people across the world each week, distributing news and information programming in 62 languages, and to more than 100 countries. Radio services, including shortwave, medium wave (AM), FM, and satellite reached 142 million people a week. Terrestrial and satellite TV services reached 208 million people weekly. USAGM’s digital content, including livestreaming, mobile applications, and social media programs, reached 184 million people a week.

U.S. AGENCY FOR GLOBAL MEDIA ORGANIZATIONAL CHART



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 access the uncensored internet while protected from intrusive surveillance. Today, more than two billion people worldwide use OTF-supported technology to circumvent online censorship and increase their digital security, and more than two-thirds of all mobile users have OTF-incubated technology on their devices.

In March 2022, USAGM released its 2022-2026 strategic plan, “Truth over Disinformation: Supporting Freedom and Democracy.” This strategic plan, which was based on an extensive internal review of the agency’s operations and objectives, aims to strengthen the agency’s capacity to support the administration’s

national security interim guidance on promoting “freedom, prosperity, peace, and dignity.” USAGM’s mission of supporting freedom and democracy is defined by two overarching, long-term strategic goals: 1) expanding freedom of information and expression; and 2) sharing America’s democratic experience and values.

The strategic plan also outlines two sets of objectives that underscore two key themes in support of the agency’s mission and vision — *Impact* and *Agility*. *Impact* is the concrete change that happens in the world because of USAGM’s work, reflecting its effectiveness in planning, execution of mission, and measurement of results. *Agility* refers to being structured, organized, and equipped to do the work in the most efficient, flexible way possible, able to adapt fast-changing media markets and short-notice global developments, and to remaining accountable for success. The agency has also developed performance goals, with measurable targets, for each of the objectives.

Consistent with the American commitment to free speech and free expression, USAGM 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 networks demonstrate American values to the world. Among those values are freedom, transparency, accountability, 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. Its journalists are committed to providing unbiased, credible, and comprehensive news and information to audiences who lack access to objective news sources and who are susceptible to disinformation and extremist rhetoric. USAGM 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 networks can provide quality content and share delivery channels and other resources in a way that is cost effective for the American taxpayer.

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 presents significant American thought and institutions to inspire people around the world,



especially those living under repressive regimes, to embrace democratic values. RFE/RL, RFA, and 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 and information about the Middle East and the United States.

Major factors shaping the global political and security context for USAGM activities include barriers to freedom of information, the changing nature of communications, sophisticated disinformation operations by state and non-state actors, and threats to security from extremism and instability. Extremist rhetoric and incitement to violence directly threaten U.S. national security interests in Iraq, Syria, Afghanistan, Yemen, Somalia, the Sahel, and elsewhere, while the adroit adoption of digital and social media by actors around the world, including the Islamic State and others, threatens democratic institutions and respect for human rights and religious freedom.

Meanwhile, sophisticated state propaganda sponsored by Russia, China, and other authoritarian regimes propagates false narratives and disinformation, confusing audiences to subvert democratic ideals and sow doubt in American ideas and Western institutions. The credible, factual, and locally focused journalism of USAGM networks challenges these lies and half-truths to support democratic values, open debate, and the peaceful resolution of conflicts

A key focus is delivering programming to audiences via the media and the formats they prefer, despite the instabilities and evolution of various media markets. USAGM continues its migration away from shortwave (SW) and medium wave (MW) radio to formats and platforms that audiences increasingly use, especially digital platforms. For example, OCB eliminated its legacy TV broadcast operation, instead leveraging the rapidly growing digital access in the country to transition to streaming audio-visual platforms and other available social media. On the other hand, where appropriate, USAGM increased its use of traditional radio transmissions.

For example, in Afghanistan, following the Taliban takeover, USAGM replaced VOA Urdu programming from a MW transmitter in Tajikistan with VOA and RFE/RL Afghan radio programming in anticipation that the Taliban might eventually shut down all USAGM FM and MW transmissions in the country. USAGM continues to broadcast Radio Marti into Cuba via SW and MW radio, as many Cubans, especially those living outside of major urban city-centers, still rely on these platforms to stay informed. The agency also restored MBN's radio broadcasts to Sudan as the country faces dire economic, political, and humanitarian challenges.

When events dictate, USAGM networks respond with content production and distribution to ensure critical and timely information is widely available. During crises and political unrest, as governments attempted to shut down the internet and impose full information blackouts in Cuba, Ethiopia's Tigray region, and Burma, USAGM networks surged their SW and MW radio transmissions and added programming hours to ensure the public has access to the latest news and information.

For Afghanistan, Burma, Ethiopia, and Ukraine, USAGM also launched direct-to-home satellite TV channels. In response to the governments' designation of RFE/RL as an "extremist organization" and "foreign agent media" in Belarus and Russia and following RFE/RL's suspension of its operations in these countries, the network is opening new reporting hubs in Vilnius, Lithuania and Riga, Latvia from where its journalists can safely work while remaining as close to their primary audiences as possible. Furthermore, recognizing the increasingly precarious situation in the Sahel and Mali's importance for security and governance on the African continent, VOA launched a separate Bambara-language service with programming to include a daily morning show, live streaming from Bamako, and greater multimedia content from Bambara-speaking communities in Burkina Faso and Ivory Coast. As protests continued across Iraq and Lebanon, Sawa radio switched its format to all news and information in stations targeting Iraq and the Levant.

USAGM networks also provided extensive coverage of, among other news items, the ongoing COVID-19 pandemic and global vaccination efforts, Russia's invasion of Ukraine, growing tensions in the Asia-Pacific, coups across Africa, and economic challenges and migration-related issues in Latin America. OTF ensured secure internet access and emergency assistance for journalists, human rights defenders, and activists, as well as average users. Thus, by remaining a source of accurate and reliable information for people around the globe and providing audiences the requisite tools to access that information, USAGM's public service media empower people with critical facts and understanding in moments of uncertainty.

USAGM OVERSIGHT AND SUPPORT OFFICES

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$52.88 million	\$56.46 million	\$52.51 million	\$56.40 million	\$50.30 million

USAGM's operational offices include the General Counsel, Chief Financial Office, Public Affairs, Congressional Affairs, Policy and Research, Civil Rights, and Management Services (Contracts, Human Resources, and Security). 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 safety and physical security of USAGM personnel and facilities.

TECHNOLOGY, SERVICES, AND INNOVATION (TSI)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$183.3 million	\$175.66 million	\$181.88 million	\$178.19 million	\$182.85 million

The USAGM 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 that are available to audiences in their varied markets. TSI 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 4,300 affiliate partner stations and trains thousands of journalists and independent media personnel in USAGM’s target markets.

BROADCASTING CAPITAL IMPROVEMENTS (BCI)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$5.05 million	\$15.93 million	\$3.47 million	\$9.70 million	\$9.70 million

Congress appropriates money into USAGM’s Broadcasting Capital Improvements (BCI) account, which funds 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 the USAGM Office of Security, VOA, and OCB.

VOICE OF AMERICA (VOA)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$250.59 million	\$253.11 million	\$250.80 million	\$257.75 million	\$267.48 million

Languages: 47

Countries: 100+

Measured Weekly Audience (FY 2021): 311.8 million

Each week, VOA brings news and information about the U.S. to more than 100 countries in 47 languages, reaching an audience of nearly 312 million people on a weekly basis. The network engages audiences in discussions about U.S. policy, world events, and significant American thought and institutions through reporting that allows local audiences to see the connections between their countries and the United States. VOA’s full coverage of stories important to local audiences 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, balanced journalism.

In 2021, VOA responded to global crises with new programming that resonated with audiences. As democratically-elected governments fell in Burma and Afghanistan, VOA expanded programming and distribution with 24/7 direct-to-home TV satellite broadcasts and targeted web and social media offerings. As Russia and China stepped up disinformation and mischaracterization of U.S. motives, VOA expanded its *Polygraph* fact-checking project to additional languages, including Mandarin, to counter false claims. VOA Spanish’s *Verificado* focused on fact-checking in countries such as Venezuela and Nicaragua, specifically surrounding the war in Ukraine, given the prominent Russian presence in the region today.

VOA also named its first-ever Eastern Europe Chief, former Ukrainian Service Chief Myroslava Gongadze, to cover tensions more effectively in the region for VOA’s worldwide audiences. As a Russian troop buildup intensified along the Ukrainian border and in Russian-occupied Crimea, Gongadze covered the Kremlin’s aggressive posture in Eastern Europe as well as Russia and China’s malign influence across the region.

VOA uses local, on-scene reporting to tell America’s story to each of its territories and to give local audiences the full picture of what is happening in the world. It serves audiences where media are not free or would otherwise take an anti-American slant. VOA draws most of its audiences from a broad network of TV, digital, and radio affiliate partners. It supplements those partnerships through 24/7 programming streamed via satellite television, digital and social media, and a network of USAGM-licensed radio stations.

With the growth of digital and mobile technology, VOA is leveraging new forms of affiliations, including online and mobile, as well as more traditional shortwave and FM broadcasts, to reach information-deprived societies, such as Burma, North Korea, and Tibet. In areas where the government has shut down most independent media in recent years, such as Nicaragua, Venezuela, and Central America, VOA has turned to digital affiliations to get its message to key audiences.

USAGM’s research demonstrates that VOA’s weekly measured audience – the adult population that uses VOA content on a weekly basis – has grown steadily with the expansion of its broadcasts and new digital product offerings. VOA content is produced so it can be consumed via the audience’s preferred platform(s), including social media, websites, mobile streaming, audio and video podcasts, direct-to-home satellite, cable, Over-the-Top (OTT), and targeted FM streams. In 2021, VOA expanded its OTT delivery of content, launching programs to reach young, mobile audiences where and when they consume multimedia content. For example, a new series, “52 Documentary,” combines VOA original content with acquired programming. Growing its potential audience in 2021, VOA’s OTT offering expanded to Android, Samsung, LG, and Fire platforms, with two more platforms due to be added in 2022.

OFFICE OF CUBA BROADCASTING (OCB)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$28.75 million	\$24.87 million	\$22.01 million	\$17.96 million	\$13.43 million



Languages: 1

Countries: 1

Measured Weekly Audience (FY 2021): 1 million

OCB, through Radio and Televisión Martí and radiotelevisionmarti.com, offers a multimedia service of professional news and information to Cuba. Radio and Televisión Martí aim to inform and engage the Cuban people by providing credible news and information and encouraging freedom and democracy through programs that focus on human rights, individual freedoms, and entrepreneurship.

In 2021, OCB transitioned to a new streaming audiovisual platform to harness the new opportunities afforded by the expanding digital marketplace on the island. Given the significant rise in mobile phone and internet usage in Cuba, OCB is increasingly focusing on engaging digitally connected Cubans and working with OTF to circumvent the regime’s censorship and ensure the audience’s access to independent content. TV Martí is also available via Telstar 12V satellite, which covers most of South America, as well as large parts of North America, Africa, and Europe. In FY 2021, Radio and Televisión Martí saw a major increase in the use of and engagement with their content on social media – weekly average engagement on Instagram and Twitter, for example, increased by 1,350% and 27% respectively, while weekly average engaged video views (30 seconds or more) on Facebook increased by 30%.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$124.51 million	\$124.58 million	\$127.31 million	\$145.73 million	\$132.65 million

Languages: 27

Countries: 23

Measured Weekly Audience (FY 2021): 37.2 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 governments’ intimidation, censorship, economic hardship, ethnic and religious intolerance, violent extremism, and other threats remain – and where independent journalists often face great risk, including in Afghanistan, Belarus, Iran, Pakistan, 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 without parallel 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. In areas where mounting authoritarian pressures have forced some bureau closures and a drawdown of local reporting capabilities, RFE/RL is responding by launching new hubs in Riga, Latvia, Vilnius, Lithuania and elsewhere, where teams can safely use the latest in open-source and remote reporting technologies to continue reporting the news from their home countries.



A medic checks a patient in a hospital that is overcrowded with COVID-19 patients in Lviv, Ukraine on April 6, 2021. (RFE/RL)

RADIO FREE ASIA (RFA)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$45.19 million	\$44.17 million	\$46.62 million	\$62.26 million	\$51.30 million

Languages: 9

Countries: 6

Measured Weekly Audience (FY 2021): 59.8 million

RFA delivers uncensored, accurate domestic news and information to audiences in China, Burma (Myanmar), North Korea, Cambodia, Laos, and Vietnam, where free speech and press freedom are heavily restricted. For publics in these countries inundated with false narratives, RFA’s in-depth journalism provides a lifeline to the truth, counters authoritarian propaganda-driven disinformation, and holds elites and authorities accountable. The network also offers a platform for ordinary people to voice opinions and share perspectives that would otherwise be blotted out by state-controlled media.

News and content from RFA’s nine language services (Mandarin, Tibetan, Uyghur, and Cantonese in China, in addition to Vietnamese, Khmer/Cambodian,



Burmese, Lao, and Korean) document human rights abuses; religious, ethnic, and racial persecution; corruption; forced land confiscations; China's elimination of Hong Kong autonomy and its citizens' active resistance; the crackdown on Uyghurs in Xinjiang; the military coup in Burma and the civil conflict that followed; exposing and countering disinformation and deep fakes; North Korean saber-rattling; China's ramped up territorial, maritime, and Belt and Road projects in the region; and a range of "sensitive" subjects.



RFA reporter interviews villagers in Kondeang District, Pursat Province in Cambodia about a land dispute. (RFA)

Frequently cited in global and regional outlets, RFA's exclusive investigative reporting is on the forefront of escalated tensions in Burma following the military coup, the Chinese Communist Party's ordered cover-up of COVID-19 fatalities in Wuhan, the mass internment of Uyghurs and Muslim minorities in China's Far West and creation of a surveillance state, government-imposed restrictions on religious practices and cultural expression in Tibet, and developments in North Korea affecting its citizens and the region.

RFA's investigative reporting on China's "Me Too" movement, economy, environment, human trafficking, and human rights violations has earned numerous U.S. and international awards from organizations such as the Hong Kong Journalists Association, the International Women's Media Foundation, Amnesty International, and the Global Sergei Magnitsky Human Rights Awards committee. RFA's weekly audience of 59.8 million accesses its news and content via the internet, radio, including shortwave and medium wave, satellite transmissions, TV broadcasting, and social media.

and accurate local and regional news on security, politics, and human rights for Southeast Asian audiences. It reports in five languages: Bengali, Thai, Bahasa Malaysia, Bahasa Indonesia, and English. Global Mandarin, or WHYNOT[歪脑], is an online magazine that engages young Mandarin-speakers around the world, providing different perspectives and reliable information that stand apart from the whitewashed portrayal of Chinese society presented by the Chinese Communist Party. It also provides a platform for readers to engage in open dialogue, creative expression, and free speech.

BenarNews, an online news service affiliated with RFA, has a mission to provide clear

MIDDLE EAST BROADCASTING NETWORKS (MBN)

FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$110.06 million	\$108.87 million	\$106.59 million	\$110.02 million	\$111.15 million

Languages: 1

Countries: 22

Measured Weekly Audience (FY 2021): 31.1 million

MBN is a nonprofit, multimedia corporation that communicates directly 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 provided by USAGM, targeting 22 MENA countries. MBN currently supports five media brands from its headquarters in Springfield, MA, its regional hub in UAE, and facilities in Washington, Cairo, Beirut, Erbil, Jerusalem, Tunis, Rabat, and elsewhere across the Middle East.

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 region; provide objective, accurate, and relevant news and information; and accurately represent the U.S. and its policies. MBN uses a multiplatform approach to deliver its distinctive content to audiences across the region. By incorporating television, digital, and radio, audiences can access MBN's news and programming in a way that is native to them.

OFFICE OF INTERNET FREEDOM (OIF) AND OPEN TECHNOLOGY FUND (OTF)

FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$19.83 million	\$36.16 million	\$27.00 million	\$21.15 million

Since 2012, USAGM has been involved in activities to circumvent internet censorship by foreign governments to distribute news content and to 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 works 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.

As an independent entity receiving funding from USAGM and oversight from USAGM's OIF, OTF has the institutional capacity to support internet freedom efforts with flexibility, speed, and diligence. Through OTF-supported censorship measurement platforms, OTF actively monitors censorship activity in nearly 200 countries in real-time, allowing the organization to respond quickly to emerging threats and to understand where and how censorship is occurring.



OTF 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. To fully support the technology development cycle, OTF provides resources through a variety of implementation mechanisms to enable tailored and comprehensive support to internet freedom projects. OTF provides direct funding to support the applied research, development, implementation, and maintenance of technologies that enable censorship circumvention and enhance user security and privacy online.

OTF also provides expert services to the internet freedom community through its five Resource Labs and supports research fellowships to carry out cutting-edge applied research projects, examining how authoritarian states are restricting the free flow of information and exploring ways citizens can overcome those tactics. With a growing percentage of USAGM audiences relying on the internet to access news and information, this 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.

