



UNITED STATES ADVISORY COMMISSION ON PUBLIC DIPLOMACY

2015 Comprehensive Annual Report on Public Diplomacy and International Broadcasting

Focus on Fiscal Year 2014 Budget Data

Europe and Eurasia Region

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

FIELD-DIRECTED ACTIVITIES



U.S. PUBLIC DIPLOMACY IN THE EUROPE AND EURASIA REGION

New Orleans jazz saxophonist Donald Harrison chats with Embassy Moscow staffer Luis de Andrade at the Independence Day reception at the Spaso House, the U.S. Ambassador's Residence in Moscow, Russia, on July 4, 2014. Donald Harrison's Jazz Band performed for Spaso House guests during the reception. [State Department photo/Public Domain]

U.S. Public Diplomacy in Europe and Eurasia

U.S. public diplomacy efforts in Europe focus on strengthening relationships with some of America's closest allies and the region's 740 million people. Europe enjoys a high level of connectivity with 120 mobile phones per 100 members of the population, and roughly 63.2 percent Internet penetration. Europe's record on media freedom is mixed: Western Europe, Scandinavia, and the Baltic States have some of the most free media in the world, but in the Balkans and many former Soviet states, such as Hungary, Ukraine, and Moldova, the press operates with partial freedom. Russian and Belarusian media are not free. The favorability rating for the United States in the region is above 50 percent, with the exception of Greece (34 percent) and Russia (23 percent). With more than 60 U.S. missions in the region, public diplomacy expenditures in Europe amounted to roughly \$70 million, with the most going to Germany (\$6.757 million) and Russia (\$4.938 million).

During the last two years, the main challenges for U.S. public diplomacy in Europe have included supporting Ukraine and addressing the Kremlin's propaganda and aggressive, anti-Western influence throughout the Russian periphery. Russia spends more than \$500 million a year to support an international media infrastructure that sows disinformation and counter-narratives about the European Union and the United States to support Russian foreign policy. U.S. engagement to counter Moscow's disinformation campaign involves using public diplomacy resources strategically to support independent, reliable media; strengthening pro-democracy civil society groups; and conveying policy messaging to key audiences. One of many partners in this strategic outreach has been the Broadcasting Board of Governors (See: International Broadcasting in Europe).

Efforts to counter violent extremism (CVE) are also critical given the rising threat of the Islamic State of Iraq and the Levant (ISIL) recruitment of foreign fighters from Europe. For example, U.S. mission in Europe support a variety of public diplomacy programs through which European audiences, including vulnerable youth in CVE countries, discuss how to reduce conditions that give rise to extremist views in their communities. Moreover, public diplomacy programs provide the European public with platforms to address challenging social and economic problems, such as immigration, integration, and youth unemployment.

U.S. FOREIGN POLICY GOALS

In 2015, U.S. foreign policy priorities in Europe included: 1) negotiate the Transatlantic Trade and Investment Partnership (TTIP), promote economic openness and growth, and invest in European entrepreneurship;

2) continue to work for a Europe whole, free and at peace; 3) defend and advance universal values, democracy, and human rights where they are threatened; 4) strengthen NATO in support of a strong global security community; and 5) cooperate with Russia in areas of mutual interest yet hold Russia accountable for its aggression in Ukraine.

U.S. PUBLIC DIPLOMACY GOALS

U.S. missions in Europe aim to maintain a policy-focused approach to public diplomacy programs to contribute to the above goals for the region. In addition to supporting a Europe that is whole, free, and at peace—and deepening vital research, cultural and educational ties—U.S. public diplomacy in Europe specifically prioritized foreign public engagement to counter violent extremism, combat Russian disinformation and propaganda, support Ukraine policy, and promote closer cooperation on TTIP in 2014 and 2015. U.S. public diplomacy in Europe also has developed targeted action plans in 23 countries in Central, Eastern, and South-eastern Europe to strategically fight corruption, as corruption threatens not only democratic institutions and economic growth, but also regional security.

There are American and locally engaged staff at 62 U.S. embassies and consulates in Europe. Primary public diplomacy outreach activities include educational advising and youth engagement, with the 155 American Spaces (libraries, cultural centers, information resource centers) in the region often serving as conveners. Academic and professional exchange programs play a crucial role in engaging foreign audiences. The Fulbright Program and the International Visitor and Leadership Program remain popular, prestigious U.S. exchanges that are sought after by academics, students, and emerging leaders in the region. Other short-term and long-term exchange programs, such as the Professional Fellows Program and the Humphrey Fellowship Program, are equally important in reaching a diverse audience and addressing key European themes in the region, such as youth entrepreneurship. In addition, the American Speakers and other cultural programs work to deepen the European public's understanding of American culture, values, and society.

**See Academic Programs on ECA: Fulbright Student & Scholars (Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, European Union, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovak Republic, Slovenia, Spain, Sweden,*

Switzerland, Turkey, Ukraine, and the United Kingdom); Fulbright mtvU Fellowship; UGRAD Serbia and Montenegro; UGRAD Eurasia and Central Asia; Summer Institutes for European Student Leaders; EducationUSA EUR - 615,857 in-person and 2.06 million virtual contacts. *See Professional & Cultural Programs on ECA: IVLP; National Security Language Initiative for Youth (NSLI-Y); Future Leaders Exchange (FLEX); Benjamin Franklin Summer Institutes; American-Serbia & Montenegro Youth Leadership Exchange (A-SMYLE); Congress-Bundestag Youth Exchange (CBYX) – Germany; German-American Partnership Program (GAPP)—Germany; Congress-Bundestag Staff Exchange—Germany; IWP Between The Lines.

According to Open Doors Data, the majority of European students who studied in the United States in 2014 were from Turkey (10,821), followed by Germany (10,160), the United Kingdom (10,191), France (8,302), Spain (5,350), Russia (5,138), Sweden (4,369), Italy (4,443), Norway (2,304), and Greece (2,170). Austria, Bulgaria, Denmark, Ireland, the Netherlands, Poland, Romania, Switzerland, and Ukraine all had more than 1,000 students studying in the United States. Between 1949 and 2014, 132,666 European Fulbright students and scholars went to the United States and 82,502 American Fulbright recipients traveled to Europe. In FY 2014, there were 1,350 Europeans and 1,043 Americans with Fulbright awards.

U.S. Public Diplomacy 20FY14 Actual Expenditures by Country/Mission

Country Name	Actual Expenditures	NATO	\$974,734
Germany	\$6.757 million	Bulgaria	\$930,697
Russia	\$4.938 million	Azerbaijan	\$922,108
France	\$4.279 million	Norway	\$905,006
Italy	\$3.899 million	Denmark	\$902,589
Turkey	\$3.637 million	Macedonia	\$765,512
Spain	\$2.986 million	Estonia	\$753,179
United Kingdom	\$2.570 million	Slovenia	\$750,248
Poland	\$2.382 million	Cyprus	\$712,903
Ukraine	\$2.364 million	Latvia	\$681,041
Belgium	\$2.001 million	Belarus	\$673,342
Greece	\$1.927 million	Lithuania	\$637,767
Austria	\$1.836 million	Switzerland	\$636,656
European Union	\$1.534 million	Albania	\$626,758
Czech Republic	\$1.501 million	Kosovo	\$616,805
Romania	\$1.453 million	Ireland	\$569,444
Serbia	\$1.432 million	Armenia	\$566,182
Slovakia	\$1.390 million	Moldova	\$486,606
Netherlands	\$1.335 million	OSCE	\$414,588
Bosnia and Herzegovina	\$1.293 million	Montenegro	\$361,930
Croatia	\$1.220 million	Luxembourg	\$333,944
Hungary	\$1.175 million	Iceland	\$325,774
Sweden	\$1.170 million	Macedonia	\$293,140
Georgia	\$1.124 million	Malta	\$159,484
Finland	\$997,132	Vatican	\$136,815*
Portugal	\$993,247		

According to the self-reported data at each of the 62 missions, the dominant programming themes in FY 2014 were culture, sports, and American society (\$12.697 million); civil society (\$4.671 million); democracy, good governance, and rule of law (\$4.195 million); diversity (\$4.974 million); education (\$9.160 million); and youth engagement (\$8.736 million). The current focus on CVE, entrepreneurship, TTIP, and countering Russian propaganda in FY 2015 will likely change these percentages in future data.

