

(B) develop and articulate long-term measurable objectives for United States public diplomacy.

(c) Objectives

The strategy developed pursuant to subsection (b) shall include public diplomacy efforts targeting developed and developing countries and select and general audiences, using appropriate media to properly explain the foreign policy of the United States to the governments and populations of such countries, with the objectives of increasing support for United States policies and providing news and information. The Secretary shall, through the most effective mechanisms, counter misinformation and propaganda concerning the United States. The Secretary shall continue to articulate the importance of freedom, democracy, and human rights as fundamental principles underlying United States foreign policy goals.

(d) Identification of United States foreign assistance

In cooperation with the United States Agency for International Development (USAID) and other public and private assistance organizations and agencies, the Secretary should ensure that information relating to foreign assistance provided by the United States, nongovernmental organizations, and private entities of the United States is disseminated widely, and particularly, to the extent practicable, within countries and regions that receive such assistance. The Secretary should ensure that, to the extent practicable, projects funded by USAID not involving commodities, including projects implemented by private voluntary organizations, are identified as provided by the people of the United States.

(Aug. 1, 1956, ch. 841, title I, § 60, as added Pub. L. 108-458, title VII, § 7109(a), Dec. 17, 2004, 118 Stat. 3792.)

Statutory Notes and Related Subsidiaries

CHANGE OF NAME

Broadcasting Board of Governors renamed United States Agency for Global Media pursuant to section 6204(a)(21) of this title. The renaming was effectuated by notice to congressional appropriations committees dated May 24, 2018, and became effective Aug. 22, 2018.

PUBLIC DIPLOMACY OUTREACH

Pub. L. 118-31, div. F, title LXVI, § 6601, Dec. 22, 2023, 137 Stat. 1010, provided that:

“(a) COORDINATION OF RESOURCES.—The Administrator of the United States Agency for International Development and the Secretary [of State] shall direct public affairs sections at United States embassies and USAID Mission Program Officers at USAID missions to coordinate, enhance and prioritize resources for public diplomacy and awareness campaigns around United States diplomatic and development efforts, including through—

“(1) the utilization of new media technology for maximum public engagement; and

“(2) enact coordinated comprehensive community outreach to increase public awareness and understanding and appreciation of United States diplomatic and development efforts.

“(b) DEVELOPMENT OUTREACH AND COORDINATION OFFICERS.—USAID should prioritize hiring of additional Development Outreach and Coordination officers in USAID missions to support the purposes of subsection (a).

“(c) BEST PRACTICES.—The Secretary and the Administrator of USAID shall identify 10 countries in which Embassies and USAID missions have successfully executed efforts, including monitoring and evaluation of such efforts, described in [subsection] (a) and develop best practices to be turned into Department [of State] and USAID guidance.”

§ 2732a. Avoiding duplication of programs and efforts

The Secretary shall—

(1) identify opportunities for greater efficiency of operations, including through improved coordination of efforts across public diplomacy bureaus and offices of the Department; and

(2) maximize shared use of resources between, and within, such public diplomacy bureaus and offices in cases in which programs, facilities, or administrative functions are duplicative or substantially overlapping.

(Pub. L. 117-81, div. E, title LVI, § 5602, Dec. 27, 2021, 135 Stat. 2377.)

Statutory Notes and Related Subsidiaries

DEFINITIONS

For definitions of “Secretary” and “Department” as used in this section, see section 5002 of Pub. L. 117-81, set out as a note under section 263c of this title.

Pub. L. 117-81, div. E, title LVI, § 5607, Dec. 27, 2021, 135 Stat. 2380, provided that: “In this title [enacting this section and section 2732b of this title, amending section 6553 of this title, and enacting provisions set out as notes under sections 1475g and 2651 of this title]:

“(1) AUDIENCE RESEARCH.—The term ‘audience research’ means research conducted at the outset of a public diplomacy program or the outset of campaign planning and design regarding specific audience segments to understand the attitudes, interests, knowledge, and behaviors of such audience segments.

“(2) DIGITAL ANALYTICS.—The term ‘digital analytics’ means the analysis of qualitative and quantitative data, accumulated in digital format, to indicate the outputs and outcomes of a public diplomacy program or campaign.

“(3) IMPACT EVALUATION.—The term ‘impact evaluation’ means an assessment of the changes in the audience targeted by a public diplomacy program or campaign that can be attributed to such program or campaign.

“(4) PUBLIC DIPLOMACY BUREAUS AND OFFICES.—The term ‘public diplomacy bureaus and offices’ means, with respect to the Department, the following:

“(A) The Bureau of Educational and Cultural Affairs.

“(B) The Bureau of Global Public Affairs.

“(C) The Office of Policy, Planning, and Resources for Public Diplomacy and Public Affairs.

“(D) The Global Engagement Center.

“(E) The public diplomacy functions within the regional and functional bureaus.”

§ 2732b. Improving research and evaluation of public diplomacy

(a) Research and evaluation activities

The Secretary, acting through the Director of Research and Evaluation appointed pursuant to subsection (b), shall—

(1) conduct regular research and evaluation of public diplomacy programs and activities of the Department, including through the routine use of audience research, digital analytics, and impact evaluations, to plan and execute such programs and activities; and