OIF, which remains inside the federal agency, performs critical oversight to ensure OTF is in 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 participates 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 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 Planned	FY 2023 Requested
\$6.10 million	\$4.43 million	\$3.78 million	\$7.65 million	\$6.28 million

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 to 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 data from owned and branded properties such as websites, mobile apps, and social media. Metrics are defined, collected, and interpreted via an analytics infrastructure maintained by the agency and third-party services. USAGM's digital analytics are leveraged by journalists, analysts, and executives, from dynamic charts to ad-hoc reporting and more detailed deep-dive analyses. These data act as a near real-time view of audience and engagement across USAGM platforms.

In 2021, USAGM concluded a multi-year effort to modernize its core media questionnaire. With this effort, which entailed multiple survey tests and cognitive interviews with respondents in four languages, the agency now employs a survey instrument that better reflects the fluidity with which audiences access news across different devices and platforms. In 2022, USAGM also implemented a policy to measure Russian- and Chinese-state media audiences in as many of its markets as possible.

The agency also began the development of a Data Management System (DMS) to extract, clean, relate, and store data related to research and analytics. The DMS is a data warehouse allowing USAGM to easily access the data resources mentioned above and weigh them against other strategic integrations such as budget, operations, and third-party market research. The DMS aims to make reporting more efficient, eliminate data silos, and provide the necessary inputs to build data models, measure impact, test content, and make deliberate, data-driven decisions. USAGM also began crafting policy to ensure uniform analytics integrations and data governance standards agency-wide, and started collaborating with networks to design a more strategic Impact Model.

ANNUAL BUDGET
\$827.3 million
EMPLOYEES
3,342
LANGUAGES
62
AUDIENCE
394 million

CIRCUMVENTION

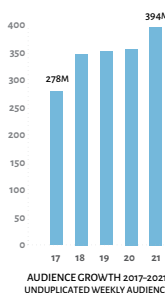
USAGM's Open Technology Fund (OTF) provides a range of tools to help audiences overcome internet restrictions. In FY 2021, these tools saw significant year-on-year growth.

177%
increase in weekly unique users

121%
increase in weekly unique visits

44%
increase in total proxy traffic

AUDIENCE GROWTH



AUDIENCE ON DIGITAL PLATFORMS



WORLDWIDE OPERATIONS

Over 60
Overseas bureaus and production centers

More than 2,000
Stringers/reporters

Nearly 200
Operational transmitters for TV, FM, MW & SW at 100 transmission sites in over 40 countries worldwide

AFFILIATES





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.

TSI 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. In addition to operating USAGM’s distribution network and managing contractual relationships with third-party distribution service providers, TSI handles partnership agreements with local media affiliates on TV, radio, and digital platforms, 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 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 SW and MW 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 of USAGM’s markets in Africa, the Middle East, and Central and South Asia. The agency’s radio broadcasts reached 142 million people a week around the globe in FY 2021. 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-operated FMs with the highest reach are in relatively underserved markets. To meet increased demand, USAGM now provides 24/7 FM programming in more than 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, such as satellite teleport services, to third-party 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 and agile distribution network that can evolve to meet programming and audience needs.

SPECIAL FOCUS ON REPORTING

Addressing Propaganda and Disinformation

As repressive actors around the world work to keep information from their citizens and propagate false realities through disinformation, USAGM networks inform, engage, and connect these very populations in support of freedom and democracy. The credible, factual, and locally relevant journalism of USAGM networks challenges these lies and half-truths to support democratic values, open debate, and the peaceful resolution of conflicts

Through its network of reporters and affiliates around the world, USAGM provides reliable, life-saving information to hundreds of millions about how to manage their health, avoid misinformation, and understand the rapidly changing circumstances around them during global crises, such as the COVID-19 pandemic. In Russia and Belarus, where growing opposition and dissent have been met with unprecedented crackdowns, and in countries like Georgia and Moldova where democracy is starting to take root, USAGM networks provide breaking news coverage, analysis, and diverse perspectives, in the face of growing threats to press freedom, heightened propaganda, and sophisticated disinformation campaigns.

From Central Asia to the Middle East, the Sahel, and beyond, USAGM counters violent extremist propaganda with discussions of root causes of extremism, challenging its ideological dimensions and exploring solutions to issues such as poverty, marginalization, and unaccountable governance. In countries like China, Iran, Burma, and Cuba, OTF helps combat censorship by supporting cutting-edge open internet and circumvention tools that enable USAGM and other journalists to report throughout political upheaval and uncover major stories such as high-level corruption and human rights atrocities. In China and North Korea, USAGM reporters have also been able to tap into networks of local sources and utilize the latest open source intelligence techniques to tell the world about the genocide in Xinjiang and looming humanitarian crisis in DPRK.

In FY 2021, the USAGM Office of Business Development trained more than one thousand journalists around the world on subjects and techniques that included countering disinformation, effective and appropriate fact-checking, and investigative journalism. In providing independent, comprehensive, and objective news coverage, and in promoting media literacy and civic engagement, USAGM helps to enhance societal resilience, providing for a strong, proactive defense against propaganda and disinformation.



Programming Responding to Crisis Situations

USAGM networks have been trusted brands in Afghanistan for decades, and they were critical sources of information as the U.S. withdrew in the summer of 2021 and the Taliban took over. VOA featured wall-to-wall coverage of the events with contributions from their Afghan and Deewa Services, as well as the News Center, Persian, and other language services. VOA's Islamabad bureau chief, who was in Kabul when it fell, was in constant demand for live hits from news organizations around the world. Both VOA and RFE/RL saw huge spikes in web traffic and social media engagement during this period.

In Afghanistan, RFE/RL and VOA continue to perform critical surrogate reporting, including looking at how radically life has changed for ordinary Afghans, particularly women, since the Taliban takeover. RFE/RL aired the voices of women speaking about life under the Taliban, examined the Taliban's new dress code and segregation rules for women at universities, and highlighted the worsening situation for ethnic and religious minorities in the country. RFE/RL also leveraged its regional expertise to report on the consequences that are spilling beyond Afghanistan's borders, including collaboration by RFE/RL's Afghan and Tajik Services to take a closer look at the Taliban's troop build-up along the 1,300-kilometer border between Afghanistan and Tajikistan, as well as a series of reports covering the situation with Afghan refugees on the border.

Similarly, VOA has expanded its Afghan radio and TV programming, which now reaches Afghanistan via a 24/7 satellite stream to provide daily, in-depth reporting on how life has changed for women, the Taliban's limitations on press freedoms, and the worsening situation for ethnic and religious minorities. VOA's Urdu, Deewa, and Uzbek services have also increased their reporting on Afghanistan, focusing on the impact of the Taliban on the region.



VOA's Islamabad bureau chief reports from Afghanistan in the summer of 2021. (VOA)

In Myanmar, soon after the military junta overthrew the democratically elected government, VOA worked with RFA to set up a 24/7 direct-to-home satellite channel to broadcast news and critical information to Burmese audiences. Leveraging the popularity of its radio programming, VOA's Burmese Service began televising its radio shows on the newly established TV channel, with an emphasis on U.S. policy towards Myanmar and regional reactions to the democratic backsliding.

In Ethiopia, lingering ethnic tensions exploded into full-scale conflict between the national government and its Tigray province. VOA's Horn of Africa Service covered both perspectives – at times, being criticized by each side for being “unfair” to it on the same story, an indication of the strong feelings at play. Responding to threats that VOA content would be censored on its Ethiopian affiliates, the August 2021 launch of a direct-to-home satellite TV channel focusing on the Horn of Africa moved VOA into an even more preeminent position in the territory, with newscasts in Amharic, Afan Oromo, Tigrigna, and Somali. On the ground, VOA focused on the human story of the fighting, preparing a first-person documentary on refugees from Tigray who fled to neighboring Eritrea. In a series of wrenching TV and web reports, VOA documented searing personal accounts of rape, killing, plunder, and other atrocities by marauding soldiers during the conflict. The coverage verified what had been, until then, mostly anecdotal and unsubstantiated accounts from the region.

VOA Creole provided wall-to-wall coverage and special programming for audiences in Haiti after the August 14, 2021 earthquake in Les Cayes. Hours after the 7.2-magnitude earthquake, VOA Creole mobilized reporters in Les Cayes and Port-au-Prince to report on the aftermath. Stringers on the ground provided multimedia coverage of the impact, interviewing victims, officials, and aid workers. In addition to on-the-scene reporting, VOA Creole staff in the U.S. focused on covering humanitarian efforts, government reactions, and the role of the diaspora. A Creole Service stringer was the first to give a glimpse of the damage. His video posted on VOA Creole's Instagram showed a damaged house where medical students had been staying when the earthquake hit. VOA Creole saw a significant uptick in its digital performance – from mid-August to September 1 – with Facebook video views grew by 68%.

On July 11, 2021, when anti-government protests broke out in Cuba, OCB immediately started retransmitting live images from participants on Marti's Facebook page and reporting on digital platforms. The noon Radio Marti newscast went live that Sunday and provided uninterrupted coverage for the next 12 hours. All radio programs were simultaneously transmitted via Facebook Live. Shortwave radio transmissions were increased to full power and overnight hours were added to the schedule during the hours and days that followed. In addition, OCB created a live update page on their website where stories were updated in blog-like fashion.

Covering the Russian Invasion of Ukraine

Russia's invasion of Ukraine in February 2022 resulted in dramatic changes for the information environment in Eastern Europe, with media operations in Ukraine upended and many independent voices in Russia completely silenced. In areas occupied by Russia, Ukrainian media broadcasts were shut down and replaced with Russian state media channels broadcasting propaganda and disinformation. In Russia, the Kremlin introduced unprecedented levels of censorship, blocking the websites and social media channels of all major independent media, and introducing new legislation banning the mere mention of war, which led most non-state and international media – including VOA and RFE/RL – to suspend their operations inside the country. Russia also intensified its propaganda and disinformation campaigns, inside Russia, in Ukraine, and around the world, to change the global narrative on the war.

USAGM is committed to its audiences in Ukraine. Even prior to the invasion, RFE/RL invested in mobile equipment to support on-the-ground reporting and adapt production to ensure uninterrupted coverage in the event its Kyiv bureau became unavailable. VOA established an Eastern Europe bureau, headed by veteran journalist Myroslava Gongadze, whose first assignment in January 2022 was an exclusive interview with Secretary of State Antony Blinken in Kyiv.

Following the invasion, in early March 2022, USAGM launched a joint RFE/RL and VOA video stream for Ukraine on satellite Astra 4A. This satellite was selected because it is Ukraine's most visible TV satellite, thanks to Viasat Ukraine, the country's most popular direct-to-home subscription satellite TV service. The stream offers TV newscasts in Ukrainian, produced by VOA and RFE/RL, coverage of major developments in the U.S. with simultaneously translated speeches, press conferences, and news events featuring American officials, lawmakers, and experts, and a VOA produced English-language program, Flashpoint Ukraine, that goes beyond the headlines, putting the latest developments into global context with reports from VOA correspondents, interviews, and analysis.



Current Time reporter at an apartment building bombing in Kyiv, Ukraine, on March 14, 2022. (Current Time)

Ukrainian- and Russian-language content by VOA and RFE/RL was also added to Ukraine's unified television broadcasting stream, while OTF worked with partners on the ground to provide tips and resources in the Ukrainian and Russian languages on digital security as well as a repository of decentralized communication tools to help people stay in touch in case of internet shutdowns.

In response to the invasion, USAGM networks expanded their coverage to provide extensive reporting on the war and its consequences, and to bring Ukraine's story to the world. RFE/RL added programming with new talk shows, podcasts, and investigative series in Russian, Ukrainian, and Belarusian. VOA Ukrainian expanded its programming, featuring twice-daily live briefings and dozens of live interactives, while VOA Russian expanded its coverage of the reactions from the U.S. and other Western governments, as well as of the response by Russian and Russian-speaking diasporas in the U.S.

VOA's coverage of the conflict, and in particular its coverage of the U.S. and other western governments' responses to the war, received significant traction online in each of the network's 47 broadcast languages, including in key markets in Africa, Asia, and Latin America. Current Time produced nearly round-the-clock breaking news programming in the first few weeks of the war, featuring the latest updates, interviews, analyses, and live broadcasts of official statements, press conferences, and United Nations (UN) Security Council sessions with simultaneous translation. Furthermore, all USAGM networks increased their coverage of the war, highlighting the most recent developments, telling the human stories on the ground, and reflecting on the repercussions that these events will have for people around the world – from massive refugee flows to higher energy and food prices.

USAGM also expanded program delivery and access with the addition of more affiliates in and around Russia and with the help of OTF's tools and resources to circumvent internet censorship. Both VOA and RFE/RL, as well as Current Time, maintain several mirror sites and have expanded their content offerings across social media, including Telegram, to make sure audiences in Russia can continue accessing their programming. The networks already have VPNs built into their mobile apps and have worked to raise awareness and educate their audiences about how to use VPNs to access censored content.

Following the suspension of its activities in Russia and Belarus, RFE/RL is opening news bureaus in Riga, Latvia, and Vilnius, Lithuania. In Riga, RFE/RL is establishing a multimedia hub that will host, among others, Russian Service and Current Time staff displaced from Russia, and will house a new, Russian-language investigative journalism unit and a digital innovation hub designed to counter disinformation and develop strategies to circumvent online censorship. The Vilnius news bureau will host displaced Belarus Service journalists forced to flee after the flawed 2020 elections and a new reporting team set up by Current Time to serve Russian-speaking audiences in Belarus.



SPOTLIGHT ON DIVERSITY



Diversity and inclusion have always been integral to USAGM’s operations. In all target markets, USAGM networks seek to grow their audience base and reach those traditionally underserved by international public media broadcasts. In many contexts, these audiences have skewed older and male. Populations in many target countries are overwhelmingly young – a challenge, but also an opportunity to connect with a demographic that in some cases is unfamiliar with USAGM networks and their brands. The agency strives to serve the information needs of other marginalized populations, including refugees, religious and ethnic minorities, diaspora communities, people with disabilities, and sexual minorities.

As part of this effort, USAGM networks feature programs specifically produced for these groups. For example, VOA French to Africa’s *Le Monde au Féminin* (The Feminine World), VOA Deewa’s *Bibi Sherena* (Sweet Women), or Radio Mashaal’s *In the Name of Mashaal* feature topics and discussions of particular interest to women in

addition to content that examines issues related to minority and marginalized communities.

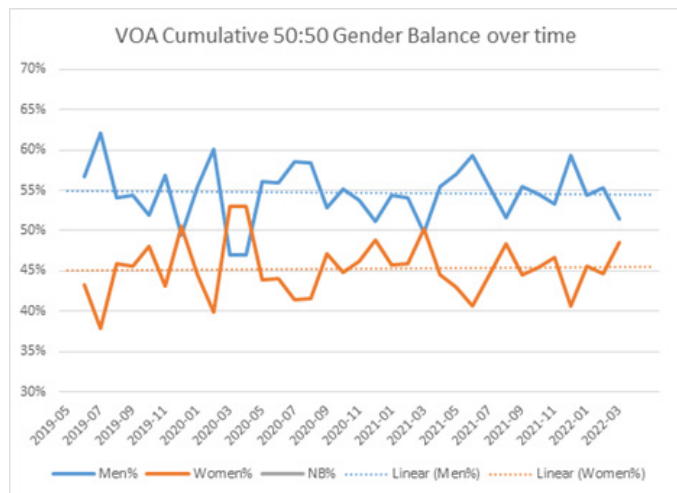
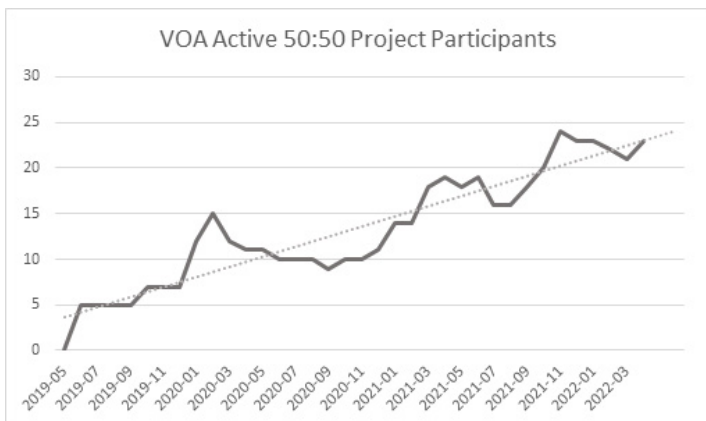
Elsewhere, USAGM networks work to fill a major gap in programming for specific ethnic or religious minorities that are persecuted or deliberately alienated, not only providing critical coverage of their issues but also equipping them with the knowledge and tools that contribute to their empowerment and resilience. For example, RFA’s Uyghur Service is the only international broadcasting service in the Uyghur language that not only provides independent and credible information to Uyghurs and other Muslim communities in Xinjiang, but also serves as a major vehicle for the preservation of the Uyghur language and culture, currently under threat of genocide. Similarly, RFE/RL’s Tatar-Bashkir Service – Radio Azatliq – is the only major international news provider in the Tatar and Bashkir languages to audiences in Russia’s multi-ethnic, Muslim-majority Volga-Ural region, and covers religious, ethnic, cultural, historical, and identity issues amid Moscow’s new wave of Russification.