Sample Public Diplomacy Programs

PD programs in FY 2014 and FY 2015 included posted outreach like working with the Ukrainian Ministry of Education to support public sector reforms; supporting education in Russia through the English Access Microscholarship (Access) Program and institutional grants that build partnerships between universities in the United States and Russia; fostering entrepreneurship and innovation through programs such as Massive Open Online Courses (MOOCs) and “maker space” programming at American Corners; and supporting Serbia’s EU integration through a program to provide English language lessons to civil servants using EU instruction materials. Below are some feature programs:

America House, Kyiv, Ukraine, which Under Secretary Stengel officially opened in May 2015, is an American Center that provides an open, accessible platform for Ukrainians to learn more about the United States and to connect them with American speakers, government personnel, and with each other. Located in the heart of Ukraine’s capital, the “house” is actually a two-story building featuring free Wi-Fi access, a 76-seat multipurpose space, a classroom with computers available to visitors interested in taking massive open online courses (MOOCs), an art gallery, an interactive lounge, and a café with daily service. The center’s staff will lead English-language workshops and offer other training and group activities. America House is run by an American non-profit organization, which includes

both American and Ukrainian personnel.

The Benjamin Franklin Summer Institutes are intensive academic institutes hosted by Wake Forest and Purdue universities that bring together approximately 92 high school students and recent graduates from across Europe and the United States. These four week programs are academic in nature, and focus on global issues, leadership, and community service. Program themes may include conflict resolution, social entrepreneurship, or environmental stewardship.

The Vilvoorde–Columbus City Pair Program was a recent, two-way exchange between law enforcement, municipal officials, and civil society from Vilvoorde, Belgium and Columbus, Ohio to share expertise on approaches to countering violent extremism. The program included visits to schools and mosques, meetings with community engagement organizations, and meetings with federal and local law enforcement representatives. As a result of this program, officials in Vilvoorde have modified their approach to countering violent extremism. Based on the success of this program, similar exchanges throughout Europe are planned.

International Broadcasting in Europe

There are currently 20 services that target European audiences, with the most funding going toward the Russian Service of Radio Free Europe/Radio Liberty (RFE/RL) at \$7.269 million with program delivery in FY 2014. Voice of America's highest expenditures in the region also targeted Russian-speaking populations at \$3.844 million with program delivery. VOA's Russian, Ukrainian, Albanian, Turkish, Serbian, Bosnian, Georgian, Azerbaijani, Macedonian, and Armenian services cost a collective \$13.592 million with program delivery. RFE/RL's Russian, Ukrainian, Balkans, Belarus, Georgian, Azerbaijani, Armenian, North Caucasus, Romanian to Moldova, and Tatar-Bashkir services cost a collective \$27.815 million with program delivery in FY 2014.

Russian, Ukrainian, Georgian, Azerbaijani, and Armenian have both RFE/RL and VOA broadcasts; RFE/RL also has a Balkan service and VOA Albanian, Bosnian, Serbian, and Macedonian services. In BBG's FY 2016 budget request, BBG stated it would reduce RFE/

RL broadcasting to the North Caucasus and Balkans, in order to focus on high priority broadcasting.

During FY 2014 and FY 2015, there was a notable shift in resources to increase services in Eastern Europe, especially to Ukraine and the Russian periphery. With seed money from the Under Secretary of State for Public Diplomacy, RFE/RL and Voice of America launched a new Russian-language television news program in October 2014 (FY 2015) carried by public and private broadcasters in Ukraine, Moldova, Georgia, Lithuania, and Latvia. In addition, in 2015 RFE/RL launched a digital media response team (DIGIM) tasked with producing and curating Russian-language content targeted directly at social and mobile platforms preferred by audiences in Russia and neighboring countries. The unit aims to engage in real time with audiences online and produce accurate, reliable, social media-friendly reporting from both RFE/RL and other USIM networks.

VOICE OF AMERICA

Russian, Ukrainian, Albanian, Serbian, Turkish, Bosnian, Serbian, Azerbaijani, Georgian, Armenian

VOA RUSSIAN SERVICE

FY 2014 \$3.844 million (\$3.844 million with program delivery)

Origin: 1947

Delivery Method: Television affiliates, Website and Mobile Site, Social Media

Television Original Programming: 3.58 hours/week

Television Total Broadcasting: 3.58 hours/week

VOA Russian targets the Russian Federation and the significant Russian-speaking populations of former Soviet republics. It employs a digital strategy to inform and engage a Russian audience that prefers TV but is very active on social media sites, such as Facebook, Twitter, YouTube, and Vkontakte. The Russian Service provides professional multimedia, cross-platform content that is participatory. It serves to engage audiences in conversation about America and its values while offering insights into U.S. policy, life and thought, including American reactions to developments in Russia and other former Soviet republics. Currently, VOA serves as a "Washington/New York Bureau" for independent media outlets in Russia. VOA Russian provides live daily reports from the NYSE to the Russian Business Channel. The service also delivers live reports from Washington on major U.S. news and events for both Dozhd TV and RBC. RBC's weekly audience reach in

Russia is 11 percent, and that of Dozhd, 1.8 percent. VOA Russian's web and mobile sites register more than 1.5 million visits every month, and more than 1.75 million video files were downloaded from the website in the last year. In addition, the YouTube channel registered almost 14 million views as of August 2013. VOA Russian had over 88,000 Twitter followers. Sample programs include: "Current Time," a daily 30-minute Russian-language television news program, jointly produced by RFE/RL and VOA; "U.S. News in 60 Seconds," a video product that provides quick daily updates on the latest U.S. news; "Made in USA," a weekly video feature on American people, life, thought and institutions; and "Hollywood Boulevard," a weekly video feature showcasing the latest releases from the American movie industry.

VOA UKRAINIAN SERVICE

FY 2014 \$1.384 million (\$1.685 million with program delivery)

Origin: 1949

Delivery Method: Television, Website and Mobile Site, Social Media

Television Original Programming: 2.5 hours/week

Television Total Broadcasting: 2.5 hours/week

Via television and the Internet, VOA Ukrainian Service provides U.S. and international news coverage, including features on U.S. foreign policy, feature stories about American life, social trends, and achievements in science, technology, medicine and business. Ukrainian Service journalists provide blogs and engage the audience using social media, particularly Facebook and Twitter. VOA Ukrainian's original content is syndicated to popular online outlets in the target area—Ukrayinska Pravda, Maidan and Ukr.net. Video stories are available on VOA Ukrainian's YouTube channel. With a weekly audience of 18.3 percent of the Ukrainian public, an April 2014 Gallup survey found VOA the leading international broadcaster in the country. Sample programs include: "Chas-Time," a daily 15-minute TV news and information program featuring international news, and newsmaker interviews on U.S.-Ukrainian relations; and "Window on America," a weekly 20-minute TV magazine program that profiles Americans and reviews trends in American society and cultural life.

VOA ALBANIAN SERVICE

FY 2014 \$1.869 million (\$1.930 million with program delivery)

Origin: 1943 (closed in 1945, reopened in 1951)

Delivery Method: Radio, Television, Website and Mobile Site, Social Media

Radio Original Programming: 7 hours/week

Radio Total Broadcasting: 7 hours/week

Television Original Programming: 3.67 hours/week

Television Total Broadcasting: 3.67 hours/week

VOA Albanian programming targets Albania, Kosovo and Macedonia and provides uncensored and professional news and information. The service's programming is widely disseminated by local media with 41 television affiliates. VOA Albanian also broadcasts two 30-minute radio programs daily, which are carried by 29 affiliates, and two IBB FMs. According to surveys conducted in 2011, VOA states that it has a weekly audience of 59 percent in Kosovo, 49 percent in Albania, and 29 percent in Macedonia. Its program line-up includes "Ditari," a daily 30-minute news and information program that presents interviews with high-level U.S. and regional political leaders and is aired by 41 TV affiliates in Albania, Kosovo, Macedonia, Montenegro and Serbia.

