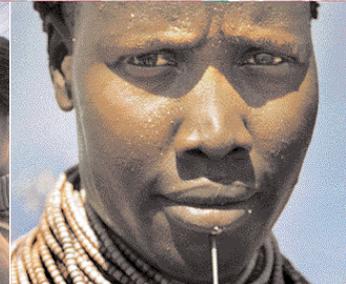
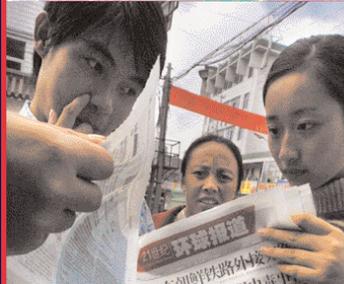


**BUREAU OF  
INTERNATIONAL  
INFORMATION  
PROGRAMS**

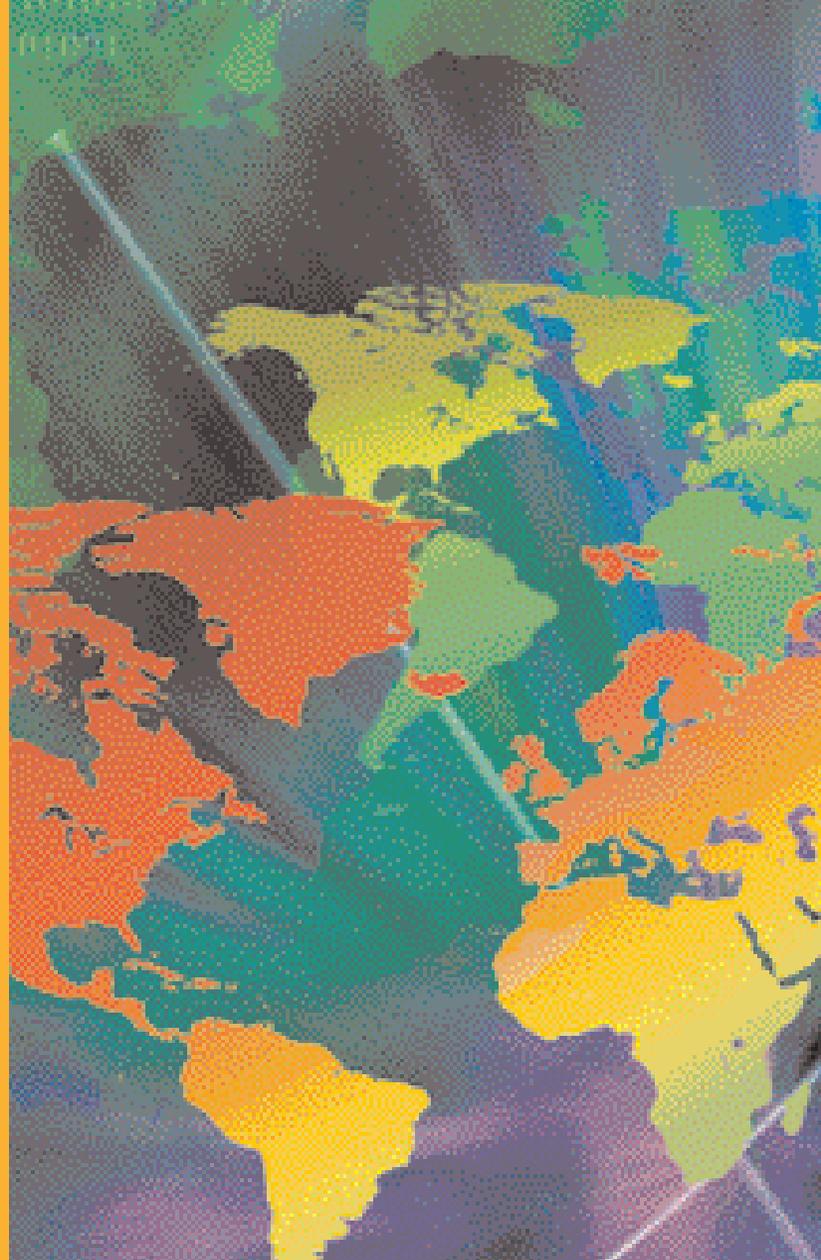
U.S. DEPARTMENT OF STATE  
PUBLIC DIPLOMACY WORLDWIDE





“Twenty-first century technology has given us the tools to communicate our foreign policy, but also to communicate more than our policy, to communicate the values that undergird our foreign policy — the values of openness, freedom, and democracy, the values of an economic system that is open and free, the values that are universal, we believe, to the world. Your job is not just to do Web design and Internet pages. No, let’s see it in its broadest context, helping take the message of the American people to the world.”