In addition, in January 2022, VOA began broadcasting the Somali-language radio edition of the iconic American children’s program, *Sesame Street*, to Somalia, Djibouti, and to Somali refugees living in camps in Kenya. This novel effort to include children in VOA’s audience was inspired in part by a 2020 USAGM research study of Kenya’s Kakuma refugee camp, in which respondents noted an appetite for children’s programming. It also indicates a deepening of VOA’s resolve to better serve marginalized refugee communities, as exemplified by VOA’s daily Rohingya-language audio newscast.

VOA’s membership in the UN Women Media Compact provides the organization with a leadership platform among local and international media organizations that focus on women’s issues and gender equality. To further enhance its own reach among female audiences more generally and to ensure that all voices and perspectives are included in its programming, in May 2019, VOA formally joined the 50:50 Project, a data-driven BBC initiative to promote equitable gender representation in media appearances. The formal methodology involves counting “discretionary appearances” and recording that data, with the goal to take stock and inspire change where necessary. In FY 2021, participation within VOA grew to its highest level yet – 20 VOA teams participated, up from 15 in FY 2020 – and participating teams saw an improvement in gender balance. In April 2021, BBC invited VOA to host a webinar to share its success with the community of media organizations that participate in the 50:50 Project worldwide.

Given the success of VOA’s participation in the 50:50 Project, specific targets were established for the first time in FY 2022 to track the agency’s performance in female discretionary appearances in the FY 2022 and FY 2023. This target comprises the number of USAGM networks and language services participating in the 50:50 Project, and the actual percentage of discretionary guests who are women.

In response to the President’s Executive Order 13985 on Advancing Racial Equity and Support for Underserved Communities through the Federal Government, USAGM is taking several steps, as highlighted in the agency’s Equity Action Plan. The agency demonstrates its commitment to advancing equity by removing barriers in procurement and contracting opportunities, by expanding its reach to and engagement with underserved audiences abroad, and by ensuring inclusion of U.S. underserved communities when “Telling America’s Story.”





Additionally, the agency has developed a Diversity, Equity, Inclusion, and Accessibility (DEIA) Strategic Plan that illustrates its commitment to expanding and improving its DEIA program structure and management, growing its hiring of veterans and persons with disabilities, increasing the percentage of persons from underserved communities in leadership positions, ensuring an inclusive workplace culture across USAGM, and assuring accessibility in federal physical space and systems as required by Executive Order 14035 on Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce. These initiatives reflect a commitment to address the barriers to DEIA that were identified by the agency. As such, the DEIA Strategic Plan identifies strategies that explain how the agency will realize these initiatives, outlines the steps needed to accomplish each strategy, lays out the assessment activities to measure progress, and sets out the outcome measures to evaluate the final impact of the initiatives





USAGM SERVICES RANKED BY FY 2021 BUDGET

Service	Name	FY 2021 Total Funding with Program Delivery	FY 2021 Original Broadcast Hours TV/ Video (per week)	FY 2021 Total Broadcast Hours TV/ Video (per week)	FY 2021 Original Broadcast Hours Radio/ Audio (per week)	FY 2021 Total Broadcast Hours Radio/ Audio (per week)
MBN	Alhurra TV and Digital Platforms	\$40.541 million	239	336	0	0
VOA	VOA News Center/English	\$24.699 million	1	127	14	14.42
VOA	Persian Service (VOA 365)	\$17.626 million	31	168	0	0
VOA	Mandarin Service	\$13.733 million	7	91	15	78
RFE/RL	Current Time TV and Digital Network	\$12.903 million	45.83	150.83	0	0
OCB	Radio/Televisión Martí	\$12.880 million	12.23	168	102	168
VOA	Afghan Service	\$11.950 million	10.76	33.76	45.5	84
MBN	Radio Sawa	\$10.297 million	0	0	219	336
RFE/RL	Radio Farda (Persian)	\$9.831 million	7	14	44.33	154
VOA	English to Africa Service	\$8.817 million	5.25	87.25	59	171.5
VOA	Russian Service	\$8.788 million	12.5	12.5	1	1
RFE/RL	Svoboda (Russia)	\$8.453 million	0	0	32.25	168
VOA	Korean Service	\$7.566 million	2.88	2.88	39.5	49
VOA	French to Africa Service (VOA Afrique)	\$6.967 million	3.75	3.75	52.08	173
VOA	Urdu Service	\$6.699 million	2.5	12.5	6.25	16.25
RFA	Mandarin Service and Global Mandarin	\$6.632 million	4	18	25	168
RFE/RL	Radio Azadi (Afghanistan)	\$6.095 million	0	0	70.03	84
RFA	Tibetan Service	\$5.688 million	4	32	29	168
VOA	Spanish Service	\$5.564 million	21.07	123.07	16.92	68.42
VOA	Deewa Service	\$5.499 million	29.33	34.33	34	41
VOA	Indonesian Service	\$5.235 million	4.68	11.72	43.15	55.15
RFE/RL	Balkan Service	\$4.875 million	1.52	1.52	31.5	65.5
VOA	Tibetan Service	\$4.517 million	2.67	36	42	168
VOA	Burmese Service	\$4.450 million	4.75	147.25	14	35
RFA	Korean Service	\$4.399 million	2	2	24	66
RFE/RL	Radio Svoboda (Ukraine)	\$4.347 million	6.23	14.75	16.3	34.63



Service	Name	FY 2021 Total Funding with Program Delivery	FY 2021 Original Broadcast Hours TV/ Video (per week)	FY 2021 Total Broadcast Hours TV/ Video (per week)	FY 2021 Original Broadcast Hours Radio/ Audio (per week)	FY 2021 Total Broadcast Hours Radio/ Audio (per week)
VOA	Kurdish Service	\$4.229 million	2.6	2.6	62	62
RFE/RL	Radio Mashaal (Pashto)	\$3.647 million	0	0	54.6	63
VOA	Horn of Africa Service	\$3.549 million	0.5	0.5	16.25	35.75
VOA	Somali Service	\$3.206 million	0.58	0.58	23.5	33
VOA	Khmer Service	\$3.189 million	0.74	0.74	10.5	21
VOA	Turkish Service	\$3.184 million	3	6	0	0
VOA	Hausa Service	\$3.082 million	0.75	0.75	16	16
VOA	Ukrainian Service	\$2.784 million	2.5	2.5	0.5	0.5
VOA	Swahili Service	\$2.747 million	3	3	13.2	15.2
VOA	Central Africa Service	\$2.620 million	0	0	21.14	40.14
RFE/RL	Radio Europa Libera (Moldova)	\$2.589 million	1.75	1.75	10.85	12.85
RFE/RL	Radio Tavisupleba (Georgia)	\$2.476 million	3.08	3.58	14.5	24.5
RFE/RL	Radio Azattyk (Kyrgyzstan)	\$2.448 million	5	5	31	52.5
RFA	Burmese Service	\$2.412 million	8	77	8	92
VOA	Vietnamese Service	\$2.355 million	2.5	2.5	3.5	3.5
RFE/RL	Radio Svaboda (Belarus)	\$2.293 million	0	0	7	168
VOA	Albanian Service	\$2.073 million	3.8	3.8	0	0
RFE/RL	Radio Azatutyun (Armenia)	\$2.063 million	16.05	64.92	12.42	15.42
RFE/RL	Radio Ozodi (Tajikistan)	\$2.011 million	3.42	3.42	11.08	39.33
RFA	Uyghur Service	\$1.992 million	1	7	7	49
VOA	Bangla Service	\$1.979 million	0.5	0.5	2.5	5
RFE/RL	Radio Azadliq (Azerbaijan)	\$1.951 million	1.25	1.25	0.5	73.08
RFA	Khmer Service	\$1.904 million	12	13	20	72
RFE/RL	Radio Azattyq (Kazakhstan)	\$1.818 million	1.25	1.25	0	0
VOA	Zimbabwe Service	\$1.793 million	0	0	17	17
RFE/RL	Radio Ozodlik (Uzbekistan)	\$1.715 million	0	0	8.52	168



<i>Service</i>	<i>Name</i>	<i>FY 2021 Total Funding with Program Delivery</i>	<i>FY 2021 Original Broadcast Hours TV/ Video (per week)</i>	<i>FY 2021 Total Broadcast Hours TV/ Video (per week)</i>	<i>FY 2021 Original Broadcast Hours Radio/ Audio (per week)</i>	<i>FY 2021 Total Broadcast Hours Radio/ Audio (per week)</i>
VOA	Creole Service	\$1.661 million	2.5	7.5	9.5	14.5
VOA	Serbian Service	\$1.642 million	1.75	1.75	0	0
RFA	Lao Service	\$1.521 million	-	-	5	53
RFE/RL	Radio Azatliq (Tatar-Bashkir)	\$1.423 million	0	0	0.92	0.92
RFA	Vietnamese Service	\$1.391 million	3	4	4	10
VOA	Portuguese to Africa Service	\$1.336 million	0.25	0.25	10	10
VOA	Bosnian Service	\$1.274 million	1.75	1.75	0	0
VOA	Thai Service	\$1.189 million	0.66	0.66	3.04	6.54
VOA	Uzbek Service	\$1.142 million	1	2.5	0	0
RFA	Cantonese Service	\$1.124 million	6	17	6	55
VOA	Georgian Service	\$1.109 million	1.5	1.5	0	0
VOA	Azerbaijani Service	\$1.049 million	1.25	3.75	0	0
VOA	VOA Learning English	\$1.026 million	0.73	8.03	3.5	84
RFE/RL	North Caucasus Service	\$1.022 million	0.25	0.25	0.75	0.75
RFE/RL	Szabad Európa (Hungarian)	\$972,000	0	0	1.83	1.83
VOA	Cantonese Service	\$969,000	0.17	0.67	14	61
RFE/RL	Radio Azattyk (Turkmenistan)	\$841,000	0	0	3.5	56
VOA	Lao Service	\$750,000	0.17	0.17	4	4.5
VOA	Armenian Service	\$669,000	1.75	1.75	0	0
VOA	Macedonian Service	\$654,000	1	1	0	0
RFE/RL	Svobodna Evropa (Bulgaria)	\$601,000	0.58	0.58	0.13	0.13
RFE/RL	Europa Liberă (Romania)	\$552,000	0	0	0	0
VOA	Bambara Service	N/A (included in French to Africa)	0	0	5.5	9
VOA	English to Asia Service	N/A (included in East Asia and Pacific Division)	0.3	0.3	2.08	6.25



VOA Afghan Service Journalists Broadcasting from
VOA Headquarters in Washington, D.C. (VOA)



U.S. AGENCY FOR GLOBAL MEDIA LANGUAGE SERVICES





USAGM LANGUAGE SERVICES

VOICE OF AMERICA (VOA)



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, the war in Ukraine, 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. Combine with comprehensive coverage of major news events, balanced analysis, and extensive beat coverage, the editorial output of VOA's

VOA News Center (Language: English)

Origin: 1942
FY 2021 Service Actual Spending: \$24.699 million
FY 2021 Service + Program Delivery: \$24.699 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 Website, Social Media, OTT

News Center results in a broad catalog of trustworthy journalism brought to global audiences on multiple platforms. In FY 2021, the News Center saw an average of about 700,000 weekly website visits and 2.9 million average weekly video views across digital platforms.

Major Programs:

- **VOA Connect:** A 30-minute weekly television program featuring stories of people across the United States telling America's story.
- **Inside Story:** A 25-minute weekly television program hosted by a rotating group of VOA reporters. Each week, the Inside Story provides a wide and deep examination of one issue in the news, using VOA's worldwide reporting strength.
- **English Radio News Briefs:** Hourly English radio news briefs that feature the global news gathering resources of VOA. The anchors write and produce the news briefs using the News Center's lineup as a guide. Each news brief 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.

VOA Learning English (Language: English)

Origin: 1959
FY 2021 Service Actual Spending: \$1.763 million
FY 2021 Service + Program Delivery: \$1.799 million
TV/Video Original Programming: 0.73 hour/week
TV/Video Total Broadcast: 8.03 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, 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, among radio and television networks in key markets including Ethiopia and Bangladesh. In FY 2021, VOA Learning English garnered about 430,000 average weekly visits to its website and nearly one million average weekly video views across digital platforms.

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 developing 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, Creole, Vietnamese, Amharic, and Russian.

VOA AFRICA

VOA Bambara Service (Language: Bambara)

Origin: 2013 (2021 as a separate language service)
FY 2021 Service Actual Spending: Included in VOA French to Africa in FY 2021
FY 2021 Service + Program Delivery: \$0.071 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, and reaches 870,000+ people in Mali each week, or 11.5% of the population. Established in March 2013 as part of the French-to-Africa Service, VOA Bambara 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 programming airs through USAGM-owned FM transmitters in the three main cities – Bamako, Gao, and Timbuktu – as well as across digital platforms and via local affiliate partners. Recognizing Mali’s importance to security and governance on the African continent, in September 2021, VOA launched a separate Bambara language service. The new Bambara Service programming includes a daily morning show, livestreaming from Bamako, and

greater multimedia content from Bambara-speaking communities in Burkina Faso and Ivory Coast. In FY 2021, the Service saw about 2,700 average weekly web visits and 534,000 average weekly video views across digital platforms.

Major Programs:

- **Mali Kura:** A 30-minute daily radio news and current affairs program.
- **Djamu Kan:** A weekly 30-minute program exploring in-depth issues relating to Mali.
- **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.
- **VOA60 Dunya:** A daily one-minute video news segment covering major world developments.
- **VOA60 Ameriki:** A daily one-minute video news segment covering major U.S. news developments.
- **VOA60 Farafina:** A daily one-minute video news segment covering major Africa news developments.

VOA Central Africa Service (Languages: Kinyarwanda, Kirundi)

Origin: 1996
FY 2021 Service Actual Spending: \$1.787 million
FY 2021 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 Central Africa 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. 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. Yet, for about four years now, the Burundi government has imposed a series of sanctions on VOA, including the prohibition of any stringers affiliated with the Service to report from the territory of

Burundi. 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. In FY 2021, the Service garnered about 54,000 average weekly visits to its website and nearly 177,000 average weekly video views across digital platforms.

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 30-minute 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.
- **Bungabunga Ubuzima (Healthy Living):** A 15-minute weekly television health show with an emphasis on prevention and practical health solutions for Africans.

VOA English to Africa Service (Language: English)

Origin: 1963

FY 2021 Service Actual Spending: \$7.008 million

FY 2021 Service + Program Delivery: \$8.817 million

TV/Video Original Programming: 5.25 hours/week

TV/Video Total Broadcast: 87.25 hours/week

Radio/Audio Original Programming: 59 hours/week

Radio/Audio Total Broadcast: 171.5 hours/week

Delivery Method:

TV/Video: Affiliate, Satellit

Radio/Audio: Affiliate, Shortwave, Medium ave,
USAGM-owned FM, Satellite,
Streaming Website, Social Media, Mobile App

VOA English to Africa provides multimedia news and information for English-speaking populations in all 54 countries in Africa. While not all English-language consumption of VOA in Africa can be attributed to this Service's programming, it has a measured reach of about 29 million people through radio, television, internet, and social media. In Zimbabwe alone, VOA English to Africa reaches 25.6% of the adult population weekly. 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. In FY 2021, the Service garnered over 3,300 average weekly engagement actions on social media and more than 643,000 weekly video views across digital platforms.

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 2021 Service Actual Spending: \$5.554 million

FY 2021 Service + Program Delivery: \$6.967 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, Satellit

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 12.95 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. In FY 2021, the Service garnered about 74,000 average weekly visits to its website and over 373,000 average weekly video views across digital platforms.

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:** These include a once per weekday five-minute newscast, two 30-minute radio shows, and weekday five-minute health segment
- **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 2021 Service Actual Spending: \$2.755 million

FY 2021 Service + Program Delivery: \$3.082 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, Satellit

Radio/Audio: Affiliate, Shortwave, Medium ave,
Satellite Website, Social Media, Mobile App

VOA Hausa 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 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. In FY 2021, the Service garnered about 500,000 average weekly visits to its website and nearly 1.7 million average weekly video views across digital platforms.

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 interpretations 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; another weekly feature that examines the close relationship between young people and social media; 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 2021 Service Actual Spending: \$3.294 million

FY 2021 Service + Program Delivery: \$3.549 million

TV/Video Original Programming: 0.50 hours/week

TV/Video Total Broadcast: 0.50 hours/week

Radio/Audio Original Programming: 16.25 hours/week

Radio/Audio Total Broadcast: 35.75 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming, Affiliat

Radio/Audio: Affiliate, Shortwave, Medium ave,
Satellite Website, Social Media, Mobile App

VOA Horn of Africa 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. In FY 2021, the Service garnered nearly 56,000 average weekly visits to its website and 2.8 million average weekly video views across digital platforms.