VOA SERBIAN SERVICE

FY 2014 \$1.451 million (\$1.472 million with program delivery)

Origin: 1943

Delivery Method: Television, Website and Mobile Site, Social Media

Television Original Programming: 3.67 hours/week

Television Total Broadcasting: 3.67 hours/week

The VOA Serbian Service broadcasts targets Serbs in Serbia, Montenegro, Kosovo, Bosnia and Herzegovina, Croatia and Macedonia. The October 2011 InterMedia survey stated that VOA reaches more than one million people with a weekly audience of 11 percent in Serbia and 28 percent in Montenegro. The service has some 60 affiliates in Serbia, Montenegro, Kosovo, Republic Srpska (Bosnia and Herzegovina) and Macedonia. In addition to its full-length TV shows, VOA Serbian provides interactive reports on science, technology and medicine for the Belgrade-based affiliate TV B92 and public service TV Montenegro. VOA Serbian regularly updates its web page with relevant reports, features and interviews, and offers live streaming of TV shows and on-demand video and audio files. Sample programs include: "Open Studio," a daily 30-minute TV news on Serbia, Kosovo, Montenegro and the wider Balkan region with a focus on democratic consolidation and ethnic reconciliation, with U.S. and regional newsmakers; and "Weekend Studio," a 30-minute program on feature stories from the United States and the world.

VOA TURKISH SERVICE

FY 2014 \$1.325 million

Origin: 1942 (closed in 1945, reopened in 1948)

Delivery Method: Television, Website and Mobile Site, Social Media

Television Original Programming: 2.5 hours/week [Doesn't include FY15 increase to five days/weekly on TGRT described below]

Television Total Broadcasting: 2.5 hours/week

VOA Turkish produces content for Internet and television. Television broadcasts are simulcast by a leading news network in Turkey, TGRT Haber. TGRT News TV network, the seventh largest in Turkey, now carries five live, 15-minute VOA Turkish newscasts, Monday-Friday, and a 30-minute magazine program each week. VOA Turkish also presents, Monday through Friday, a daily five to 10 minutes live webcam report for the affiliate. News and interviews broadcast by VOA Turkish are frequently re-distributed in the Turkish media and the service receives substantial audience feedback from Turkey, Cyprus, Germany and other countries in Europe, the United States, and the Caucasus. Through the "Washington Bureau" concept, VOA Turkish service staff frequently provides commentary, analysis and background information on major Washington news events. The service produces both audio and video products for the Internet that include a wide variety of topics: Turkish-American relations, civil rights, press and Internet freedom, U.S. policies, the U.S., European and Turkish economy, global economic issues (unemployment, price hikes, food prices), health, education, environment, arts and entertainment. VOA Turkish also has an affiliation agreement with Mynet, one of the top three most popular news and entertainment

portals in Turkey with more than 6.5 million registered members. VOA Turkish has web and mobile sites, a Facebook fan page, Twitter, YouTube, Google+ accounts, and sends a daily newsletter to more than 3,000 subscribers. The service also maintains 5 blogs.

VOA BOSNIAN SERVICE

FY 2014 \$956,000

Origin: 1996

Delivery Method: Television, Website and Mobile Site, Social Media

Television Original Programming: 2.67 hours/week

Television Total Broadcasting: 2.67 hours/week

The VOA Bosnian Service's target audience primarily resides in Bosnia and Herzegovina, but the service also reaches audiences in southern parts of Serbia and parts of Kosovo, as well as throughout Western Europe among the Bosnian diaspora. According to a June 2011 survey, VOA attracts a weekly audience of 21 percent of the population of Bosnia. It conducts a weekly live-to-tape interactive program with the nationally broadcast Bosnian PBS that focuses on political and social issues in the United States and provides U.S. perspectives on developments affecting the target audience. The service also maintains an up-to-date website and mobile site, and engages the listeners via social networking sites, such as Facebook and Twitter. VOA Bosnian uploads its original video reports on the service's YouTube channel. A sample program is "Studio Washington," a live, 30-minute news and current affairs television program that airs by satellite and includes interviews with newsmakers from the United States and the region.

VOA GEORGIAN SERVICE

FY 2014 \$603,000 (\$603,000 with program delivery)

Origin: 1951

Delivery Method: Radio (FM), Television, Website and Mobile Site, Social Media

Radio Original Programming: 3.5 hours/week

Radio Total Broadcasting: 3.5 hours/week

Television Original Programming: 0.25 hours/week

Television Total Broadcasting: 0.5 hours/week

VOA's Georgian Service uses radio, television and Internet programming to inform and engage with the Georgian audience in an otherwise highly politicized media environment. VOA has a weekly audience of 1.9 percent Georgians on television and 0.9 percent on radio, according to a September 2012 survey. It provides insights into American life, thought and institutions, and analysis on Georgia's democratic evolution and its prospects for Euro-Atlantic integration. It broadcasts an hour a day on the Georgian Public Broadcaster and provides occasional live news reports on the United States via the website and social media, Georgians can also access news and English learning content. A

sample program includes "Washington Today," a weekly 20-minute show on Georgian Public TV regarding major developments in the region, the Georgian diaspora, and features on social issues, medicine, science, technology and culture from the U.S. vantage point.

VOA AZERBAIJANI SERVICE

FY 2014 \$646,000 (\$646,000 with program delivery)

Origin: 1982

Delivery Method: Radio, Television, Website and Mobile Site, Social Media

Radio Original Programming: 1.5 hours/week

Total Radio Broadcasting: 2.2 hours/week

Television Original Programming: 3.5 hours/week

Total Television Broadcasting: 4.2 hours/week

The VOA Azerbaijani Service seeks to retain and strengthen its role in the Azerbaijani media as a full service multimedia news agency that provides news in various formats and on subjects that include political, social, economic, medical, technological, and cultural developments. Its television content features "American Review" and "World View" programs that present an American perspective on issues of interest to the target audience. VOA Azerbaijani also is a major source of news for Iranian Azeris. It produces 15 minute daily audio packages that usually consist of two interviews/reports and a summary of top world news; daily 5-6 minute video news program; a weekly 6-8 minute "Showbiz" program; and original Internet video reports and interviews on issues relating to Azerbaijan.

VOA MACEDONIAN SERVICE

FY 2014 \$603,000

Origin: 1999

Delivery Method: Television, Website and Mobile Site, Social Media

Television Programming: 0.83 hours/week

Television Total Broadcasting: 0.83 hours/week

VOA Macedonian targets the country and neighboring countries with Macedonian-speaking minorities. According to a June 2011 survey, VOA reaches 29.4 percent of the adult population of Macedonia and is the top-rated international broadcaster in Macedonia. Through a mix of television and Internet programming, the service offers news and perspectives on life in the United States and U.S. foreign policy. In addition to maintaining a website that expands the TV coverage with feature reporting, VOA Macedonian provides video on its YouTube channel and maintains Facebook and Twitter accounts. Sample programs include "NewsFlash," which discusses news from a U.S. vantage point and broadcasts for 10 minutes a day on Alfa, 24 Vesti and Sitel 3, and a number of regional and local stations throughout Macedonia.

VOA ARMENIAN SERVICE

FY 2014 \$528,000

Origin: 1951

Delivery Method: Television, Website and Mobile Site, Social Media

Television Programming: 1.17 hours/week

Television Total Broadcasting: 1.5 hours/week

According to a September 2012 Gallup survey, VOA Armenian reaches 33.7 percent of the Armenian public. With only two full-time employees, it is one of VOA's smallest services. It provides professional and

comprehensive news and information and serves as a vital source of information about the United States, its society and institutions, and its policies toward Armenia and other former Soviet republics. Sample programs include: "Armenian Daily Report," a 10-minute TV report with four short segments on U.S. and world events, U.S. foreign policy, business, science and U.S.-Armenian relations; and "Armenian Weekly Magazine," a 20-minute program on life in America, Armenians in America, science, medicine, business, the environment, Hollywood and entertainment, and American pop music.