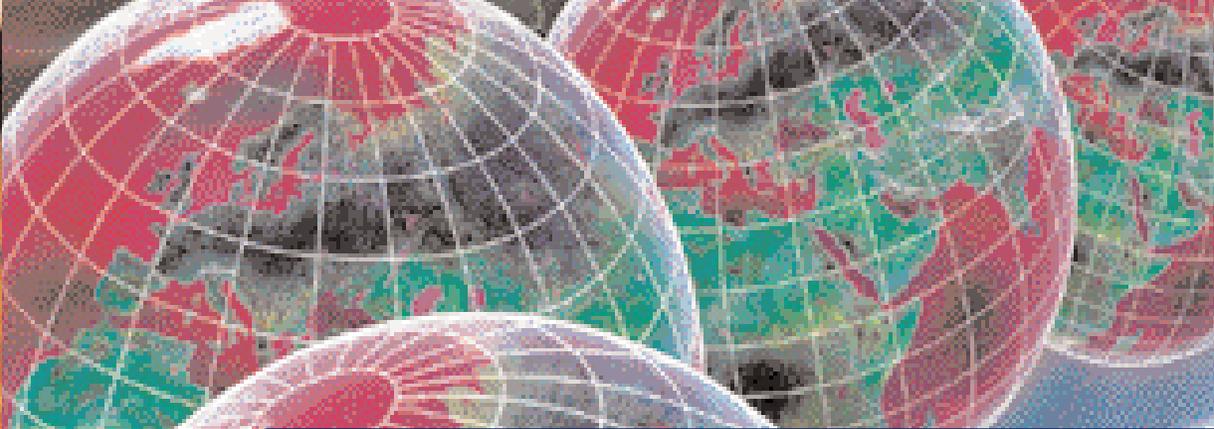
— SECRETARY OF STATE COLIN POWELL  
NET DIPLOMACY CONFERENCE IN WASHINGTON, D.C.





American diplomacy must deal as effectively with foreign publics as it does with foreign governments. Reaching the right audience at the right moment with the right message is essential for the conduct of effective policy and action. The United States' ability to fight terrorism, resolve conflicts, support global economic growth, and address international issues increasingly depends upon its ability to influence a global audience.

The mission of the Bureau of International Programs (IIP) is to advance America's interests by informing and influencing international publics about U.S. policy and society.



Cable news, satellite TV, the Internet, NGOs, instant messaging, talk radio, market reports and.... In today's world of instantaneous global communications, information shaping information with the proper message and content is power.

IIP designs, produces, and delivers timely, tailored, and authoritative information products and programs to international audiences throughout the

world. As the principal U.S. government organization engaged in influencing foreign understanding of U.S. policy and American values, IIP's role in public diplomacy is critical. By shaping foreign opinion, IIP can ultimately determine America's success in achieving its policy goals in the international arena — in resolving international conflicts, supporting economic growth, and promoting freedom and democracy around the globe.

## PRODUCTS AND SERVICES

**IIP delivers.** Through a broad spectrum of communication channels, both traditional and cutting edge, IIP delivers information products to millions of people daily. Our messages reach people around the world directly — in their own languages — on issues vital to America’s national and global interests. IIP’s product line is anything but static; it is ever growing and constantly improving.

### DEVELOPING THE MESSAGE

*Developing Information Tools Supporting U.S. Foreign Policy Priorities*

- >| **Strategic Planning.** IIP helps develop public diplomacy strategies that support specific State Department

and U.S. government priorities. These strategies help craft the most effective policy messages, identify target audiences, and select the best public diplomacy tools to meet particular communication goals.



- >| **Content in seven languages.** IIP’s Web sites and its Washington File are published in English, Arabic, Chinese, Farsi, French, Russian, and Spanish editions.
- >| **Usinfo.state.gov.** IIP maintains the official U.S. World Wide Web site for foreign audiences (<http://usinfo.state.gov>). International users access the IIP site more than a million times per week. The site provides users with extensive information on major U.S. policy issues — often in multiple languages and in multimedia formats.





## MOVING THE INFORMATION

### *Linking to Local Audiences Worldwide*

- >| **Washington File.** Seven days a week, IIP disseminates official U.S. government speeches, statements, fact sheets, and other materials to audiences across the globe. Through the Washington File, IIP covers virtually every U.S. policy statement related to foreign affairs and transmits thousands of documents annually.
- >| **Speaker/Specialist Program.** IIP sends out nearly a thousand speakers annually to discuss with foreign audiences issues that have been identified by U.S. embassies. While

most speakers travel abroad to meet with officials, journalists, academics, and other key opinion leaders, many also participate electronically, communicating via digital videoconferencing.

- >| **Publications.** IIP publishes an array of print and electronic publications, including monthly electronic journals, pamphlets, poster shows, and books on subjects ranging from intellectual property rights and U.S. economic policy to American history and culture. The bureau's latest venture is a new print magazine and Web site in Arabic whose target audience is youth in Middle Eastern countries.

- >| **Infocentral.** Infocentral Web site is a password portal, providing up-to-the-moment information and guidance on critical international strategic communication issues. Infocentral, jointly produced by IIP and the Public Affairs Bureau, serves as a valuable Web information tool for USG foreign affairs and security officials. Infocentral is updated daily.
- >| **The Global Technology Corps (GTC).** Our GTC staffs recruits private-sector technology professionals for projects worldwide in such areas as E-commerce; Telecommunications Reform; Democracy Development; Web Media and Internet Training.