Major Programs:

- **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 interest 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 2021 Service Actual Spending: \$1.236 million

FY 2021 Service + Program Delivery: \$1.336 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

VOA Portuguese to Africa broadcasts to a target audience of 69 million adults in Lusophone Africa with a particular focus on Angola, Mozambique, and other countries where there are sizable Portuguese-speaking communities. Portuguese broadcasts also reach East Timor in Southeast Asia, as well as Brazil via shortwave and the internet. Last year, the Service dedicated special attention to Cabo Delgado, a northern Mozambican province where a jihadist insurgency killed thousands of people and displaced thousands more. The Service has made several reporting trips to the province since the beginning of the insurgency to cover in-depth the humanitarian situation. 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 station in Mozambique, Cape Verde, and Guinea-Bissau. In FY 2021, the Service garnered nearly 73,000 average weekly visits to its website and 336,000 average weekly video views across digital platforms.

Major Programs:

- **VOA60Africa, VOA60Mundo:** 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.
- **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.
- **Washington Direct:** A Monday-Friday four-minute newscast produced and sent to affiliates, distributed to listeners via WhatsApp
- **Behind the Scenes of Sports:** A special sports feature airing twice per week that focuses on a particular angle of the sports world, such as the best or upcoming players, salaries, the life of teams and coaches, and peculiarities in sports. It is distributed through WhatsApp and posted on social media platforms.
- **Washington Bureau:** A weekly video feature sent to the Mozambican National Television.

VOA Somali Service (Language: Somali)

Origin: 2007

FY 2021 Service Actual Spending: \$2.897 million

FY 2021 Service + Program Delivery: \$3.206 million

TV/Video Original Programming: 0.58 hours/week

TV/Video Total Broadcast: 0.58 hours/week

Radio/Audio Original Programming: 23.50 hours/week

Radio/Audio Total Broadcast: 33.0 hours/week

Delivery Method:

TV/Video: Affiliat

Radio/Audio: Affiliate, Shortwave, Medium wave, USAGM-Owned FM, Satellite Website, Social Media, Mobile App

VOA Somali 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 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 are also interviewed regularly. Online, in FY 2021, the Service garnered over 287,000 average weekly visits to its website and nearly 850,000 average weekly video views across digital platforms.

Major Programs:

- **Qubanaha:** A 30-minute weekly television show presenting news and development features from Somalia and North America.
- **Qubanaha Maanta:** A Facebook and YouTube video show anchored from Washington and Minneapolis with U.S. and international news content, correspondent reports from Somalia, in-studio analysis of technology and sports, and "What is on your mind?" segment based on user-generated content.
- **Investigative Dossier:** A bi-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.
- **The VOA Torch:** A bi-weekly investigative program.
- **Call-In Show:** A weekly show which gives the audience a chance to ask questions about the most burning issue of the week.



VOA Swahili Service (Language: Swahili)

Origin: 1962

FY 2021 Service Actual Spending: \$2.252 million

FY 2021 Service + Program Delivery: \$2.747 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 3 hours/week

Radio/Audio Original Programming: 13.20 hours/week

Radio/Audio Total Broadcast: 15.20 hours/week

Delivery Method:

TV/Video: Affiliate, Satellit

Radio/Audio: Affiliate, Shortwave, USAGM-owned FM, Satellite Website, Social Media, Mobile App

VOA Swahili reaches 11.2 million people in the east and central African nations of Tanzania, Kenya, Uganda, 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, Tanzania, VOA Swahili reaches 18.5% of the adult population per week. The Service offers news and features on important international, regional, and U.S. stories. In FY 2021, the Service garnered about 15,000 average weekly visits to its website and over 600,000 average weekly video views across digital platforms.

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 Afya:** 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.
- **Jarida la Wiki:** A weekly world magazine program covering major stories happening in the U.S., Africa, and other parts of the world, which have not been discussed in-depth in other shows.

VOA Zimbabwe Service (Languages: Shona, Ndebele, English)

Origin: 2003

FY 2021 Service Actual Spending: \$1.363 million

FY 2021 Service + Program Delivery: \$1.793 million

Radio/Audio Original Programming: 17 hours/week

Radio/Audio Total Broadcast: 17 hours/week

Delivery Method:

Radio/Audio: Shortwave, Medium Wave, Satellite Website, Social Media, Mobile App

VOA Zimbabwe provides extensive and comprehensive coverage of political, social, and economic developments in Shona and Ndebele, and through its English website. VOA Zimbabwe 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. In FY 2021, the Service garnered nearly 25,000 average weekly visits to its website and over 350,000 average weekly video views across digital platforms.

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, 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, Gweru, Mutare, Masvingo, Gaborone, and Johannesburg to smaller towns like Chinhoyi and Gwanda, as well as rural areas.
- **Live Talk:** A 60-minute call-in radio talk show (simulcast as Radio-on-TV), 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. The program has special broadcasts on specific dates covering issues affecting youths (Tuesdays), women (Thursdays) as well as the diaspora (Wednesdays).



VOA EAST ASIA AND PACIFIC

VOA Burmese Service (Language: Burmese)

Origin: 1943

FY 2021 Service Actual Spending: \$4.033 million

FY 2021 Service + Program Delivery: \$4.45 million

TV/Video Original Programming: 4.75 hours/week

TV/Video Total Broadcast: 147.25 hours/week

Radio on TV Original Programming: 14 hours/week

Radio on TV Total Broadcast: 35 hours/week

Delivery Method:

TV/Video: Affiliate Satellite

Radio/Audio: Shortwave, Medium Wave, 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 December 2020, right before the military coup, the Service's programs reached 14.5% of Burma's adult population, or nearly 4.6 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, including 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. After the coup, VOA Burmese broke VOA-wide records for daily web visits several times: on February 1, 2021, with 1.22 million visits in one day; on March 9, with over 1.49 million visits; and later, on June 11, with 1.79 million visits. Also in response to the coup, VOA launched a 24/7 direct-to-home TV satellite channel for Burma, providing uncensored news and information. The channel, called "Ludu Meitswe," features Burmese content from VOA and RFA, and accounts for the substantive jump in weekly broadcast hours that the Burmese Service has seen this past year. In FY 2021, the Service garnered nearly 5.7 million average weekly visits to its website and 19 million average weekly video views across digital platforms.

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 2021 Service Actual Spending: \$0.913 million

FY 2021 Service + Program Delivery: \$0.969 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.67 hours/week

Radio/Audio Original Programming: 14 hours/week

Radio/Audio Total Broadcast: 61 hours/week

Delivery Method:

TV/Video: Affiliate OTT/Streaming

Radio/Audio: Affiliate Shortwave, Website, Social Media, Mobile App

VOA Cantonese 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 over 2.5 million people in mainland China on a weekly basis. In FY 2021, the Service garnered more than 45,000 average weekly visits to its website and over 540,000 average weekly video views across digital platforms.

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.



VOA English to Asia Service (Language: English)

Origin: 2010 in English Division/2017 in East Asia and Pacific Division
FY 2021 Service Actual Spending: Included in East Asia and Pacific Division i
FY 2021

FY 2021 Service + Program Delivery: \$0.08 million

TV/Video Original Programming: 0.3 hours/week

TV/Video Total Broadcast: 0.3 hours/week

Radio/Audio Original Programming: 2.08 hours/week

Radio/Audio Total Broadcast: 6.25 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. Currently, the Service has a weekly 15-minute live segment with WION TV in India whose reach spans from Australia to the Middle East. 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 influencer in Asia. The Service produces a daily Asia news radio and podcast program in addition to co-producing a weekly live TV report with WION TV. 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.

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 2021 Service Actual Spending: \$5.235 million

FY 2021 Service + Program Delivery: \$5.235 million

TV/Video Original Programming: 4.68 hours/week

TV/Video Total Broadcast: 11.72 hours/week

Radio on TV Original Programming: 43.15 hours/week

Radio on TV Total Broadcast: 55.15 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming

Radio/Audio: Affiliate, Satellite, Streaming Website,
Social Media, Mobile App

VOA Indonesian 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 – through 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 across digital platforms. In FY 2021, the Service garnered over 210,000 average weekly visits to its website and over 17 million average weekly video views across digital platforms.

Major Programs:

- **Dunia Kita:** A 30-minute human-interest television program.
- **Laporan VOA:** A five-day-per-week television program that centers on 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 Highlights:** A 2 hour live interactive between VOA hosts and Sonora Radio on the latest news from the U.S.
- **VOA Executive Lounge, VOA Plus:** Two 30-minute radio talk and feature shows that target young professionals.



VOA Khmer Service (Language: Khmer)

Origin: 1962 (also on air 1955-1957)
FY 2021 Service Actual Spending: \$2.994 million
FY 2021 Service + Program Delivery: \$3.189 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: Affiliat
Radio/Audio: Affiliate, Shortwave, Medium wave Website, Social Media, Mobile App

VOA Khmer is a multimedia news operation that reaches its Cambodian audience via radio, TV, 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 Cambodia's adult population weekly across all platforms, equivalent to nearly one 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. In FY 2021, the Service garnered nearly 101,000 average weekly visits to its website and 3.9 million weekly video views across digital platforms.

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 U.S.
- **VOA Log On:** A series of five-episode TV-video seasons airing in 2021-2022 featuring stories on digital technology.
- **Evening New Hour:** 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.
- **This Month in Space:** Video package highlighting the month's top space exploration stories.

VOA Korean Service (Language: Korean)

Origin: 1942
FY 2021 Service Actual Spending: \$6.069 million
FY 2021 Service + Program Delivery: \$7.566 million
TV/Video Original Programming: 2.88 hours/week
TV/Video Total Broadcast: 2.88 hours/week
Radio on TV Original Programming: 39.5 hours/week
Radio on TV Total Broadcast: 49 hours/week
Delivery Method:
TV/Video: Affiliate, OTT/Streaming
Radio/Audio: Affiliate, Satellite, Streaming Website, Social Media, Mobile App

VOA Korean 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. Online, in FY 2021, the Service garnered over 75,000 average weekly visits to its website and 700,000 weekly video views across digital platforms.

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 the competitive.
- **VOA News Today:** A three-hour daily radio news show that provides comprehensive coverage of 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 2021 Service Actual Spending: \$0.718 million

FY 2021 Service + Program Delivery: \$0.75 million

TV/Video Original Programming: 0.17 hours/week

TV/Video Total Broadcast: 0.17 hours/week

Radio on TV Original Programming: 4 hours/week

Radio on TV Total Broadcast: 4.5 hours/week

Delivery Method:

TV/Video: Affiliat

Radio/Audio: Affiliate, Medium ave, 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 ordnances 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 Lao and northeastern Thailand. According to the most recent data from late 2020, VOA Lao's measurable weekly audience was 0.3% of the country's adult population (or about 12,000). Online, in FY 2021, the Service garnered nearly 145,000 average weekly visits to its website and 500,000 weekly video views across digital platforms.

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 2021 Service Actual Spending: \$12.976 million

FY 2021 Service + Program Delivery: \$13.733 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 91 hours/week

Radio on TV Original Programming: 15 hours/week

Radio on TV Total Broadcast: 78 hours/week

Delivery Method:

TV/Video: Affiliate (limited), Satellit

Radio/Audio: Shortwave, Medium Wave, Satellite Website, Social Media, Mobile App

VOA Mandarin broadcasts breaking news reports, in-depth analyses, and feature reports that provide Chinese audiences with an accurate understanding of the United States, its policies, 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 in addressing 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 development 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. The Service also reaches audiences in Hong Kong and Taiwan. In FY 2021, VOA Mandarin garnered nearly 1.4 million average weekly visits to its website and 3.6 million weekly video views across digital platforms.

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 television program to discuss news and issues of common interest for people across the Taiwan Strait.
- **Windows on the World:** A 60-minute long radio program about current affairs that airs from Monday to Friday.
- **You're Hired:** A weekly immersive mini-documentary series that gives audiences a personal perspective of life in America, American values and culture, and jobs.
- **Day Up:** A thrice-weekly digital program for YouTube and Twitter that wraps up daily commentary and debate of China-related topics on social media platforms banned in China.
- **Eagle and Shield:** A weekly 10-minute show that focuses on American military affairs and the latest in military technology development.



VOA Thai Service (Language: Thai)

Origin: 1962 (also on air 1942-1958)
FY 2021 Service Actual Spending: \$1.189 million
FY 2021 Service + Program Delivery: \$1.189 million
TV/Video Original Programming: 0.66 hours/week
TV/Video Total Broadcast: 0.66 hours/week
Radio on TV Original Programming: 3.04 hours/week
Radio on TV 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, U.S. current issues, business, the Thai diaspora community, and English learning. It captures audience growth through a multimedia approach using television, radio, and digital platforms, including websites and social media. On Facebook, the Service targets Thai speakers living in Thailand, neighboring countries, and around the world. VOA Thai reaches an audience of nearly 1 million people – or 2% of the adult population in Thailand. The Service has also been a source for critical stories on press freedom and an authoritative source on Thai politics at a crucial time. In FY 2021, the Service garnered over 73,000 average weekly visits to its website and nearly 1 million weekly video views across digital platforms.

Major Programs:

- **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/YouTube 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 five-to-ten-minute digital program with original video stories about people in the Thai diaspora community in the United States.
- **Short Documentaries:** Though not a scheduled program per se, VOA Thai sometimes produces short documentary films. In 2021, the Service released one such work on Buddhist nuns' strife to promote gender equality in the religion, which was recently selected for screening at a documentary film festival in Denver, CO, and was shortlisted for an award at the New York Festivals. The project's pitch also won the VOA Director's grant on women's issues.

VOA Tibetan Service (Language: Tibetan)

Origin: 1991
FY 2021 Service Actual Spending: \$4.203 million
FY 2021 Service + Program Delivery: \$4.517 million
TV/Video Original Programming: 2.67 hours/week
TV/Video Total Broadcast: 36 hours/week
Radio on TV Original Programming: 42 hours/week
Radio on TV 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 Tibetan regions of China, in TAR (Tibet Autonomous Region) and in the "autonomous Tibetan prefectures" in the provinces of Qinghai, Sichuan, Gansu, and Yunnan, as well as Tibetan communities in Bhutan, Nepal, India, and the Diaspora. 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 and misinformation about the United States and developments in Tibet and the world. 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 affiliation in India. In FY 2021, the Service garnered over 41,000 average weekly visits to its website and over 2,200 average weekly engagement actions on social media platforms.

Major Programs:

- **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.
- **Podcasts:** The Tibetan service produces several 15-minute podcasts for distribution via radio and social media platforms, including "Second Take" (on China and work development), "Editor's Podcast" (on political, cultural, and societal issues), and "Phelke" (a colloquial talk by two female reporters on human interest stories).
- **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.
- **Pelok:** A TV and Radio/audio weekly book program introducing modern Tibetan and work literature and authors.
- **Table Talk:** A 15-minute weekly radio/audio program with newsmakers, writers, artists, entrepreneurs, educators, and politicians.
- **AM & PM Radio Shows:** 60-minute long radio/audio shows on topics including: the U.S. and world news, Tibet and Tibetan news, special interviews, and weekly feature programs.
- **Khawai Mina:** A 15-minute television and radio program that profiles and interviews Tibetan newsmakers and members of the Tibetan global diaspora.



VOA Vietnamese Service (Language: Vietnamese)

Origin: 1951 (also on air 1943-1946)
FY 2021 Service Actual Spending: \$2.355 million
FY 2021 Service + Program Delivery: \$2.355 million
TV/Video Original Programming: 2.5 hours/week
TV/Video Total Broadcast: 2.5 hours/week
Radio on TV Original Programming: 3.5 hours/week
Radio on TV 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 new reports on local government-controlled media. Service journalists engage with their audience through live streaming, discussions, social media, blogs, and newsletters. According to the latest data from 2020, the Service reaches 3.1% of the adult population in Vietnam, or over 2 million people. Online, in FY 2021, VOA Vietnamese saw nearly 314,000 average weekly visits to its website and 15.2 million weekly video views across digital platforms.

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.

VOA EURASIA

VOA Albanian Service (Language: Albanian)

Origin: 1943 (closed in 1945, reopened in 1951)
FY 2021 Service Actual Spending: \$2.073 million
FY 2021 Service + Program Delivery: \$2.073 million
TV/Video Original Programming: 3.8 hours/week
TV/Video Total Broadcast: 3.8 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 Albanian 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. 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 in Kosovo and Albania, to undermine trust in independent media, U.S., and Western institutions and universal values of democracy

and freedom. In the politicized media markets of Albania, Kosovo, and the Albanian-speaking areas of North Macedonia, VOA Albanian reaches nearly 1.2 million adults every week (27.1% in Albania, 33.8% in Kosovo, and 9.9% in North Macedonia). In FY 2021, the Service garnered nearly 73,000 average weekly visits to its website and over 2.1 million weekly video views across digital platforms.

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, North 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 2021 Service Actual Spending: \$0.623 million
FY 2021 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 Armenian has a measured weekly reach of 34.7% in Armenia. 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 rely 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, the Biden Administration's decision to recognize the Armenian Genocide, and the Russian invasion of Ukraine and the ensuing economic,



political, and social challenges for Armenia. 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. Online, in FY 2021, VOA Armenian saw over 17,000 average weekly visits to its website and nearly 2.4 million weekly video views across digital platforms.