RADIO FREE EUROPE/RADIO LIBERTY

Russian, Ukrainian, Balkans, Belarusian, Georgian, Azerbaijani, Armenian

RFE/RL'S RADIO SVOBODA (RUSSIAN)

FY14 \$6.675 million (\$7.269 million with program delivery)

Origin: 1953

Delivery Method: Radio (SW, MW, satellite), Website and Mobile Site, Social Media

Radio Original Programming: 43.3 hours/week

Radio Total Broadcast: 168 hours/week via Internet; 105 hours/week via SW

RFE/RL's Russian Service, Radio Svoboda, delivers professional news on Russia and the region, however, due to political pressure within Russia, all broadcast affiliates have dropped its programming. Radio Svoboda has historically been a trusted source of balanced information about political, social, civic, cultural and human rights issues that are un- or under-reported in Russia. It has also provided a forum where discussion and debate on these issues can take place. This mission has not changed, but the platforms are now digital and the service is focused on producing a range of integrated multimedia content—audio, video, and social media—that will connect with target audiences across Russia and enhance the impact of its journalism. The service provides in-depth public discussion, and facilitates the flow of information between different national regions and social strata by producing regionally based content, a variety of discussion shows, and highly engaging foreign coverage. Sample programs include: "Face the Event," which is a live talk show on the main event of the day; and "Over the Barriers," the Russian Service's flagship cultural program that covers Russia and the world.

"Current Time" (RFE/RL / VOA in Russian)

Origin: 2014

Delivery Method: Television (affiliates), Website and Mobile Site, Social Media

Television Original Programming: 3 hours/week

In mid-October 2014, with resource support from the State Department, USIM launched "Current Time," a daily, 30-minute Russian-language television news program jointly produced by RFE/RL and VOA that targets Russian-speaking audiences in countries along Russia's borders. Its purpose is to provide a compelling, balanced alternative to the disinformation produced by Russian media outlets that is driving conflict in the region. "Current Time," draws upon an extensive network of reporters across Ukraine and Russia, and the top-notch production teams of RFE/RL in Prague and VOA in Washington, D.C. The daily program, aired Monday through Friday, presents live, front-line news coverage, interviews, original features, and political satire in a format enhanced by cutting-edge digital techniques and graphics. It is carried by more than 15 affiliates in five countries, reaching audiences on domestic television stations in Ukraine, Moldova, Georgia, Latvia, and Lithuania.

RFE/RL RADIO SVOBODA (UKRAINIAN)

FY 2014 \$3.028 million (\$3.644 million with program delivery)

Origin: 1954

Delivery Method: Radio (FM, UKW, satellite), TV (via affiliates), Website and Mobile Site, Social Media

Radio Original Programming: 9.5 hours/week

Radio Total Broadcast: 83.42 hours/week
Television Original Programming: 4.15 hours/week
Television Total Broadcast: 4.15 hours/week

RFE/RL's Ukrainian Service, Radio Svoboda, delivers professional reporting on every available platform to serve the public interest in Ukraine. The service was at the forefront of covering the crisis in Ukraine, which erupted at the end of November 2013 when the government unexpectedly pulled out of an agreement on closer ties with the European Union. The service's live streams and multimedia reports were carried by major international media as well as local stations. Since April 2014, Svoboda has launched six television shows that are aired by local partners in Ukraine, including the nationwide First National and popular online TV Espresso. Radio Svoboda plays a crucial role by providing a platform to open, pluralistic voices. Svoboda's anti-corruption reporting, including the "Schemes" TV product, has exposed high-level corruption in the country including an investigation looking into how Ukrainian leader President Petro Poroshenko, one of the country's wealthiest men, may have used his presidential influence to shut down investigations into a land deal on a historic site in the Ukrainian capital, Kyiv. In terms of radio programming, national radio affiliate Era FM carries the agenda setting "Morning Liberty" and the analytical "Liberty Today" program in the evening, along with thematic programs "Europe-Connect" on EU-Ukraine relations, "We Together" on regional issues, and "YouthPlus." Since March 2014, the service also targets the annexed Crimea region with the new website Krymr.org, providing information about the peninsula in Russian, Ukrainian and Crimean Tatar languages. The new weekly "Crimea Realities" television program covers events on the annexed peninsula.

RFE/RL BALKAN SERVICE (ALBANIAN TO KOSOVO, BOSNIAN, CROATIAN, MACEDONIAN, MONTENEGRIN, SERBIAN)

FY 2014 \$4.273 million (\$4.685 million with program delivery)

Origin: Bosnian, Croatian, Serbian: 1994; Albanian to Kosovo: 1999; Montenegrin: 2005; Macedonia: 2001
Delivery Method: Radio (FM, satellite), TV, Websites and Mobile Sites (3 websites/5 languages), Social Media
Radio Original Programming: 50 hours/week
Radio Total Broadcast: 50 hours/week
Television Original Programming: Bosnian - 0.5 hours/week; Macedonian - 0.2 hours/week
Television Total Broadcast: Bosnian - 0.5 hours/week; Macedonian - 0.2 hours/week

RFE/RL's Balkan Service promotes a civil society that defines people by their actions and beliefs, not by ethnicity. By giving voice to minorities and promoting individual opinions, the Balkan Service helps to build

trust among people in the region and contributes to stability in the Balkans. The Balkan Service also works to unmask Russian propaganda in order to help counterbalance the growing political and economic influence of Russia in the Balkans. More than 150 affiliate stations broadcast the service's programming. The Balkan Service is a regional media organization that covers stories of interest to regular people in its programming that are not addressed by local media. Apart from daily shows targeting the individual markets in Bosnia, Kosovo, Macedonia, Montenegro and Serbia, the Balkan Service also has a daily 60-minute regional show through affiliates in Bosnia, Montenegro, and Serbia, focusing on stories of regional interest. The service also provides critical coverage on breaking news events, including live reporting on rising civil unrest in the Macedonian capital, Skopje, as well as the ongoing refugee crisis.

RFE/RL RADIO SVABODA (BELARUSIAN)

FY 2014 \$2.291 million (\$2.494 million with program delivery)

Origin: 1954
Delivery Method: Radio (AM/SW/satellite); Television (Belsat); Website and Mobile Site; Social Media
Radio Original Programming: 12.5 hours/week
Radio Total Broadcast: 28 hours/week
Television Original Programming: 0.5 hours/bi-weekly (Belsat)
Television Total Broadcast: 0.5 hours/bi-weekly (Belsat)

Radio Svaboda's unique role as a surrogate broadcaster is to provide uncensored news, trusted analysis and feature programming in Belarusian about events in Belarus and the world to a closed, authoritarian society. Another vital dimension of this role is countering ubiquitous Russian propaganda in Belarus and through reporting and analysis on Ukraine. Unique programs include "Liberty in Prison," a weekly program about life in Belarusian prisons, and other programs including roundtables and resources of Belarusian culture and topics of regional interest. Svaboda also provides unrivaled live online multimedia reporting from protests, public trials, and other unfolding events. Special attention is paid to human rights and political prisoners. Svaboda serves as a source of original content for numerous web sites with on average 600 reprints monthly. Svaboda's Facebook and Twitter operations are top-rated among all media in Belarus.