## FIELD RESOURCES

*Resources for Public Diplomacy  
Community and U.S. Missions Abroad*

>| **Information Resource Centers (IRCs).** IIP supports more than 170 IRCs, located in/near U.S. missions around the world. These centers use the latest technologies to disseminate information to key foreign audiences, train embassy staff, and provide missions with the information needed to support U.S. policy goals.

>| **Information Resource Officers (IROs).**

IROs promote awareness and understanding of U.S. policies and American values abroad. These field-based regional officers (28 currently) work with IRCs and the Public Diplomacy sections within U.S. embassies to assure maximum use of IIP products and USG and commercial online resources.

>| **American Corners.** These are public diplomacy outposts — containing Internet access, a small reference collection, and discussion forums — sponsored by a host country's municipal or national government and located in publicly accessible buildings. IIP funds

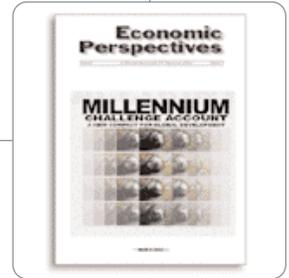
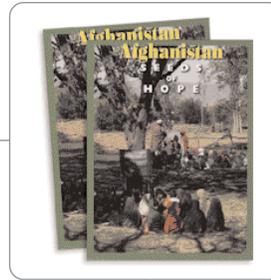


equipment and materials used and train the staff; the host country pays staff and real estate costs. There are currently more than 100 American Corners throughout Russia, Africa, Asia, and Europe.

>| **Issue Briefs.** Issue Briefs provide concise summaries of U.S. positions on specific foreign policy issues. Presented in talking point format and limited to three pages, each Issue Brief also provides links to additional resources. While the material is unclassified, Issue Briefs are currently available only to internal State Department audiences.



- >| Strategic Communications/  
Policy Coordinating Committee
- >| Information Dissemination
- >| Translations
- >| Internet Initiatives
- >| Print Publications
- >| Speaker Programs
- >| Information Resource Centers
- >| Marketing and Outreach
- >| Innovations for the Field



**“REACHING THE RIGHT AUDIENCES WITH THE  
RIGHT MESSAGES AT THE RIGHT TIME”**

## ORGANIZATION



**As one of the three bureaus** within the Department of State reporting to the Under Secretary for Public Diplomacy and Public Affairs, IIP is organized into the following four offices.

- >| **The Office of Geographic Liaison** provides products and services tailored to specific regions of the world.
- >| **The Office of Thematic Programs** provides products and services organized primarily along subject-matter lines such as foreign policy,

economic security, democracy and human rights, U.S. society and values, and global issues and communications.

- >| **The Office of Information Technology Services** provides the full range of computer support to the Under Secretary for Public Diplomacy and

Public Affairs, IIP itself, and the Bureau of Educational and Cultural Affairs, as well as Public Affairs Sections attached to U.S. embassies around the world.

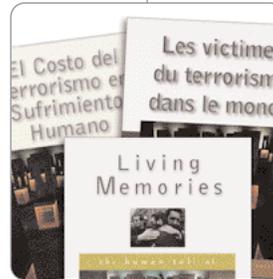
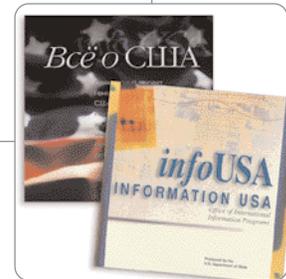
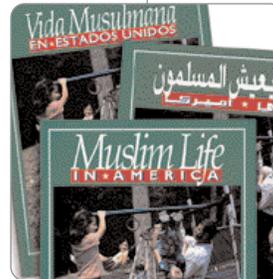
- >| **The Office of Strategic Communications** coordinates strategic planning and evaluation of international communication activities within the Department of State and with other USG agencies concerned with foreign affairs.



# REACHING OUT

IIP is dedicated to providing authoritative information products and services that:

- > Support strategic foreign policy priorities of the U.S. government;
- > Are relevant, and timely;
- > Provide translated materials for foreign media use;
- > Are shaped and tailored for delivery in seven major languages to reach local audiences worldwide.





IIP is the U.S. government's foreign policy communication link to international audiences.

For more detailed information on IIP's products and services, please visit IIP's Web site (<http://usinfo.state.gov>) or contact the following:

**Coordinator for International  
Information Programs**

202-619-4545

**Geographic Information Programs**

202-619-4136

**Thematic Information Programs**

202-619-4210

**Strategic Communication**

202-203-7558

**Information Technology Services**

202-619.6022

**[usinfo.state.gov](http://usinfo.state.gov)**

<http://usinfo.state.gov>

**INFOCENTRAL**

<https://ipi.state.gov>

The Smith-Mundt Act mandates that IIP's program materials be directed to foreign audiences.



THE DEPARTMENT OF STATE • 301 4th Street, SW • SA-44, 4th Floor South • Washington, DC 20547 • 202-619-4545

Web Site for International Audiences: <http://usinfo.state.gov>