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 2021 Service Actual Spending: \$1.274 million
FY 2021 Service + Program Delivery: \$1.274 million
TV/Video Original Programming: 1.75 hours/week
TV/Video Total Broadcast: 1.75 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 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 Bosnian reaches 16.8% of adult Bosnians, or 420,000 people, 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. In FY 2021, VOA Bosnian garnered over 26,000 average weekly visits to its website and nearly 330,000 weekly video views across digital platforms.

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 and ad hoc live TV remotes and interactives to national and regional TV networks, including BHT1, FTV, 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 2021 Service Actual Spending: \$1.109 million
FY 2021 Service + Program Delivery: \$1.109 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

VOA Georgian 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 to the success of its TV programming and news reports on five major national networks, an

increased outreach on digital and social media platforms. The Service currently reaches 8.5% of the adult population in Georgia, or nearly 240,000 people, each week. About 94% of VOA users in Georgia trust VOA's content. Online, in FY 2021, VOA Georgian garnered over 57,000 average weekly visits to its website and nearly 1 million weekly video views across digital platforms.

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 to 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 2021 Service Actual Spending: \$0.654 million

FY 2021 Service + Program Delivery: \$0.654 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 Macedonian offers original and exclusive reporting on U.S. policies and expert opinions on the country's E.U. integration 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's understanding of current events, U.S. policies, and society. Reaching 11.3% of the

adult population (or 190,000 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. 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. In FY 2021, VOA Macedonian garnered over 32,000 average weekly visits to its website and 157,000 weekly video views across digital 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 from Monday to Friday, is broadcast through affiliates such as Selma 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, Selma TV and Alfa TV, incorporating live remotes and reports in their nightly news shows.

VOA Russian Service (Language: Russian)

Origin: 1947

FY 2021 Service Actual Spending: \$8.788 million

FY 2021 Service + Program Delivery: \$8.788 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 Apps

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 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 Russian 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 over 5.5 million people across its various markets in the region and beyond. VOA Russian's audience on digital platforms is active and engaged. In FY 2021, the content produced by the Service garnered over 262,000 average weekly visits to its website and 4.7 million weekly video views across digital platforms.

Major 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.-Russia 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 breakdown stereotypes about American society. It is distributed via Current Time, social media, and video-sharing sites.
- **Context:** The host, a journalist and linguist, analyzes in an engaging weekly video column, rhetorical manipulations by Russian officials and state media misinterpreting both domestic and foreign events.



VOA Serbian Service (Languages: Serbian, Montenegrin)

Origin: 1943

FY 2021 Service Actual Spending: \$1.589 million

FY 2021 Service + Program Delivery: \$1.642 million

TV/Video Original Programming: 1.75 hours/week

TV/Video Total Broadcast: 1.75 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. VOA Serbian's content, distributed via more than 40 national and regional affiliates and online reaches 5.4% of adults in Serbia (or about 300,000 people) and 30.3% of adults in Montenegro (or 150,000) weekly. VOA Serbian's

original reporting is also widely cited by other news organizations in Serbia. Online, in FY 2021, the Service garnered nearly 24,000 average weekly visits to its website and over 240,000 weekly video views across digital platforms.

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 (Radio Television Serbia) 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 2021 Service Actual Spending: \$2.521 million

FY 2021 Service + Program Delivery: \$2.784 million

TV/Video Original Programming: 2.5 hours/week

TV/Video Total Broadcast: 2.5 hours/week

Radio/Audio Original Programming: 0.5 hour/week

Radio/Audio Total Broadcast: 0.5 hour/week

Delivery Method:

TV/Video: Affiliate, Satellite, Digital VOD and VOIP distribution
OTT, Streaming

Radio/Audio: Podcast Website, Social Media, Mobile App

VOA Ukrainian is among the leading international broadcasters in Ukraine. With a weekly audience of 7.4% of Ukrainian adults, or 2.4 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 influenced 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 Priamyi, 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. With the recent Russian invasion in the region, the Service tripled the amount of programming it produces, which in turn became a major part of a new 24/7 TV satellite channel that also includes content from RFE/RL and effectively ensures delivery of the Service's video content to its target audiences. The Service's online presence augments its television coverage and engages a new generation of audiences with digital content. In FY 2021, VOA Ukrainian garnered over 111,000 average weekly visits to its website and more than 1.8 million weekly video views across digital platforms.

Major Programs:

- **Chas-Time:** A daily 30-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. The service actively engages its audiences on the web and all major social media platforms, such as Facebook, Instagram, Twitter, and YouTube.
- **VOA Briefing:** A 30-minute interactive social media show, twice a day, five days per week, streamed live on Facebook, YouTube, and the satellite channel.
- **English for Everyone:** An Instagram project that engages younger audiences on English idioms, popular phrases, and expressions with original illustrations and animated explanations.



VOA Creole Service (Language: Creole)

Origin: 1987

FY 2021 Service Actual Spending: \$1.661 million

FY 2021 Service + Program Delivery: \$1.661 million

TV/Video Original Programming: 2.5 hours/week

TV/Video Total Broadcast: 7.5 hours/week

Radio/Audio Original Programming: 9.5 hours/week

Radio/Audio Total Broadcast: 14.5 hours/week

Delivery Method:

TV/Video: Affiliate, Satellit

Radio/Audio: Affiliate, Satellite ebsite, Social Media, Mobile App

Recognized as one of the most reliable sources of information in Haiti, VOA Creole 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 2019 USAGM survey indicated that every week the Service reached 35% of the adult population in Haiti, or over one million people, and that 84.5% of weekly listeners trusted the Creole-language news and information from VOA. In FY

2021, VOA Creole garnered nearly 7,200 average weekly visits to its website and over 2 million weekly video views across digital platforms.

Major Programs:

- **Pwoteje Sante:** A feature program that covers public health threats and includes discussions with guest experts on how to deal with emerging diseases.
- **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 daily segment focusing on the Haitian diaspora.
- **Creole Radio on TV Program (Rendevou):** A daily video program with news and information of interest to the Haitian audience, emphasizing Haitian and US news as well as features of interest to the audience, including technology, health, diaspora, and culture.
- **Creole Radio Programs:** News and information of interest to the Haitian audience that is broadcast twice a day, 30 minutes each, from Monday to Friday, and 30 minutes daily on Saturday and Sunday.

VOA Spanish Service (Language: Spanish)

Origin: 1960

FY 2021 Service Actual Spending: \$5.564 million

FY 2021 Service + Program Delivery: \$5.564 million

TV/Video Original Programming: 21.07 hours/week

TV/Video Total Broadcast: 123.07 hours/week

Radio/Audio Original Programming: 16.92 hours/week

Radio/Audio Total Broadcast: 68.42 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. Content produced by VOA Spanish is also frequently shared on social media by affiliates, such as Venezuelan and Nicaraguan media as well as major networks in the region, including Caracol Television in Colombia and Azteca Noticias in Mexico. 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. 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. USAGM surveys show VOA Spanish has a weekly reach of more than 55.7 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. In FY 2021, the Service garnered nearly 194,000 average weekly visits to its website and 4.4 million weekly video views across digital platforms.

Major Programs:

- **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.



VOA PERSIAN

VOA Persian/VOA 365 (Language: Persian)

Origin: 1979 (also 1942-1945; 1949-1960; and 1964-1966)

FY 2021 Service Actual Spending: \$16.222 million

FY 2021 Service + Program Delivery: \$17.626 million

TV/Video Original Programming: 31 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 10 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. In FY 2021, the Service garnered over 2.3 million average weekly website visits and over 10.3 million weekly video views across digital platforms.

Major Programs:

- **Early News:** A daily prime time newscast that sets the tone and topics of the evening news lineup.
- **9PM NEWS:** VOA 365's flagship daily 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 interactive show that shares views from Iranian audiences on the news of the day and current social media trends.
- **Last Page:** A weekly investigative journalism program exposing regime corruption.
- **Tablet:** A weekly prime time show focusing on human rights, cultural, and social issues involving women and youth in Iran.
- **Chess:** A weekly roundtable on Iran's issues focusing on regime violations in the political, economic, and social spheres.
- **VOA Tek:** A news and features 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.

VOA SOUTH AND CENTRAL ASIA

VOA Afghan Service (Languages: Dari, Pashto)

Origin: Dari-1980; Pashto-1982

FY 2021 Service Actual Spending: \$9.178 million

FY 2021 Service + Program Delivery: \$11.95 million

TV/Video Original Programming: 10.76 hours/week

TV/Video Total Broadcast: 33.76 hours/week

Radio/Audio Original Programming: 45.5 hours/week

Radio/Audio Total Broadcast: 84 hours/week

Delivery Method:

TV/Video: Affiliate, OTT/Streaming, Satellite

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. The Service's work became even more critical as the U.S. withdrew and the Taliban took over. VOA featured wall-to-wall coverage on the developments throughout the summer of 2021 and its aftermath. Prior to the Taliban takeover, VOA had a vast network of TV and radio affiliates as well as several owned FM transmitters across the country.

After August 2021, USAGM replaced other programming from a medium wave transmitter in Tajikistan with VOA and RFE/RL radio programming in anticipation that the Taliban might eventually shut down all USAGM FM and MW transmissions in the country. In March 2022, the Taliban issued an order barring private television stations

in Afghanistan from airing content produced by international public media, including VOA. That same month, VOA formally launched a 24/7 direct-to-home satellite TV channel – VOA Afghanistan – on Yahsat satellite, Afghanistan's most popular platform. The new VOA Afghanistan satellite stream includes its popular "TV Ashna" newscasts, its women's show "Etesal," viewer call-in programming, and programming from RFE/RL's Azadi Radio.

Additional programming is planned, including entertainment shows to fill a void in Afghanistan, where local channels can no longer air music programs. According to the latest USAGM data from 2018, VOA Afghan's programming reached 63.6% of the adult population in the country, or over 9.6 million people, every week. Online, in FY 2021, the Service garnered nearly 300,000 average weekly website visits and over 15.5 million weekly video views across digital platforms.

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:** Twelve hours of daily programming in Dari and Pashto, featuring news and call-in programs, health, and youth programs.
- **Karwan:** A 30-minute youth-oriented weekly TV program about science and technology in the United States. Airs on TOLO TV, TOLO News, and Lemar TV.
- **Hard-talk:** A 60-minute mixed language radio call-in show focused on current affairs.
- **Afghan Narratives:** A daily 30-minute radio show in Dari and Pashto that provides a platform for ordinary Afghans to discuss issues that affect their day-to-day lives.
- **Etasal:** A five day half an hour TV show with a female anchor covering current affairs. The show is an interview/discussion show and focuses on issues affecting the Pashtun population of Afghanistan.
- **Ashna Tech:** A weekly science and technology radio program in Dari and Pashto.

VOA Azerbaijani Service (Language: Azerbaijani)

Origin: 1982
FY 2021 Service Actual Spending: \$1.049 million
FY 2021 Service + Program Delivery: \$1.049 million
TV/Video Original Programming: 1.25 hours/week
TV/Video Total Broadcast: 3.75 hours/week
Delivery Method:
TV/Video: Satellite Website, Social Media, Mobile App

Amid the dwindling number of independent media and the blockage of access to the news websites inside the country, VOA Azerbaijani provides reliable and objective news for its Azerbaijani-speaking audience. The Service seeks to retain and strengthen its role in 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 also 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. VOA Azerbaijani reaches its audiences via the internet and satellite and engages intensively with them on its social media platforms. In FY 2021, the Service garnered over 12,000 average weekly website visits and nearly 370,000 weekly video 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 2021 Service Actual Spending: \$1.911 million
FY 2021 Service + Program Delivery: \$1.979 million
TV/Video Original Programming: 0.5 hours/week
TV/Video Total Broadcast: 0.5 hours/week
Radio/Audio Original Programming: 2.5 hours/week
Radio/Audio Total Broadcast: 5.0 hours/week
Delivery Method:
TV/Video: Affiliat
Radio/Audio: 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 audience members 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 the latest USAGM data, VOA Bangla reaches 1.7% of all adults in Bangladesh, or about 1.9 million people, every week. VOA Bangla also produces programming in the Rohingya language for the refugee camp population in eastern Bangladesh. Along with the Service's television and radio programs, the Service experienced significant digital audience growth starting in early 2020 with its COVID-19 reporting. In FY21, the Service garnered over 24,000 average weekly website visits and nearly 1.2 million weekly video views across digital platforms.

Major Programs:

- **Hello America:** A weekly television program that provides a glimpse of international issues as well as interviews with prominent Americans and Bangladeshis.
- **U.S. Politics:** A 15-minute weekly television program featuring a roundtable on U.S. current affairs and the political scene.
- **VOA 60 USA:** A one-minute weekday TV roundup of the latest news from the U.S.

VOA Radio Deewa (Language: Pashto)

Origin: 2006
FY 2021 Service Actual Spending: \$4.547 million
FY 2021 Service + Program Delivery: \$5.499 million
TV/Video Original Programming: 29.33 hours/week
TV/Video Total Broadcast: 34.33 hours/week
Radio/Audio Original Programming: 34 hours/week
Radio/Audio Total Broadcast: 41 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, via TV, radio, and digital platforms. The 24/7 satellite TV programming has been available to audiences in the region since February 2021. Audience members include those living in Khyber Pakhtunkhwa, tribal districts (formerly the Federally Administered Tribal Area or FATA near the Afghanistan-Pakistan border), Islamabad, Karachi, Baluchistan, 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 confronts the disinformation



and the un-announced Pakistan-imposed censorship on its facts-based journalism on critical regional or international developments in its interactive programs. 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 – or 2.2 million people – in the target region. In FY 2021, the Service garnered nearly 165,000 average weekly website visits and close to 10.2 million weekly video views across digital platforms.

Major Programs:

- **Bibi Shireena:** A two-hour TV interactive program, from Sunday to Thursday, that engages female leaders and callers along with male audience members on issues such as education, gender rights, and 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 one-hour 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, from Monday to 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.
- **24/7 Digital/Online Operation:** The Service feeds the digital savvy audience, mostly youth, with Facebook Live, posts, discussions via Twitter Spaces and consistent video/audio reports and posts on Instagram and YouTube. VOA Deewa has around 5.6 million followers on Facebook and more than 200,000 followers on Twitter.

<p>VOA Kurdish Service (Language: Kurdish)</p> <p>Origin: 1992</p> <p>FY 2021 Service Actual Spending: \$4.180 million</p> <p>FY 2021 Service + Program Delivery: \$4.229 million</p> <p>TV/Video Original Programming: 2.6 hours/week</p> <p>TV/Video Total Broadcast: 2.6 hours/week</p> <p>Radio/Audio Original Programming: 62 hours/week</p> <p>Radio/Audio Total Broadcast: 62 hours/week</p> <p>Delivery Method:</p> <p><i>TV/Video:</i> Affiliat</p> <p><i>Radio/Audio:</i> Affiliate, USAGM-owned FMs ebsite, Social Media, Mobile App</p>
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VOA Kurdish reaches audiences by radio, television, and the internet, providing them with latest news on U.S. policy towards the Middle East and the Kurds. The Service focuses mainly on Iraqi Kurds and produces programs that are relevant to Kurdish speaking populations in Turkey, Syria, Iran, and beyond. The Service produces programs that focus on breaking regional and world news. It continues reports 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. It is the only international broadcaster that speaks to the Kurds of the Middle East in their principal dialects – Sorani and Kurmanji. The Service serves a total audience of about 4 million in Turkey and Iraqi Kurdistan, reaching 49.1% of the adult population in

Iraqi Kurdistan alone. Online, in FY 2021, VOA Kurdish garnered nearly 21,000 average weekly website visits and over 4.4 million weekly video views across digital platforms.

Major Programs:

- **Washington Eye:** A 40-minute weekly program presenting Washington’s viewpoint on regional and global developments.
- **Kurd Connection:** Live TV show focuses on U.S. domestic and foreign policy in the Middle East; stringers’ reports in the field
- **Women’s Life:** A monthly TV (for web) magazine that focuses on issues relating to women’s health, social life, and women’s human rights.
- **Heftreng (“7 Colors”):** A bi-weekly, 30-minute TV show in the Kurmanji dialect about international art and culture distributed by affiliate N T2 in Sulaimaniyah, northern Iraq.
- **Zayeley Dahenan (“Echo of Inventiveness”):** A 30-minute TV show in the Sorani dialect covering international art and culture distributed by affiliate NRT2 in Sulaimaniyah northern Iraq.
- **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 weekly radio 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, redistributed weekly in northern Syria by affiliate A TA FM and another affiliate Radio Badinan in Duhok (northern Iraq).