RFE/RL RADIO TAVISUPLEBA (GEORGIAN)

FY 2014 \$2.222 million (\$2.463 million with program delivery)

Origin: 1953
Delivery Method: Radio (FM, satellite), TV, Website and Mobile Site, Social Media

Radio Original Programming: 115 hours/week
Radio Total Broadcast: 115 hours/week
Television Original Programming: 11 hours/week
Television Total Broadcast: 11 hours/week

Radio Tavisupleba delivers professional news to the Georgian people via television, radio and the Internet. Radio retains an important role in Georgia despite limited reach. Tavisupleba launched a new project in April 2014 that now allows Tavisupleba to broadcast 18 hours a day from 8:00 a.m. to 2:00 p.m. on a national network owned by Green Wave FM. This new program stream should increase the visibility of Tavisupleba and provide the opportunity to compete head-to-head with local FM stations. RFE/RL Russian, Armenian and Azeri Services also prepare programs for ethnic minorities in their languages on a daily basis. Tavisupleba uses materials from VOA, including reports from VOA Georgian, VOA Music Mix, and Learning English programs. In cooperation with the Georgian Public Broadcaster, the service produces a weekly, one-hour TV show called "Red Zone." In the digital sphere, Tavisupleba maintains websites, Facebook fan pages, and Twitter accounts in both Georgian and Russian. In addition, Tavisupleba continues to cover Georgia's breakaway regions of Abkhazia and South Ossetia through "Echo of the Caucasus," a daily one-hour Russian-language program that seeks to use impartial reporting to overcome mistrust between the peoples of these conflict zones. Tavisupleba has taken advantage of the facilities in its new bureau to launch three new television programs. Weekday radio programs "Gender Stories" and "One Hour of Liberty" are simulcast live on the Tavisupleba website and carried later in the day on TV by cultural channel Artarea. The weekly video news program "Tavisupleba Newsroom" is also carried by regional affiliates in addition to Artarea. RFE/RL programming includes daily 1-hour "Ekho Kavkaza" in Russian, 25-minute Armenian program, 30-minute Azeri program and 55-minute and 60-minute Russian programs. TV broadcasts include 2 hours daily video versions of radio shows (video from the studio) aired by local affiliate.

RFE/RL RADIO AZADLIQ (AZERBAIJANI)

FY 2014 \$1.887 million (\$1.939 million with program delivery)

Origin: 1953

Delivery Method: Radio (satellite), TV (Hotbird, TurkSat satellites); Website and Mobile Site (in Azeri/Russian), Social Media

Radio Original Programming: 8 hours/week

Radio Total Broadcast: 23.5 hours/week

Television Original Programming: 21.5 hours/week

Television Total Broadcast: 42 hours/week

Azadliq provides uncensored and reliable information that promotes transparency, accountability and

pluralism in Azerbaijan. Azadliq's investigative reports address issues that are absent in official media. Recently, Azadliq broke several stories identifying corruption in Azerbaijan's ruling family. In a country where the government controls the flow of information, Azadliq is viewed as the only remaining source of uncensored and balanced news. By being objective and balanced, the service provides a credible and influential alternative to the official media and serves as a role model for young journalists and independent journalism. At the end of 2014, Azerbaijani authorities arrested RFE/RL contributor Khadija Ismayilova following her extensive reporting on high-level corruption connected to the president's family. Shortly after her arrest, Azerbaijani authorities raided and shut down RFE/RL's Baku Bureau. Current and former bureau staff have been continuously harassed, threatened, and interrogated by authorities. Sample programs include: "AzadliqLive," a current events show; "Azadliq on Hotbird," a daily news program with video reports from Baku and international stories; and "Hotline," which addresses listeners' social and legal problems and connects them with lawyers and officials.

RFE/RL RADIO AZATUTYUN (ARMENIAN)

FY 2014 \$1.747 million (\$1.897 million with program delivery)

Origin: 1953

Delivery Method: Radio (FM, satellite), TV (affiliates), Website and Mobile Site (Armenian/Russian/English languages), Social Media

Radio Original Programming: 24.2 hours/week

Radio Total Broadcast: 24.2 hours/week

Television Original Programming: 7 hours/week

Television Total Broadcast: 7 hours/week

Azatutyun provides objective coverage of events and accurate reports, which are rare in Armenia. It has become the top source of live video coverage of key political and social developments in the country thanks to heavy investments into Internet streaming technology and its ability to cover news without censorship and control, unlike its competitors. Its uncensored political talk shows, like "Crossroad of Opinions," are not available in the local market. Armenian news agencies frequently cite Azatutyun's exclusive reports as the primary sources for their own stories. Azatutyun also facilitates peer-to-peer dialogue and works to serve as a bridge between people and the government. Sample programs include: "News Center," Azatutyun's flagship evening news program broadcast live on Azatutyun's website and branded YouTube channel; "Exclusive," a TV show featuring interviews with top Armenian newsmakers; and "Crossroads of Opinions," a Saturday evening political talk show offered via radio and video webcast.

RFE/RL NORTH CAUCASUS LANGUAGES SERVICES (AVAR, CHECHEN, CIRCASSIAN)

FY 2014 \$1.243 million (\$1.30 million with program delivery)

Origin: 2002

Delivery Method: Radio (SW, satellite), Websites (3) and Mobile Sites, Social Media

Radio Original Programming: 7 hours/week

Radio Total Broadcast: 7 hours/week

RFE/RL's North Caucasus Languages Service reports news in a violent region where media freedom and journalists remain under severe threat. RFE/RL is the sole international broadcaster transmitting in the Avar, Chechen and Circassian languages. And it is the only one to provide objective coverage of the ongoing, low-level insurgency, reporting not just statements by government agencies, but also input from insurgency commanders and the relatives of civilian victims. The service produces 20-minute daily news programs in each language. The segments in the three languages differ from one another and address topics of greatest interest to each target group. Each daily 20-minute segment is comprised of a 3-minute newscast followed by three or four reports on key local, Russian and international stories plus billboards and promos. Topics include: human rights, religion and tolerance, social issues, language and linguistics, history, women's rights and youth programs. The Chechen unit also has a special SMS/phone-in show, which drives audience engagement. Audience research consistently shows that the North Caucasus Languages Service is highly trusted by its audience. The service is therefore uniquely placed to communicate with, and between, rival groups in the various North Caucasus republics.

RFE/RL RADIO EUROPA LIBERA (ROMANIAN, MOLDOVAN)

FY 2014 \$1.237 million (\$1.341 million with program delivery)

Origin: 1950 (to Romania, ended in 2008; Moldova programs continue since 1998)

Delivery Method: Radio (FM, UKV, satellite), TV, Website and Mobile Site, Social Media

Radio Original Programming: 11.1 hours/week

Radio Total Broadcast: 11.1 hours/week

Television Original Programming: 4.7 hours/week

Television Total Broadcast: 4.7 hours/week

Europa Libera provides credible and impartial information and analysis as well as a forum for debate and analysis on major themes related to Moldova, the region and the world. Europa Libera promotes free speech, respect of human rights and of minorities, and democratic values. It is the only Western international media available on Moldovan radio with programs designed to serve the Moldovan audience. The Moldovan Service began producing a 10-minute, weekday television program in November 2014 called "Clear and Simple" that airs first in Romanian

and then dubbed into Russian on the national public TV channel Moldova 1. Other TV projects include: a 60-minute roundtable "Moldova Live" moderated twice a week by an Europa Libera journalist on Moldova 1; and a joint project with private Pro TV that features Europa Libera's Chisinau bureau chief as the co-anchor of the "In Depth" talk show on Mondays. The RFE/RL Roundup is voiced in Romanian each weekday and airs on Canal Regional. Europa Libera also offers special radio programs, in Romanian and Russian, to the separatist region of Transdnier. Those programs are designed to build bridges between the people living in a divided society. Listeners in Romania are also able to stay informed by a much respected source about the realities of its closest neighbor. Sample programs include: "Moldova at 7," "Synthesis of the Day," and "Weekly Diaries," in which everyday Moldovans provide a personal perspective and historical record of domestic and international events of the week. Programming for Moldova includes 30 minutes of Romanian and 30 minutes of Russian radio programming to Transnistria broadcast by a local affiliate. TV includes daily 10-minute show in Romanian plus 10-minute Russian-language version of the show.

RFE/RL RADIO AZATLIQ (TATAR, BASHKIR, CRIMEAN TATAR)

FY 2014 \$783,000

Origin: 1953

Delivery Method: Radio (satellite), Website and Mobile Site, Social Media

Radio Original Programming: 3.5 hours/week

Radio Total Broadcast: 3.5 hours/week

Radio Azatliq is the only major international news provider in the Tatar and Bashkir languages. It aims to serve as a bridge between Tatar communities in Russia, Crimea, and the world. Radio Azatliq primarily operates online and provides the most technologically advanced web source in the Tatar language. Azatliq's provides a free platform for open and fruitful discussion of critical issues of Tatar/Bashkir identity and peaceful coexistence of various ethnic and religious communities as a vital basis for developing and nourishing civil society and democratic institutions in the region. Radio Azatliq's website provides a public platform for virtual meetings enabling users to discuss issues including Russia's policy toward ethnic and religious minorities; centralization; corruption; the role of Islam in predominantly Muslim regions; Islam's compatibility with Western values and institutions; and gender issues. Azatliq also produces a special program highlighting user-generated content called "People's Word," which features analyses and commentaries from outside contributors on the website to promote a spirit of discussion and tolerance of other views.