VOA Turkish Service (Language: Turkish)

Origin: 1942 (closed in 1945, reopened in 1948)

FY 2021 Service Actual Spending: \$3.025 million

FY 2021 Service + Program Delivery: \$3.184 million

TV/Video Original Programming: 3 hours/week

TV/Video Total Broadcast: 6 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, OTT/Streaming 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 2021, it was second in the world with the number of imprisoned professional journalists, with China in the first place

In October 2020, a new social media law went into effect in Turkey, bringing more restrictions that include requirements on foreign-operated platforms. Following a regulation that went into effect in August 2019, Turkey's media regulator, known as RTUK, was authorized to request broadcast licenses from "media service providers" for their radio, TV broadcasting and on-demand audiovisual media services to continue their online presence. In February 2022, RTUK used this regulatory authority to demand – on short notice – that three international broadcasters, including VOA, obtain broadcast licenses or have their content blocked. 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 the latest USAGM data from 2020, VOA Turkish reaches 4.1% of Turkey's adult population, or nearly 2.5 million people, every week. Online, in FY 2021, the Service garnered nearly 130,000 average weekly website visits and over 3.4 million weekly video views across digital platforms. VOA Turkish targets young Turks aged 18-34, who are very active online and on social media.

Major Programs:

- **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 558,000 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 TV for Affiliate EKOTURK TV :** A 30-minute daily live television wrap of the latest news from Washington, New York, Los Angeles, 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 the affiliate, offers current issues, education, health, science, technology, diaspora, and lifestyle features.
- **Internet Features on Mynet:** VOA Turkish is affiliated with Mynet, the leading internet portal in Turkey and one of the most popular and widely used internet destinations with over 6.5 million registered members and 38 million monthly unique visitors. VOA Turkish has a special page on Mynet's 'Dunya' section. The Service's flash news and unique interviews frequently appear on Mynet's front page.

VOA Urdu Service (Language: Urdu)

Origin: 1951

FY 2021 Service Actual Spending: \$5.298 million

FY 2021 Service + Program Delivery: \$6.699 million

TV/Video Original Programming: 2.5 hours/week

TV/Video Total Broadcast: 12.5 hours/week

Radio/Audio Original Programming: 6.25 hours/week

Radio/Audio Total Broadcast: 16.25 hours/week

Delivery Method:

TV/Video: Affiliate

Radio/Audio: 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. VOA Urdu's website is blocked in Pakistan since 2019, as the country's powerful military "establishment" has increased its controls dramatically over media outlets and independent journalism during last few years. According to a 2021 Reporters without Borders country report about Pakistan, the government is trying to step up online "regulation," and cyber-harassment campaigns by pro-

government or pro-military trolls against journalists have proliferated. To counter disinformation and debunk baseless propaganda, VOA Urdu has a vital role to play. VOA Urdu has effectively reached its target audience by leveraging digital tools such as circumvention and social media. In FY 2021, VOA Urdu saw nearly 157,000 average weekly website visits and over 10.9 million weekly video views across digital platforms.

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.
- **Ain Mutabiq (From Woman's Perspective or According to Woman):** Weekly 18-minute digital video program by VOA Urdu, hosted and produced by women anchors and producers, discuss issues related to women that are considered taboo in South Asian society.
- **FM News Bulletins:** The Service has partnered with a popular local FM station to present fast-paced news bulletins in the peak commuting hours.
- **Facebook Live News Bulletin:** VOA Urdu provides a 15 Minute Live News Bulletin on Facebook and YouTube from Monday to Friday at 7PM Pakistan



Time. This bulletin covers news and analysis from Washington and Pakistan. This bulletin is one of Urdu's most engaging news content that contributes to interaction and engagement actions to Urdu's Facebook and YouTube platforms.

- **Washington Bureau:** 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.
- **Exclusive Video Interviews and Feature Reports for Instagram, Facebook, and YouTube:** The Urdu Service conducts exclusive video interviews of newsmakers and show business personalities for Instagram, Facebook, and YouTube. Urdu also conducts Instagram Live interview with show business personalities to cater to a young audience.

VOA Uzbek Service (Language: Uzbek)

Origin: 1972

FY 2021 Service Actual Spending: \$1.115 million

FY 2021 Service + Program Delivery: \$1.142 million

TV/Video Original Programming: 1 hour/week

TV/Video Total Broadcast: 2.5 hours/week

Delivery Method:

TV/Video: Affiliate, Satellite, Website, Social Media, Mobile App

The media environment in Uzbekistan, which flourished in the year 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 across Central Asia and in Afghanistan. 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 a total audience of over 930,000 people across the region (or 1.8% of the population). 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. In FY 2021, the Service garnered over 16,000 average weekly website visits and over 1.6 million weekly video views across digital platforms.

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.
- **Washington 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 multimedia 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 2021 Service Actual Spending: \$12.366 million

FY 2021 Service + Program Delivery: \$12.880 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 one of the most media-repressed societies in the world. News media are owned and controlled by the state, while independent press is considered illegal. Government agents routinely harass independent journalists and maintain strict control on citizens' access to information. OCB informs and engages Cuban audiences 24/7 through Radio Martí on medium and shortwave, streaming audio-visual services, martinoticias.com, and all associated social media platforms. Radio Martí, based in Miami, and its various platforms work daily with independent and citizen journalists to provide credible news and information and create original, multimedia content that promotes freedom and democracy through programs that focus on human rights, individual freedoms, entrepreneurship, and other democratic values.

In 2021, OCB transitioned to a new streaming audiovisual platform to harness the new opportunities afforded by the expanding digital

marketplace on the island. Given the significant rise in cell phone and internet usage in Cuba, OCB is increasingly focusing on engaging digitally connected Cubans and working with the USAGM-funded Open Technology Fund (OTF) to circumvent the regime's censorship and ensure the audience's access to independent content. TV Martí is also available via Telstar 12V satellite, which covers most of South America, as well as large parts of North America, Africa, and Europe. According to the latest USAGM survey on the island, conducted in 2017, the Martí reach 11.1% of the adult Cuban population, or about one million people, every week. In FY 2021, the Martí garnered over 102,000 average weekly website visits and 820,000 weekly video views across digital platforms.

Major Programs:

- **Info Martí:** Five 5-minute news briefs streamed on Facebook 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 Día:** Daily hour-long news show featuring analysis and interviews.
- **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 short program examining important events in Cuban history.
- **Subteraneo:** 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.
- **Testimonios de la Guerra en Ucrania:** A weekly 30-minute radio show featuring interviews with Ukrainians telling the story of Russia's aggression from their perspective.
- **Podcasts:** One podcast on sports, and another on history and the falsification of facts and events by authoritarian regimes.

Two special sections published on Martinoticias.com:

- **Madres del 11J:** Interviews with detainees following the July 11 (2021) protests and their families. A series of audio-visuals with the mothers of the imprisoned teenagers.
- **La invasión de Rusia a Ucrania:** Reporting on Russia's invasion of Ukraine, with an emphasis on disinformation in the Cuban state media about the war due to their reliance on Russian state media, like RT Actualidad, Sputnik Mundo and RIA-Novosti, as sources.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL)

RFE/RL SOUTHWEST ASIA



RFE/RL Radio Farda (Languages: Persian, English)

Origin: 2002

FY 2021 Service Actual Spending: \$8.672 million

FY 2021 Service + Program Delivery: \$9.831 million

TV/Video Original Programming: 7 hours/week

TV/Video Total Broadcast: 14 hours/week

Radio/Audio Original Programming: 44.33 hours/week

Radio/Audio Total Broadcast: 154 hours/week

Delivery Method:

TV/Video: Satellite, OTT/Streaming

Radio/Audio: Satellite, Streaming Website, Social Media, Mobile App

RFE/RL's Persian 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 social 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 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 from early 2021, 9.8% of Iranian adults, or 6.3 million people, use Radio Farda each week. In FY 2021, the Service garnered nearly 3.4 million average weekly website visits and over 13.6 million weekly video views across digital platforms.

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.
- **The Stage:** A weekly program, on radio and website, featuring recent Iranian cinema and theatre.



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 2021 Service Actual Spending: \$4.914 million

FY 2021 Service + Program Delivery: \$6.095 million

Radio/Audio Original Programming: 70.03 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. Following the Taliban takeover in August 2021, USAGM replaced other programming on a medium wave transmitter in Tajikistan with VOA and RFE/RL Afghan radio programming, anticipating that the Taliban might eventually shut down all USAGM FM and MW transmissions in the country. RFE/RL continues to perform critical surrogate reporting, including looking at how radically life has changed for ordinary Afghans, particularly

women, since the Taliban takeover. RFE/RL has aired the voices of women speaking about life under the Taliban; examined the Taliban’s new dress code and segregation rules for women at universities; and looked at the worsening situation for ethnic and religious minorities in the country.

RFE/RL also leveraged its regional expertise to report on the consequences that are spilling beyond Afghanistan’s borders, including collaboration with RFE/RL’s Afghan and Tajik Services to take a closer look at the Taliban’s troop build-up along the 1,300-kilometer border between Afghanistan and Tajikistan, as well as a series of reports covering the situation with Afghan refugees on the border. According to a USAGM-sponsored nationally representative survey conducted in 2018, Azadi reached 47.2% of the adult Afghan population every week, with a combined audience of nearly 7.1 million for its Dari and Pashto programming. In FY 2021, the Service garnered over 174,000 average weekly website visits and 4.7 million weekly video views across digital platforms.

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.
- **Breaking Silence:** An hour-long weekly program focused on restrictions imposed on women after the Taliban took power (30 minutes in Dari + 30 minutes in Pashto).

RFE/RL Radio Mashaal (Language: Pashto)

Origin: 2010

FY 2021 Service Actual Spending: \$3.141 million

FY 2021 Service + Program Delivery: \$3.647 million

Radio/Audio Original Programming: 54.6 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 propoganda 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. In January 2018, Pakistan’s Interior Ministry cleared and sealed Mashaal’s offices in Islamabad o 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. 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, 0.8% or one million Pakistanis use Radio Mashaal content each week. In FY 2021, the Service garnered over 23,000 average weekly website visits and nearly 4.3 million weekly video views across digital platforms.

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.
- **Sarway (Cypress Tree):** A 30-minute call-in weekly live radio show with video introducing women of all walks of life.
- **Haroon Bacha Garay (Haroon Bacha’s Hour):** An hour-long weekly music program presenting prominent artists from Pakistan and Afghanistan.
- **Roghtia au darmalana (Health and Cure):** An hour-long call-in weekly program, offering health consultations from medical professionals



RFE/RL CENTRAL ASIA

RFE/RL Radio Azattyq (Languages: Kazakh, Russian)

Origin: 1953

FY 2021 Service Actual Spending: \$1.818 million

FY 2021 Service + Program Delivery: \$1.818 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

media. The Service seeks to set the information agenda, offering objective news and perspectives in both the Kazakh and Russian languages. In a 2021 survey, 5.9% of Kazakhstani adults (about 780,000 people) reported using Azattyq each week. Online, in FY 2021, the Service garnered over 960,000 average weekly website visits and nearly 6.6 million weekly video views across digital platforms.

Azattyq 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. In January 2022, RFE/RL Kazakh covered unrest in Kazakhstan over a steep rise in energy prices. The work of RFE/RL Kazakh was paralyzed by a total internet blackout, but the Service's reporters continued covering all aspects of the unrest in the country by providing live footage of the protests, interviews with experts, and reporting that provided essential context about the unrest. Azattyq registered about 35 million YouTube video views that week – a record for the Service.

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.
- **Azattyq Investigation:** A monthly website and social media project investigates hot topics regarding corruption, the political scene, and internal and external business.
- **January Kazakhstan Unrest:** A special web project accompanied with videos that provided daily updates on the event.

RFE/RL Radio Azattyk (Languages: Kyrgyz, Russian)

Origin: 1953

FY 2021 Service Actual Spending: \$2.144 million

FY 2021 Service + Program Delivery: \$2.448 million

TV/Video Original Programming: 5 hours/week

TV/Video Total Broadcast: 5 hours/week

Radio/Audio Original Programming: 31 hours/week

Radio/Audio Total Broadcast: 52.5 hours/week

Delivery Method:

TV/Video: Satellite, 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. In the latest 2021 survey, the measured weekly

reach was 18.9%, which is about 848,000 of the adult Kyrgyzstani population. 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. In FY 2021, Azattyk garnered 518,000 average weekly website visits and more than 10.0 million weekly video views across digital platforms.

Major Programs:

- **Daniste (Core):** A 30-minute weekly TV program on social, cultural, and migration events.
- **Azattyk News:** A daily news bulletin.
- **Experts' Analysis:** A TV discussion on breaking news.
- **World and Us:** A weekly TV program on major world events and their implications in Kyrgyzstan and Central Asian region.
- **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.
- **Inconvenient Questions:** A political talk show presenting in-depth investigative reporting.



RFE/RL Radio Ozodi (Languages: Tajik, Russian)

Origin: 1953

FY 2021 Service Actual Spending: \$1.872 million

FY 2021 Service + Program Delivery: \$2.011 million

TV/Video Original Programming: 3.42 hours/week

TV/Video Total Broadcast: 3.42 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 one of the very few Tajik-language media that consistently challenge 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 pandemic, labor migrants, corruption, Chinese influence, religious freedom, Islamic State recruiting, law enforcement, family reunification, and women’s and minority rights. Ozodi strives to reach Tajikistanis aged 18-45 who are looking for information about events in Tajikistan and the world. Each week, 11.4% of adult Tajikistanis use Ozodi according to the results of a 2021 USAGM-sponsored nationally representative survey of

Tajikistan. International human rights organizations such as Human Rights Watch, the International Red Cross, the United Nations Committee on Women’s Rights, Freedom House, and the U.S. Commission on International Religious Freedom have commended Ozodi’s programming. In FY 2021, the Service garnered nearly 540,000 average weekly website visits and 8.5 million weekly video views across digital platforms.

Major Programs:

- **AAkhbori Tojikiston va Jahon (“News from Tajikistan and Around the World”):** A popular daily video newscast that includes a segment titled “Interview of the Day” in which experts provide their views on key events.
- **Gapi Ozod (“Free Talks”):** A 30-minute weekly video debate on hot topics of the week.
- **Navidi Bombod:** A 10–12-minute live news video blog on topical issues published on YouTube.
- **Ozodi-Online:** Presents a range of viewpoints, summarizes audience reactions to the news, and creates a forum for measured and responsible social critiques.

RFE/RL Radio Azatlyk (Languages: Turkmen, Russian)

Origin: 1953

FY 2021 Service Actual Spending: \$0.812 million

FY 2021 Service + Program Delivery: \$0.841 million

TV/Video Original Programming: 3.45 hours/week

TV/Video Total Broadcast: 56hours/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 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. In FY 2021, the Service garnered 218,000 average weekly website visits and 207,000 weekly video views across digital platforms.

Major Programs:

- **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.
- **Turkmen of the World:** A weekly analytical program available via radio, YouTube, and website focused on social, cultural, and political issues.
- **Azat Adalga (Free Lexicon):** Occasional video explainers that introduce basic democratic concepts to the Turkmen public.

RFE/RL Radio Ozodlik (Languages: Uzbek, Russian)

Origin: 1953

FY 2021 Service Actual Spending: \$1.67 million

FY 2021 Service + Program Delivery: \$1.715 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 Uzbekistanis 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, 1.3% of adults use Ozodlik each week. The Service also has one of the largest social media audiences in Uzbekistan. In FY 2021, the Service garnered 109,000 average weekly website visits and 22.7 million weekly video views across digital platforms. 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 p emier 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.
- **Ozod Nazar (Free View):** A daily interview on breaking events, published on website and social media.
- **Ozod Rakurs (Free Angle):** A monthly fact-checking program, published on website and social media.

RFE/RL EURASIA

RFE/RL Radio Azatutyun
(Languages: Armenian, Russian)

Origin: 1953
FY 2021 Service Actual Spending: \$1.915 million
FY 2021 Service + Program Delivery: \$2.063 million
TV/Video Original Programming: 16.05 hours/week
TV/Video Total Broadcast: 64.92 hours/week
Radio/Audio Original Programming: 12.42 hours/week
Radio/Audio Total Broadcast: 15.42 hours/week
Delivery Method:
TV/Video: Affiliate, OTT/St eaming
Radio/Audio: Affiliate, Satellite, St eaming 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; consequently, it has emerged as a key source of information on political and social developments in the country. Azatutyun TV broke records in 2018 with its 24/7 live TV coverage of the political developments in April and May that forced former President and Prime Minister Serge Sarkisian out of office and brought opposition leader Nikol Pashinian to power. In 2020, Azatutyun TV offered audiences comprehensive coverage of the war between Armenia and Azerbaijan, with millions of people watching the channel on cable and on social media platforms. In 2022, a USAGM-sponsored representative survey found that 31.0% of adults in Armenia use Azatutyun each week. In FY 2021, the Service garnered nearly 420,000 average weekly website visits and 25 million weekly video views across digital platforms.

Major Programs:

- **News Center:** Azatutyun TV’s daily flagship program about the most important news and analyses of the day, live from the studio in Yerevan and with live connections around the country.
- **Interview with Aslanyan:** Azatutyun’s leading reporter Karlen Aslanyan hosts the news and policy makers of the day to obtain more on the most important issue/event of the day.
- **Lazaryan Explains:** Every month Azatutyun TV’s journalist Tatev Lazaryan explains an important and controversial issue from politics, economics and history to health problems and global warming.
- **Sunday Analytical:** The Service’s weekly talk show, which features interviews and debates with top newsmakers of the weekend; provides an analysis of key regional and international affairs.
- **Radio Show:** Azatutyun’s daily flagship program, which covers a wide range of topics, including politics, economics, regional, and international developments.
- **Modern History:** Based on Azatutyun’s radio archive, this monthly TV/radio program talks about the most important political events of modern Armenia.
- **Facebook Press-conference:** Weekly opportunity for the audience to post a question for the politicians, government members, public figures, and artists.

RFE/RL Radio Azadliq (Language: Azerbaijani)

Origin: 1953
FY 2021 Service Actual Spending: \$1.951 million
FY 2021 Service + Program Delivery: \$1.951 million
TV/Video Original Programming: 1.25 hours/week
TV/Video Total Broadcast: 1.25 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. 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. In FY 2021, the Service garnered over 37,000 average weekly website visits and 3.4 million weekly video views across digital platforms.

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.
- **Special Project Desk:** A Facebook project featuring 'Spark' (daily photocards), 'Explainers' (twice weekly statistics and infographics), 'Insights' (weekly), 'Fact-checks' (monthly).
- **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 2021 Service Actual Spending: \$4.606 million
FY 2021 Service + Program Delivery: \$4.875 million
TV/Video Original Programming: 1.52 hours/week
TV/Video Total Broadcast: 1.52 hours/week
Radio/Audio Original Programming: 31.5 hours/week
Radio/Audio Total Broadcast: 65.5 hours/week

Delivery Method:
TV/Video: Affiliate, OTT/Streaming
Radio/Audio: Affiliate, Satellite, Streaming Website, Social Media, Mobile App

RFE/RL Balkan, 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 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 Service's programming, which, according to USAGM-sponsored representative surveys, reaches significant audiences: Bosnia-Herzegovina – 14.3%; Kosovo – 12.8%; North

Macedonia – 3.6%; Montenegro – 19.1%; and Serbia – 2.7%. In FY 2021, the Service garnered nearly 342,000 average weekly website visits and 1.4 million weekly video views across digital platforms.

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 2021 Service Actual Spending: \$2.214 million
FY 2021 Service + Program Delivery: \$2.293 million
Radio/Audio Original Programming: 7 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. In FY 2021, the Service garnered nearly 345,000 average weekly website visits and 3.2 million weekly video views across digital platforms.

Challenges to the Service mounted in the past two years. 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. In July 2021, Belarusian authorities raided Svaboda's bureau in Minsk and arrested three of its correspondents. The Service's website has been blocked within Belarus since August 21, 2020, while the accreditations of all locally based journalists working for foreign media, including RFE/RL, were annulled by the Belarusian authorities in October 2020. In December 2021, the Interior Ministry added Svaboda to its registry of extremist organizations, meaning that Belarusians who subscribe to the Service online could face up to six years in prison. Three former RFE/RL contributors are currently in jail – one sentenced to 15 years and another to 18 months, while the third has been in detention since November 2021 facing unspecified charges.



Major Programs:

- **Svaboda Premium:** Video analytical round tables and hard-talk interviews with Belarusian and international politicians, activists, experts on the hot topic of the day and trends. Five times a week, live and prerecorded. The program appears primarily on YouTube, with excerpts adapted for Facebook, Instagram, and VKontakte.
- **Narrative Podcasts:** Investigative and in-depth stories on social issues such as pandemic impacts, personal profiles, and lifestyle choices
- **Instagram Stories:** Breaking news updates, video teasers, and explainers offered seven days a week via Instagram.

RFE/RL Bulgarian Service (Language: Bulgarian)
Origin: 2019 (also on air 1950-2004)
FY 2021 Service Actual Spending: \$0.601 million
FY 2021 Service + Program Delivery: \$0.601 million
TV/Video Original Programming: 0.58 hours/week
TV/Video Total Broadcast: 0.58 hours/week
Radio/Audio Original Programming: 0.13 hours/week
Radio/Audio Total Broadcast: 0.13 hours/week
Delivery Method:
TV/Video: OTT/Streaming
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 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 Bulgarian 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." RFE/RL Bulgarian targets educated Bulgarians aged 18 to 54 who are digital news consumers and serve as opinion

leaders in their communities. According to the results of a 2021 USAGM-sponsored nationally representative survey of Bulgaria, 12.5% of Bulgarian adults use Svobodna Evropa programming each week. Digital analytics suggest that the Service's popularity is growing. In FY 2021, Svobodna Evropa saw nearly 295,000 average weekly website visits and around 491,000 weekly video views across social media platforms.

Major Programs:

- **Бюлетин 3 минути (3 minutes newsletter):** A morning newsletter offered every week day to subscribers via email and the website.
- **Investigative journalism:** Stories about corruption, interference in the political process, and the use of the judiciary for political persecution.
- **Разследвания и анализи (Investigations and Analyses):** Comprehensive investigative TXT stories on corruption, politics, both domestic and international offered every weekday.
- **Истории (Stories):** Personal stories that illustrate a current affairs issue or problem offered every weekday.
- **Човек на деня (Human of the day):** A personal success story offered every weekday.
- **Студио България (Studio Bulgaria):** Hard-talk video interviews with politicians and experts on a range of issues offered once a week live on Facebook, YouTube, and the website.
- **Видео истории (Video stories):** Short video stories offered three times a week via Facebook, YouTube, and the website.
- **Instagram Stories:** The most popular story of the day, repackaged as an Instagram story/slide show.

RFE/RL Hungarian Service
Origin: 2020 (also on air 1950-1993)
FY 2021 Service Actual Spending: \$0.972 million
FY 2021 Service + Program Delivery: \$0.972 million
Radio/Audio Original Programming: 1.83 hours/week
Radio/Audio Total Broadcast: 1.83 hours/week
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 Service emphasizes direct engagement with audiences on issues of personal interest. In FY 2021, the Service attracted 208,000 visits to its website each week and garnered 840,000 weekly video views on average across social media platforms.

Major Programs:

- **Szeflie (Selfie)** A weekly podcast featuring a non-celebrity guest talking about personal and professional challenges.
- **Archívum (Archive):** This weekly podcast brings back important interviews with remarkable Hungarians from the last 70 years of RFE's archives in 30 minutes-long episodes that are free to air anytime as they are not related to a specific event or actualit . Episodes include interviews with ethnologist Vilmos Csányi, emigre actress Katalin Karády, and the "girl in the red coat" from the 1956 revolution.
- **Sztoriban (Storytime):** The weekly podcasts look behind the scenes of the biggest stories of Szabad Európa. Host Pálma Fazekas talks to the journalists and experts to share insights and additional information about the issues.



- **Egyszerűen (Saying simply):** A bi-weekly video explainer that aims to present current and trending topics in a way that is easy to understand while curbing the spread of disinformation.

**RFE/RL Radio Tavisupleba (Language: Georgian)
Ekho Kavkaza (Language: Russian)**

Origin: 1953
FY 2021 Service Actual Spending: \$2.465 million
FY 2021 Service + Program Delivery: \$2.476 million
TV/Video Original Programming: 3.08 hours/week
TV/Video Total Broadcast: 3.58 hours/week
Radio/Audio Original Programming: 14.5 hours/week
Radio/Audio Total Broadcast: 24.5 hours/week
Delivery Method:
TV/Video: Affiliate, OTT/St eaming
Radio/Audio: Affiliate, Satellite, St eaming 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 9.8% of Georgian adults rely on Tavisupleba's content each week. In FY 2021, the Service (including Ekho Kavkaza) saw over 493,000 average weekly website visits and 2.1 million weekly video views across digital platforms.

Major Programs:

- **Penovani (Layers):** Bimonthly TV documentaries providing alternative views on issues and topics often ignored by Georgian media and/or considered taboo or subject to self-censorship.
- **Journalistic investigations by Giorgi Mgeladze:** A web-based series of influential investigative reports often picked up by major national broadcasters.
- **Humans of Liberty:** A bimonthly Facebook series focusing on high impact, thought provoking profiles of ordinary people fighting for human rights
- **Shvili (Daughter/Son):** A bimonthly YouTube program featuring in-depth interviews profiles of millennials and Gen Z representatives about built and/or burnt bridges between generations.

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 to overcome mistrust between ethnic groups in these conflict zones

**RFE/RL Radio Europa Libera
(Languages: Romanian, Russian)**

Origin: To Moldova – 1998
FY 2021 Service Actual Spending: \$1.894 million
FY 2021 Service + Program Delivery: \$2.589 million
TV/Video Original Programming: 1.75 hours/week
TV/Video Total Broadcast: 1.75 hours/week
Radio/Audio Original Programming: 10.85 hours/week
Radio/Audio Total Broadcast: 12.85 hours/week
Delivery Method:
TV/Video: Affiliate, OTT/St eaming
Radio/Audio: Affiliate, Satellite, St eaming 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 Transdnier (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 28.7% of Moldovan adults, or about 734,000 people, consume the Service's programming every week. In FY 2021, the Service saw nearly 78,000 average weekly website visits and 1.0 million weekly video views across digital platforms.

Major Programs:

- **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).
- **Transdnier Dialogues:** A 30-minute special program for the separatist region of Transdnier, broadcast in Romanian and Russian via affiliate in the separatist region and in Moldova on Public Radio Moldova.



RFE/RL Europa Libera (Languages: Romanian)

Origin: To Romania - 2019 (also on air 1950-2008)
FY 2021 Service Actual Spending: \$0.552 million
FY 2021 Service + Program Delivery: \$0.552 million
Delivery Method:
 Website, Social Media, Mobile App

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's 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. A nationally representative USAGM-sponsored survey conducted in 2021 in Romania indicated that 3.6% of Romanian adults – or about 520,000 people – consume RFE/RL programming on a weekly basis.

Major Programs:

- **3 minute (3 minutes):** A daily 3-minute short newsletter that provides a synthesis of the most important international and Romanian news. The rubric was launched in October 2021 and already has nearly 6,700 subscribers.
- **Țară în Service (Country under construction):** A weekly investigation/feature rubric that offers a long read on a sensitive matter, often involving corruption cases and controversial public acquisition scandals.
- **One to one. Interviuri, nu conversație (One-to-one. Interviews, not conversations):** Weekly hard-talk style interviews with senior government leaders and foreign diplomats.
- **10 Întrebări (10 Questions):** A weekly interview with experts on issues ranging from economics and the environment to dealing with Ukrainian refugees.

RFE/RL North Caucasus Service (Languages: Chechen, Russian)

Origin: 2002
FY 2021 Service Actual Spending: \$1.022 million
FY 2021 Service + Program Delivery: \$1.022 million
TV/Video Original Programming: 0.25 hours/week
TV/Video Total Broadcast: 0.25 hours/week
Radio/Audio Original Programming: 0.75 hours/week
Radio/Audio Total Broadcast: 0.75 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. In FY 2021, the Service saw nearly 167,000 average weekly website visits and 576,000 weekly video views across digital platforms.

Major Programs:

- **Regional News:** A daily video program on breaking events published on website and social media.
- **Kavkaz Podcast:** A weekly program on the most discussed topics and highlights of the week.

RFE/RL Radio Svoboda (Language: Russian)

Origin: 1953
FY 2021 Service Actual Spending: \$8.185 million
FY 2021 Service + Program Delivery: \$8.453 million
Radio/Audio Original Programming: 32.25 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 underreported 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. In FY 2021, the Service saw nearly three million average weekly website visits and 4.7 million weekly video views across digital platforms.

The Russian government has targeted RFE/RL Russian, 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 topping \$13 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. After the Russian authorities threatened to block RFE/RL websites serving audiences in Russian earlier in 2022, RFE/RL has been informing its audiences about how to continue to access its reporting in the event that its websites are blocked. Access to the sites was blocked after RFE/RL refused to comply with Russian state media-monitoring agency Roskomnadzor's demands to delete information about Russia's invasion of Ukraine. Following the forced suspension of RFE/RL operations in Russia on March 6, RFE/RL announced the opening of news bureaus in Riga, Latvia and Vilnius, Lithuania. These offices will house teams from RFE/RL's Russia and Belarus Services and the 24/7 Current Time global digital and TV network and provide a base for new investigative journalism projects and digital innovation hubs.

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 2021 Service Actual Spending: \$1.423 million
FY 2021 Service + Program Delivery: \$1.423 million
Radio/Audio Original Programming: 0.92 hours/week
Radio/Audio Total Broadcast: 0.92 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 during 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 essential 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. In FY 2021, the Service saw over 93,000 average weekly website visits and nearly 226,000 weekly video views across digital platforms.

Major Programs:

- **Idel.Realities:** A regional reporting project targeting the wider Volga-Ural region of the Russian Federation that publishes content in Russian. The project also launched series of investigations on Chinese expansion in the Volga region.
- **Әйдә! Online:** A popular project dedicated to helping audiences learn Tatar online. Its goal is to attract young audiences to prevent the loss of a unique language and culture.

RFE/RL Radio Svoboda
(Languages: Ukrainian, Crimean Tatar, Russian)
Origin: 1954
FY 2021 Service Actual Spending: \$4.329 million
FY 2021 Service + Program Delivery: \$4.347 million
TV/Video Original Programming: 6.23 hours/week
TV/Video Total Broadcast: 14.75 hours/week
Radio/Audio Original Programming: 16.3 hours/week
Radio/Audio Total Broadcast: 34.63 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 toward a more mature democracy by enabling them to learn from one another, understand the range of different cultures and outlooks within Ukraine, and integrate more constructively into European organizations and structures. As of February 22, 2022, RFE/RL has suspended operations in the Kyiv bureau, including shutting down technical equipment. A new base of operations has been set up in Lviv and Ukrainian Service staff have been moved there. RFE/RL remains committed to its audiences in Ukraine and will continue to provide them the necessary information and context to face each day and rebuild their country regardless of the outcome of Russia's invasion. Should Ukrainians face life under occupation or the daunting task of reconstructing damaged buildings and critical infrastructure to reclaim their place in Europe, RFE/RL will engage with audiences on available platforms and in local languages and work to be sure that audiences know where to find RFE/RL journalism.

RFE/RL Ukrainian continues to counter Russian propaganda through live videos, in-depth reports and analysis, podcasts, photo galleries, maps, infographics, and real-time blogging. Russian-language reporting by *Crimea.Realities* can be accessed on a mirror site and by using a VPN client. 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 2020 USAGM-commissioned nationwide survey showed that 16.9% of Ukrainian adults use Ukrainian-language Svoboda content, and 7.1% in the Russian language each week, including viewing of Svoboda's reports on local Ukrainian TV channels. In FY 2021, the Service saw nearly 2 million average weekly website visits and 11.8 million weekly video views across digital platforms.



Major Programs:

- **Svoboda Live:** A nightly live analytical talk show, featuring deep-dive coverage of the most discussed news, with exclusive interviews, debates, and a wide spectrum of essential information of the day.
- **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 project that provides high-impact reporting on corruption among Ukraine’s political elites. The project’s TV 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.

CURRENT TIME



Current Time (Language: Russian, English)

Origin: 2014

FY 2021 Service Actual Spending: \$12.063 million

FY 2021 Service + Program Delivery: \$12.903 million

TV/Video Original Programming: 45.83/week

TV/Video Total Broadcast: 150.83 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. 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. Current Time also features 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 carried by 279 distributors in 23 countries. Current Time is now available on hotel TV platforms in nearly 450 hotels and over 58,000 hotel rooms in the UK, Europe, Australia, Africa, Maldives, UAE, and Saudi Arabia. According to the latest USAGM research, across the target area, 8.5 million adults use Current Time each week. In FY 2021, the network saw nearly 680,000 average weekly website visits and 24.4 million weekly video views across digital platforms. During the first month of the Russian invasion in Ukraine, Current Time recorded an unprecedented number of over 330.0 million video views to its Facebook content.

The Russian government has targeted Current Time, designating it a “foreign agent” to try to discredit its work. On February 28, 2022, access to the website of RFE/RL’s Current Time digital and TV network led by RFE/RL in cooperation with VOA was blocked after RFE/RL refused to comply with demands to delete information about Russia’s invasion of Ukraine from Russian state media-monitoring agency Roskomnadzor. After the blockage, Current Time reporting became available in Russia through mirror sites, which have been set up for all the blocked websites. Their content can also be accessed using virtual public network clients such as nthLink. Following the forced suspension of RFE/RL operations in Russia on March 6, RFE/RL is opening new bureaus in Riga, Latvia and Vilnius, Lithuania. These offices will house teams from RFE/RL’s Russia and Belarus services and the 24/7 Current Time global digital and TV network and provide a base for new investigative journalism projects and digital innovation hubs.

Major Programs:

- **Newsday:** A daily half-hour live news program that offers the top international and regional stories of the day.
- **Asia:** Produced daily live from RFE/RL’s Bishkek reporting hub, featuring a review of major events across Central Asia.
- **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.
- **Morning:** Launched in November 2020, Current Time’s first morning news program.
- **News Bulletins:** Current Time provides 8 hours of top-of-the-hour live bulletins seven days a week.
- **Footage vs. Footage:** A TV and online project on media literacy, fake news, and disinformation, juxtaposing news footage to demonstrate how a single news story can be told in a variety of ways.
- **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.