COUNTRY PROFILES

EUROPE AND EURASIA REGION COUNTRY BY COUNTRY PROFILES

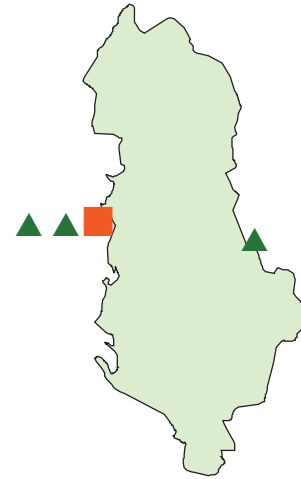
Albania

DEMOGRAPHICS

Geographic area (sq. km.): 27400
 Population: 2894475
 Below 24 yrs. old: 38.50%
 Refugee population: 93
 Urban population: 56%
 GDP/capita: \$4,619
 Unemployment: 16%
 Below poverty line: 14% (2012)

COMMUNICATIONS AND LITERACY

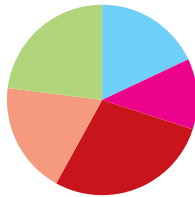
FH Media Freedom: **Partly Free**
 Internet users/100 people: 60.1
 Mobile phones/100 people: 116
 Literacy: (2011) 97% (F: 96%, M:98%)
 Avg. years of education: 10 (F: 10, M: 10)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$639,922 FY14 ACTUAL: \$626,758 FY15 PLANNED: \$526,528

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$190,260
Cultural Programs (Post Generated)	\$142,612
American Spaces (not centers)	\$106,965
Supplementing Bureau of Public Affairs Programs	\$94,283
Supplementing ECA Programs	\$19,009

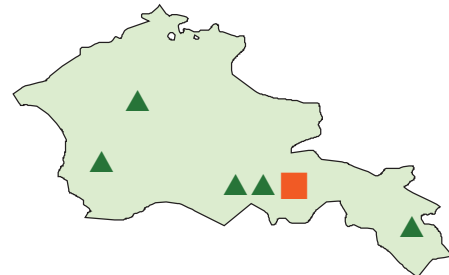
Armenia

DEMOGRAPHICS

Geographic area (sq. km.): 28470
 Population: 2983990
 Below 24 yrs. old: 34.30%
 Refugee population: 13732
 Urban population: 63%
 GDP/capita: \$3,647
 Unemployment: 16%
 Below poverty line: 32% (2013)

COMMUNICATIONS AND LITERACY

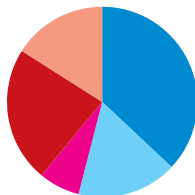
FH Media Freedom: **Not Free**
 Internet users/100 people: 46.3
 Mobile phones/100 people: 112
 Literacy: (2012) 100% (F: 100%, M:100%)
 Avg. years of education: 12 (F: 14, M: 11)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$586,881 FY14 ACTUAL: \$566,182 FY15 PLANNED: \$563,298

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$116,992
Support for Mission Initiatives	\$98,685
Cultural Programs (Post Generated)	\$76,033
Alumni Outreach	\$35,394
Digital Outreach	\$34,638

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

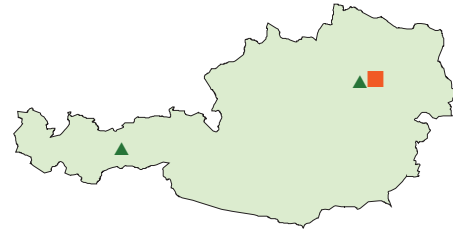
Austria

DEMOGRAPHICS

Geographic area (sq. km.): **82409**
 Population: **8534492**
 Below 24 yrs. old: **25.20%**
 Refugee population: **55598**
 Urban population: **66%**
 GDP/capita: **\$51,127**
 Unemployment: **5%**
 Below poverty line: **4% (2013)**

COMMUNICATIONS AND LITERACY

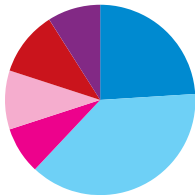
FH Media Freedom: **Free**
 Internet users/100 people: **80.6188**
 Mobile phones/100 people: **156**
 Literacy: (No Data) (F., M.:)
 Avg. years of education: **16 (F: 16, M: 15)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$1,818,911** FY14 ACTUAL: **\$1,835,908** FY15 PLANNED: **\$1,697,507**

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$412,110
Educational Initiatives (not including English Language programs)	\$299,241
Support for Mission Initiatives	\$282,029
Speaker Programs (Post Generated)	\$213,194
Cultural Programs (Post Generated)	\$179,581

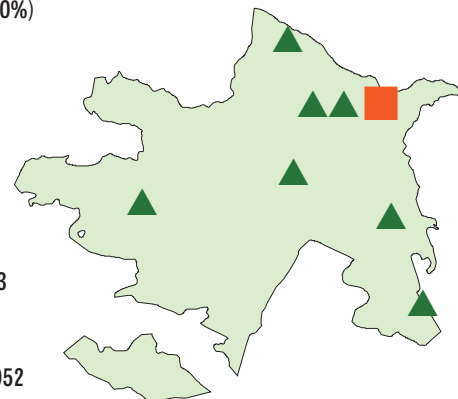
Azerbaijan

DEMOGRAPHICS

Geographic area (sq. km.): **82658**
 Population: **9537823**
 Below 24 yrs. old: **40.20%**
 Refugee population: **1380**
 Urban population: **54%**
 GDP/capita: **\$7,884**
 Unemployment: **6%**
 Below poverty line: **6% (2012)**

COMMUNICATIONS AND LITERACY

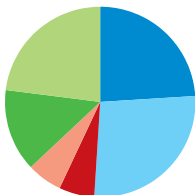
FH Media Freedom: **Not Free**
 Internet users/100 people: **58.7**
 Mobile phones/100 people: **108**
 Literacy: (2012) **100% (F: 100%, M: 100%)**
 Avg. years of education: **12 (F: 12, M: 12)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$918,499** FY14 ACTUAL: **\$922,108** FY15 PLANNED: **\$882,693**

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$210,052
Support for Mission Initiatives	\$140,439
Media/Press Activities	\$137,409
Cultural Programs (Post Generated)	\$95,085
Educational Initiatives (not including English Language programs)	\$67,758

Piechart Key: PD Spending by Theme

■ Culture	■ Education	■ Economics	■ Science	■ Military	■ CVE
■ Democracy	■ Civil Society	■ Women	■ Youth	■ Religious	■ Other

Map Key

■ Embassy	● Consulate
▲ American Space	

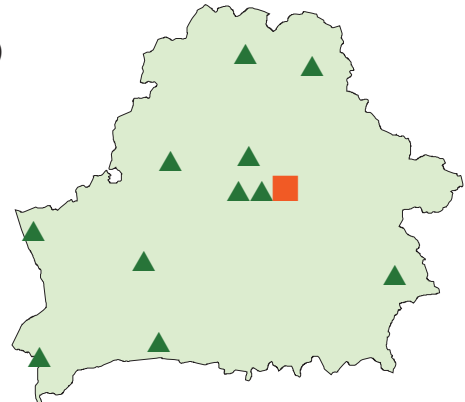
Belarus

DEMOGRAPHICS

Geographic area (sq. km.): 202910
 Population: 9470000
 Below 24 yrs. old: 27.10%
 Refugee population: 604
 Urban population: 76%
 GDP/capita: \$8,040
 Unemployment: 6%
 Below poverty line: 6% (2012)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**
 Internet users/100 people: 54.17
 Mobile phones/100 people: 119
 Literacy: (2009) 100% (F: 99%, M: 100%)
 Avg. years of education: 16 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$587,832 FY14 ACTUAL: \$673,342 FY15 PLANNED: \$587,100