- **The Baltics:** The Baltics is a weekly series by a team of Lithuanian, Latvian, and Estonian journalists that showcases the region's diversity through residents' personal stories. In each episode, a protagonist shares his or her achievements, memories, plans, worries, and dreams.
- **Active Memory:** This monthly documentary series examines how formerly communist-controlled countries both remember and make use of the past. Each episode examines the contradictions that exist between active, or current, memories of controversial events and those memories that governments and others choose to conceal.
- **Prison Alphabet:** A series by Russian filmmaker Andrey Silvestrov that takes viewers inside the walls of Russia's vast penitentiary system, one of the world's largest. Forty ex-inmates, ranging from political prisoners to officials and thieves, detail their varied experiences behind bars
- **Come Visit:** A food and travel show that explores the culture, history, and traditions of different countries around the world – all the while enjoying beautiful views and attractions, spectacular nature, and hospitable locals.
- **Real Cinema:** This series, hosted by renowned filmmaker Italy Mansky, features the best, the most important, and most noteworthy international festival winners, premieres, personal stories, and films that cannot be seen in their countries of production.

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.

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)

RFA EAST ASIA



<p>RFA Cantonese Service (Language: Cantonese)</p> <p>Origin: 1998</p> <p>FY 2021 Service Actual Spending: \$1.084 million</p> <p>FY 2021 Service + Program Delivery: \$1.124 million</p> <p>TV/Video Original Programming: 6 hours/week</p> <p>TV/Video Total Broadcast: 17 hours/week</p> <p>Radio/Audio Original Programming: 6 hours/week</p> <p>Radio/Audio Total Broadcast: 55 hours/week</p> <p>Delivery Method:</p> <p><i>TV/Video:</i> Satellite, OTT/Streaming</p> <p><i>Radio/Audio:</i> Shortwave, Satellite, Streaming Website, Social Media, Mobile App</p>
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RFA Cantonese targets the 70 million native speakers of Cantonese, including those in Hong Kong, where civil society and media independence have collapsed since Beijing's imposition of a new National Security Law for in May 2020. Audiences in Hong Kong have increasingly turned to RFA Cantonese for reliable, independent journalism as authorities have forced local, independent news outlets such as Apple Daily, Hong Kong Daily News and Stand News to shutter operations. Following the closure of Stand News in late December, RFA Cantonese's Instagram account experienced a significant increase in followers and reach, doubling overnight from 23,000 to 47,000. RFA Cantonese currently has 98,300 followers on Instagram, 259,000 followers on Facebook and 236,000 subscribers on YouTube, all figures continuing to grow.

RFA Cantonese provided extensive, often live, coverage of Hong Kong from the 2014 Umbrella Revolution and violent resistance to the 2019 extradition law that revived protests against the new security law. In FY 2021, RFA reported consistently on the aftermath of these protests, to include arrests, detentions, and sentencing, bans on free expression, the mass exodus of Hong Kong democracy supporters fleeing repression and authorities' efforts to enforce patriotic curricula. RFA cartoonist Rebel Pepper's work has appeared widely in Hong Kong protests and on social media. In FY 2021, the Service saw over 77,000 average weekly website visits and 860,000 weekly video views across digital platforms.

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.



RFA Korean Service (Language: Korean)

Origin: 1997

FY 2021 Service Actual Spending: \$2.776 million

FY 2021 Service + Program Delivery: \$4.399 million

TV/Video Original Programming: 2 hours/week

TV/Video Total Broadcast: 2 hours/week

Radio/Audio Original Programming: 25 hours/week

Radio/Audio Total Broadcast: 67 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 R A, 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 and Global Mandarin (Language: Mandarin)

Origin: 1996

FY 2021 Service Actual Spending: \$5.395 million

FY 2021 Service + Program Delivery: \$6.632 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 18 hours/week

Radio/Audio Original Programming: 25 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.

Launched in late FY 2020 to reach young Chinese around the world, RFA's online 歪脑 | WHYNOT brand generated conversations inside and outside China's internet firewall with fresh content and

perspectives otherwise unavailable in Chinese-language media. In FY 2021, RFA Mandarin was awarded a National Murrow Award by the Radio Television Digital News Association for a video series examining the impact of China's financial market on its citizens. In early March, RFA also garnered two top prizes at the 25th annual Hong Kong-based Human Rights Free Press Awards – one for an RFA Mandarin audio series on tensions between the Vatican and Beijing over the appointment of Chinese bishops; one for a 歪脑 | WHYNOT commentary stating that "The truth isn't dead: You just don't believe it anymore."

In FY 2021, the Service saw over 470,000 average weekly website visits and 530,000 weekly video views across digital platforms, 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
- **歪脑 | WHYNOT:** Web stories, online videos, and social media 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.



RFA Tibetan Service (Language: Tibetan)

Origin: 1996

FY 2021 Service Actual Spending: \$4.641 million

FY 2021 Service + Program Delivery: \$5.688 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 32 hours/week

Radio/Audio Original Programming: 29 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. An authoritative source of uncensored news about Tibet, the Service covers traditional culture and religion, dissent, human rights abuses, and environmental activism. 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 can 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:

- **Tibetan Daily:** 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 2021 Service Actual Spending: \$1.825 million

FY 2021 Service + Program Delivery: \$1.992 million

TV/Video Original Programming: 1 hours/week

TV/Video Total Broadcast: 7 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 of the 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. Nevertheless, the Service’s award-winning work continues, proving instrumental in a range of international and U.S. measures to hold China accountable, including the bipartisan U.S. Congress of the 2020 Uyghur Human Rights Policy Act.

In FY 2021, RFA Uyghur produced exclusive radio and television interviews with internment camp survivors and broadcast reports confirming China’s attack on Uyghur-language, culture, religion, traditions, customs, and values. RFA Uyghur sounded the alarm on the threat COVID-19 poses for crowded and unsanitary internment camps, countering the CCP narrative that detainees need not fear the virus. The Service also exposed how Uyghurs were sent to China’s factories to work during the height of the COVID-19 crisis and continued to closely monitor the worsening human rights abuses in China’s northwestern XUAR.

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.



RFA SOUTHEAST ASIA

RFA Burmese Service (Language: Burmese)

Origin: 1997

FY 2021 Service Actual Spending: \$2.052 million

FY 2021 Service + Program Delivery: \$2.412 million

TV/Video Original Programming: 8 hours/week

TV/Video Total Broadcast: 77 hours/week

Radio/Audio Original Programming: 8 hours/week

Radio/Audio Total Broadcast: 92 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 February 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. In FY 2021, RFA reported extensively on the plight of ethnic minorities, including Rohingya Muslims forced to flee to neighboring Bangladesh, the sexual violence committed by junta soldiers, the brutal killings of civilians and the burning of villages across the country. The 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. Despite the military junta's aggressive crackdown on independent media and tightening restrictions on internet access, demand for RFA content has risen sharply since the February coup and has attracted massive audiences. RFA Burmese's Facebook following grew by about 25% to 12.6 million, adding over half a million followers alone in the first week after the coup. In FY 2021, the Service saw over 1 million average weekly website visits and nearly 46.4 million weekly video views across all digital platforms.

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.
- **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 2021 Service Actual Spending: \$1.814 million

FY 2021 Service + Program Delivery: \$1.904 million

TV/Video Original Programming: 13 hours/week

TV/Video Total Broadcast: 13 hours/week

Radio/Audio Original Programming: 20 hours/week

Radio/Audio Total Broadcast: 72 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. Consequently, 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. 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 covers land grabs,

illegal logging, corruption, labor disputes, and persecution of human rights defenders and the political opposition. Using public records, RFA Khmer has also conducted a series of detailed investigations into the overseas properties of elite Cambodians. In FY 2021, the Service saw over 180,000 average weekly website visits and 5.2 million weekly video views across digital platforms.

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 2021 Service Actual Spending: \$1.467 million

FY 2021 Service + Program Delivery: \$1.521 million

TV/Video Original Programming: 0.2 hours/week

TV/Video Total Broadcast: 0.2 hours/week

Radio/Audio Original Programming: 5 hours/week

Radio/Audio Total Broadcast: 53 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 social video reports based on user-generated content. In FY 2021, the Service saw over 52,000 average weekly website visits and nearly 850,000 weekly video views across digital platforms.

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 2021 Service Actual Spending: \$1.391 million

FY 2021 Service + Program Delivery: \$1.391 million

TV/Video Original Programming: 4 hours/week

TV/Video Total Broadcast: 4 hours/week

Radio/Audio Original Programming: 4 hours/week

Radio/Audio Total Broadcast: 11 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 grabs, 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 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 Service has reconfigured its approach to focus purely on online content. The Vietnamese government has also leaned on Facebook to censor RFA content inside the country, citing

local law, and Facebook has complied in several 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. In FY 2021, the Service saw over 180,000 average weekly website visits and 13.6 million weekly video views across digital platforms.

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.



Alhurra TV, Alhurra-Iraq (Language: Arabic)

Origin: 2004

FY 2021 Service Actual Spending: \$26.726 million

FY 2021 Service + Program Delivery: \$32.194 million

TV/Video Original Programming: 239 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 over 22 million viewers each week in 22 countries across the Middle East and North Africa. Alhurra.com provides original reporting and videos that cover the latest news to audience across the Middle East and North Africa as well as reporting on human rights and personal freedoms.

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.
- **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.
- **America-The Melting Pot:** A weekly program which explores the different cultures from around the world that made up this country. The program highlights how those who came to the U.S. integrated their cultural heritage into the fabric of America, through their food, traditions and even the people themselves. Each week the program will profile a different region of the world and how its culture has become intertwined in shaping America what it is today.
- **Together:** A weekly program that looks to tear down stereotypes about women. Each week, it features one woman based in the Middle East/North Africa region or the U.S., who has made extraordinary achievements in her life. Whether working in a male-dominated industry or being at the top of her field Together focuses on how she got there and the people that supported her during her journey.
- **Between Two Niles:** A weekly show that highlights the latest news from Sudan. It delves into discussions and analysis of the political, economic, security and social implications of the most prominent news events that occur each week, by interviewing leading politicians, activists, and journalists to share their perspectives and insights. The program explores international reaction, including the American stance on issues regarding Sudan such as the transition to democracy and role of the military.
- **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 56% of Iraqi adults each week. It hosts several pan-Arab newscasts and informational shows, as well as newscasts and programs that concentrate on issues important to Iraqi viewers. Broadcasting via satellite, the network 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:** Two daily newscasts on the events happening in Iraq.
- **Iraq This Evening:** An hour-long newscast focusing on Iraq's stories of the day.
- **In Iraqi:** A discussion program that delves into the most important issues facing Iraqis. Airing from Sunday to Thursday, the program 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.

Exclusively Digital Platforms and Podcasts

Online, in FY 2021, all MBN entities saw over 3.1 million average visits to their websites and over 24 million average weekly video views across digital platforms.

Major Programs:

- **Raise Your Voice:** A digital platform that amplifies the voices of those living in a sea 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 (Irafasawtak.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.
- **Did It Really Happen?:** A program across all MBN's digital platforms that debunks fake news and combats disinformation. Each week, the digital program highlights stories that are false or being misrepresented on Arabic social media platforms. Although the short program deals with all areas of disinformation, it reports primarily on rumors and misleading information about U.S. foreign policy, society, and culture.
- **American Highlights:** A weekly podcast which investigates America, its culture, and people. Each Thursday a new episode interviews people from across the country who can illuminate America's history and how it impacts contemporary issues facing the U.S. The episodes narrate and elucidate what makes America unique.
- **Chapters:** A weekly podcast featuring stories of extraordinary individuals who have overcome social, political and/or economic challenges in the Middle East and North Africa. It is both a highlight of struggles and a message of hope in a region that has gone through many wars and upheavals.

Radio Sawa (Language: Arabic)

Origin: 2002

FY 2021 Service Actual Spending: \$4.759 million

FY 2021 Service + Program Delivery: \$10.297 million

Radio/Audio Original Programming: 219 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 Sudan

Sawa Sudan is a joint MBN/VOA venture targeting Sudan. The radio network broadcasts Sawa's Arabic-language news and information, with programs dedicated to Sudanese people and the challenges they are facing for 20 hours per day. Four hours a day are dedicated to VOA's English-language programs for Sudan.

Major Programs:

- **Reporters' Tour:** A recap of the latest news from Sudan, the U.S., and the world with MBN's correspondents across the globe. New episodes air four times a day for 30 minutes.
- **Women Rebels:** An hour-long weekly program that focuses on some of the challenges women face in Sudan and stories about Sudanese women who made an impact.



- **Street Pulse:** An hour-long daily program that encourages Sudanese citizens to engage and share their opinions about events impacting their lives.
- **Shabab Sudan:** This hour-long weekly program is directed at young adults living in Sudan and addresses issues they deal with daily.
- **Sudanese Scene:** An hour-long weekly program that features interviews with decision-makers discussing political, economic, security and social issues facing the country.
- **Full Picture:** Airing for one-hour Sunday through Thursday, this program provides analysis and added perspectives to the most important news events of the day.
- **Her:** An hour-long twice a week program that addresses issues of concern significant to women with stories of empowerment and issues that women deal with in their lives.
- **My Right:** An hour-long twice a week program that focuses on human rights issues in Iraq, Sudan, and the Levant region, including freedom of religion, freedom of speech and the rights of minorities.
- **Here is America:** A twice-weekly magazine show. The first half of each episode highlights a vital news story occurring in the U.S. with expert analysis. The second half of the program features the technological, educational, and social aspects of life in America with reports from across the nation.
- **Innovations:** A 30-minute weekly program that profiles the latest scientific discoveries and technological advances on the U.S.
- **Sawa Chat:** This hour-long weekly program gets to the heart of the issues impacting the youth in the region. This show focuses on and hears from the younger generation in Sudan, the Levant and Iraq regarding the issues they care about the most.
- **Windows:** An hour-long magazine program that highlights main news events, as well as focusing on human interest topics that are of interest in the region.
- **Sawa Sports:** A 30-minute recap of the latest sporting news from the region, the U.S., and the world. The show airs daily from Sunday to Thursday.

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 discussion program, the stream incorporates relevant Alhurra Television programming in audio. The network reaches over 6 million people in the region.

Major Programs:

- **Morning Show:** An hour-long daily 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.
- **Reporters' Tour:** A recap of the latest news from the Levant, the U.S., and the world with MBN's correspondents across the globe. New episodes air four times a day for 30 minutes.
- **Full Picture:** Airing for one-hour Sunday through Thursday, this program provides analysis and added perspectives to the most important news events of the day.
- **Her:** An hour-long twice a week program that addresses issues of concern significant to women with stories of empowerment and issues that women deal with in their lives.
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- **Windows:** An hour-long weekly magazine program that highlights main news events, as well as focusing on human interest topics that are of interest in the region.
- **Sawa Sports:** A 30-minute recap of the latest sporting news from the region, the U.S., and the world. The show airs daily from Sunday to Thursday.

Sawa Iraq

Sawa Iraq radio is a 24/7 news and information broadcast stream that targets Iraq. Sawa Iraq's extensive programming provide local, national, and international news and information, and incorporate some of the key programs from Alhurra Iraq Television in audio. Sawa Iraq has a weekly reach of more than 35.7% of all Iraqi adults – over 6.2 million people.

Major Programs:

- **Morning Papers:** An hour-long daily live morning program that focuses on stories about the arts, music, entertainment, lifestyle issues, sports and more.
- **Raise Your Voice:** An hour-long daily 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.



- **Reporters' Tour:** A recap of the latest news from the Levant, the U.S., and the world with MBN's correspondents across the globe. New episodes air four times a day for 30 minutes.
- **Full Picture:** Airing for one-hour from Sunday through Thursday, this program provides analysis and added perspectives to the most important news events of the day.
- **Her:** An hour-long twice a week program that addresses issues of concern significant to women with stories of empowerment and issues that women deal with in their lives.
- **My Right:** An hour-long twice a week program that focuses on human rights issues in Iraq, Sudan, and the Levant region, including freedom of religion, freedom of speech and the rights of minorities.
- **Here is America:** A twice-weekly magazine show. The first half of each episode highlights a vital news story occurring in the U.S. with expert analysis. The second half of the program features the technological, educational, and social aspects of life in America with reports from across the nation.
- **Innovations:** A 30-minute weekly program that profiles the latest scientific discoveries and technological advances on the U.S.
- **Sawa Chat:** This hour-long weekly program gets to the heart of the issues impacting the youth in the region. This show focuses on and hears from the younger generation in Sudan, the Levant and Iraq regarding the issues they care about the most.
- **Windows:** An hour-long weekly magazine program that highlights main news events, as well as focusing on human interest topics that are of interest in the region.
- **Sawa Sports:** A 30-minute recap of the latest sporting news from the region, the U.S., and the world. The show airs daily from Sunday to Thursday.



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