Total PD Spending by Theme

Top Spending by Activity

American Spaces (not centers)	\$166,816
Cultural Programs (Post Generated)	\$127,599
Support for Mission Initiatives	\$109,385
Support for Information Resource Centers	\$73,079
Supplementing ECA Programs	\$36,518

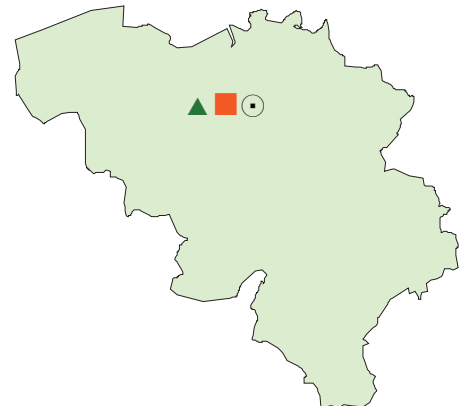
Belgium

DEMOGRAPHICS

Geographic area (sq. km.): 30280
 Population: 11225207
 Below 24 yrs. old: 27.30%
 Refugee population: 25633
 Urban population: 98%
 GDP/capita: \$47,517
 Unemployment: 8%
 Below poverty line: 15% (2013)

COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**
 Internet users/100 people: 82.1702
 Mobile phones/100 people: 111
 Literacy: (No Data)
 Avg. years of education: 16 (F: 17, M: 16)



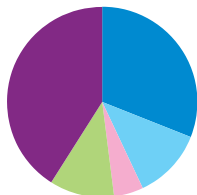
PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,776,411 FY14 ACTUAL: \$2,001,497 FY15 PLANNED: \$1,815,321

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$1,015,085
Digital Outreach	\$384,627
Post-Generated Exchanges	\$245,207
Cultural Programs (Post Generated)	\$126,346
American Centers	\$68,000



Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

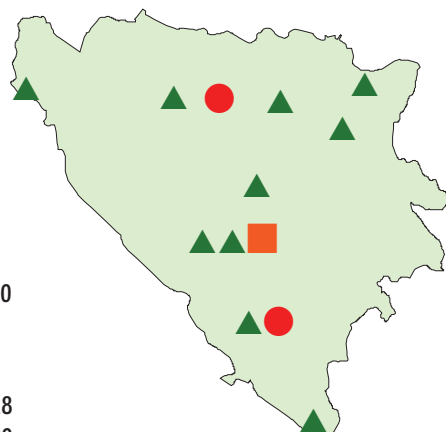
Bosnia and Herzegovina

DEMOGRAPHICS

Geographic area (sq. km.): 51000
 Population: 3824746
 Below 24 yrs. old: 26.40%
 Refugee population: 6926
 Urban population: 40%
 GDP/capita: \$4,796
 Unemployment: 28%
 Below poverty line: 17% (2011)

COMMUNICATIONS AND LITERACY

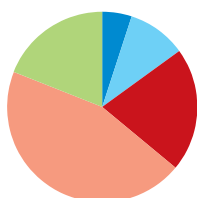
FH Media Freedom: Partly Free
 Internet users/100 people: 67.9
 Mobile phones/100 people: 91
 Literacy: (2012) 98% (F: 97%, M: 99%)
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,302,674 FY14 ACTUAL: \$1,292,516 FY15 PLANNED: \$1,049,220

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$264,418
American Spaces (not centers)	\$218,220
Supplementing Bureau of Public Affairs Programs	\$191,158
Cultural Programs (Post Generated)	\$139,822
VIP Visits (Press Support)	\$124,282

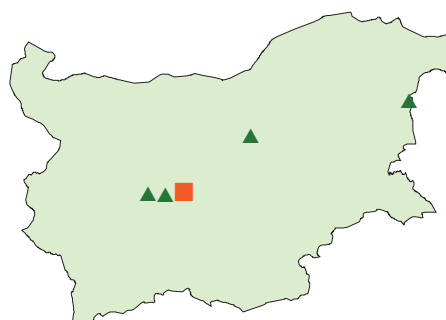
Bulgaria

DEMOGRAPHICS

Geographic area (sq. km.): 108560
 Population: 7226291
 Below 24 yrs. old: 24.30%
 Refugee population: 4320
 Urban population: 74%
 GDP/capita: \$7,713
 Unemployment: 13%
 Below poverty line: 21% (2012)

COMMUNICATIONS AND LITERACY

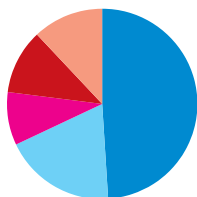
FH Media Freedom: Partly Free
 Internet users/100 people: 53.0615
 Mobile phones/100 people: 145
 Literacy: (2011) 98% (F: 98%, M: 99%)
 Avg. years of education: 14 (F: 15, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$875,043 FY14 ACTUAL: \$930,697 FY15 PLANNED: \$869,849

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$298,349
Cultural Programs (Post Generated)	\$207,423
Media/Press Activities	\$116,540
American Spaces (not centers)	\$96,579
Digital Outreach	\$35,296

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

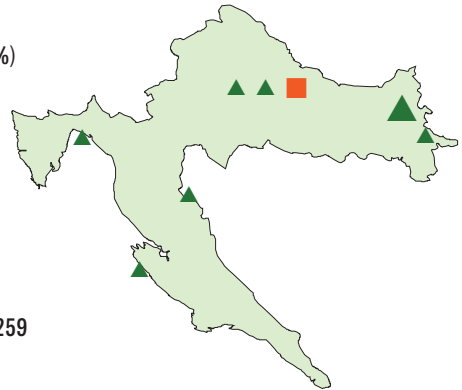
Croatia

DEMOGRAPHICS

Geographic area (sq. km.): 55960
 Population: 4236400
 Below 24 yrs. old: 26.60%
 Refugee population: 684
 Urban population: 59%
 GDP/capita: \$13,507
 Unemployment: 18%
 Below poverty line: 20% (2014)

COMMUNICATIONS AND LITERACY

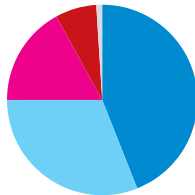
FH Media Freedom: Partly Free
 Internet users/100 people: 66.7476
 Mobile phones/100 people: 115
 Literacy: (2011) 99% (F: 99%, M:100%)
 Avg. years of education: 15 (F: 15, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,182,322 FY14 ACTUAL: \$1,219,543 FY15 PLANNED: \$1,064,259

Total PD Spending by Theme



Top Spending by Activity

Supplementing Bureau of Public Affairs Programs	\$205,896
Support for Mission Initiatives	\$201,252
Cultural Programs (Post Generated)	\$152,296
American Spaces (not centers)	\$112,468
Supplementing ECA Programs	\$97,970

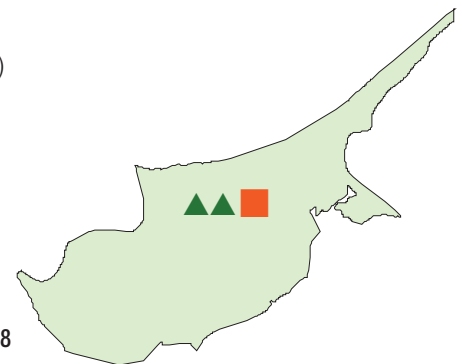
Cyprus

DEMOGRAPHICS

Geographic area (sq. km.): 9240
 Population: 1153058
 Below 24 yrs. old: 31.00%
 Refugee population: 3883
 Urban population: 67%
 GDP/capita: \$27,194
 Unemployment: 16%
 Below poverty line: NA%

COMMUNICATIONS AND LITERACY

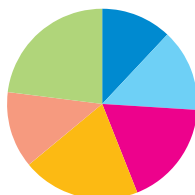
FH Media Freedom: Free
 Internet users/100 people: 65.4548
 Mobile phones/100 people: 96
 Literacy: (2011) 99% (F: 98%, M:99%)
 Avg. years of education: 14 (F: 14, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$698,863 FY14 ACTUAL: \$712,903 FY15 PLANNED: \$640,778

Total PD Spending by Theme



Top Spending by Activity

Support for Foreign Assistance Programs	\$129,638
Media/Press Activities	\$99,812
Support for Mission Initiatives	\$95,051
Cultural Programs (Post Generated)	\$77,313
Supplementing IIP Programs	\$67,167

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

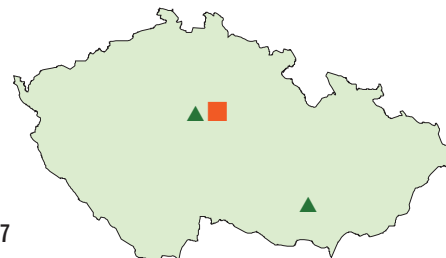
Czech Republic

DEMOGRAPHICS

Geographic area (sq. km.): 77230
 Population: 10510566
 Below 24 yrs. old: 25.50%
 Refugee population: 3184
 Urban population: 73%
 GDP/capita: \$19,554
 Unemployment: 7%
 Below poverty line: 9% (2012)

COMMUNICATIONS AND LITERACY

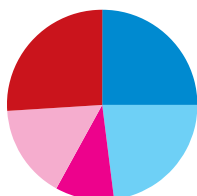
FH Media Freedom: Free
 Internet users/100 people: 74.1104
 Mobile phones/100 people: 128
 Literacy: (No Data)
 Avg. years of education: 16 (F: 17, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,566,637 FY14 ACTUAL: \$1,501,388 FY15 PLANNED: \$1,339,127

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$451,719
Cultural Programs (Post Generated)	\$183,024
Media/Press Activities	\$151,107
Educational Initiatives (not including English Language programs)	\$133,094
American Centers	\$119,357

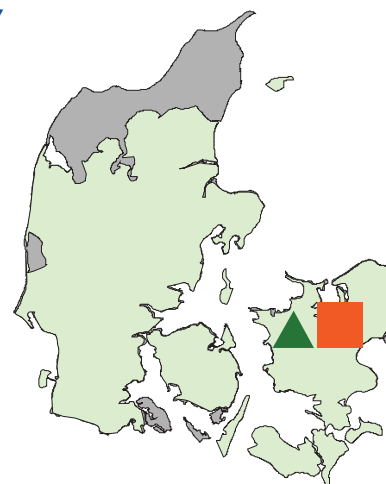
Denmark

DEMOGRAPHICS

Geographic area (sq. km.): 42430
 Population: 5639565
 Below 24 yrs. old: 30.10%
 Refugee population: 13170
 Urban population: 88%
 GDP/capita: \$60,634
 Unemployment: 7%
 Below poverty line: 13% (2011)

COMMUNICATIONS AND LITERACY

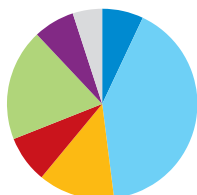
FH Media Freedom: Free
 Internet users/100 people: 94.6297
 Mobile phones/100 people: 127
 Literacy: (No Data)
 Avg. years of education: 17 (F: 18, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$850,355 FY14 ACTUAL: \$902,589 FY15 PLANNED: \$860,238

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$247,273
Cultural Programs (Post Generated)	\$131,561
Media/Press Activities	\$114,337
Educational Initiatives (not including English Language programs)	\$73,487
Supplementing ECA Programs	\$57,624

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

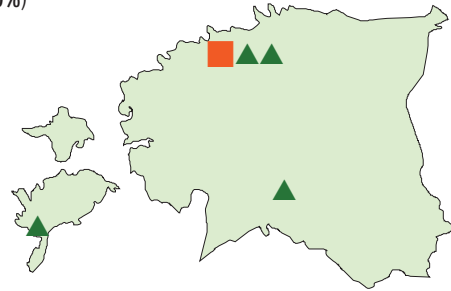
Estonia

DEMOGRAPHICS

Geographic area (sq. km.): 42390
 Population: 1313645
 Below 24 yrs. old: 26.80%
 Refugee population: 70
 Urban population: 68%
 GDP/capita: \$19,720
 Unemployment: 9%
 Below poverty line: 22% (2013)

COMMUNICATIONS AND LITERACY

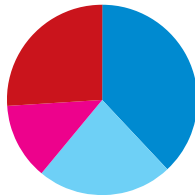
FH Media Freedom: Free
 Internet users/100 people: 80.0043
 Mobile phones/100 people: 160
 Literacy: (2011) 100% (F: 100%, M:100%)
 Avg. years of education: 17 (F: 18, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$713,846 FY14 ACTUAL: \$753,179 FY15 PLANNED: \$621,014

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$122,624
Other	\$116,402
Support for Mission Initiatives	\$93,124
Media/Press Activities	\$83,976
Digital Outreach	\$79,773

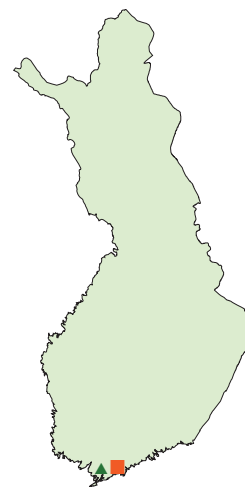
Finland

DEMOGRAPHICS

Geographic area (sq. km.): 303890
 Population: 5463596
 Below 24 yrs. old: 27.90%
 Refugee population: 11252
 Urban population: 84%
 GDP/capita: \$49,541
 Unemployment: 8%
 Below poverty line: NA%

COMMUNICATIONS AND LITERACY

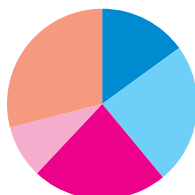
FH Media Freedom: Free
 Internet users/100 people: 91.5144
 Mobile phones/100 people: 172
 Literacy: (No Data)
 Avg. years of education: 17 (F: 18, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$946,753 FY14 ACTUAL: \$997,132 FY15 PLANNED: \$941,640

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$223,633
Support for Mission Initiatives	\$213,860
Cultural Programs (Post Generated)	\$105,527
Digital Outreach	\$98,007
Post-Generated Exchanges	\$59,537

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

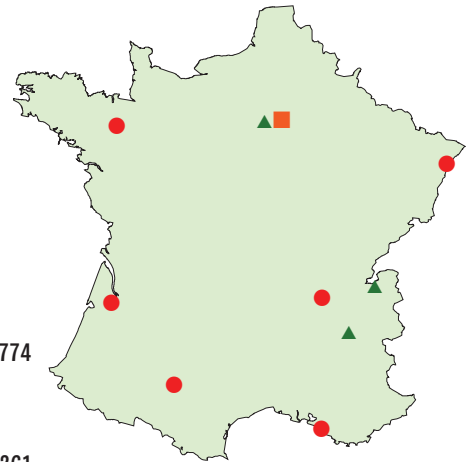
France

DEMOGRAPHICS

Geographic area (sq. km.): **547561**
 Population: **66201365**
 Below 24 yrs. old: **30.60%**
 Refugee population: **232487**
 Urban population: **79%**
 GDP/capita: **\$42,736**
 Unemployment: **10%**
 Below poverty line: **8% (2012)**

COMMUNICATIONS AND LITERACY

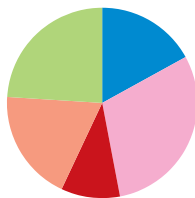
FH Media Freedom: **Free**
 Internet users/100 people: **81.9198**
 Mobile phones/100 people: **98**
 Literacy: (No Data)
 Avg. years of education: **16 (F: 16, M: 16)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$5,619,335** FY14 ACTUAL: **\$4,278,860** FY15 PLANNED: **\$3,739,774**

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$856,261
Support for Information Resource Centers	\$727,891
Support for Mission Initiatives	\$680,642
Media/Press Activities	\$588,612
Supplementing ECA Programs	\$534,083

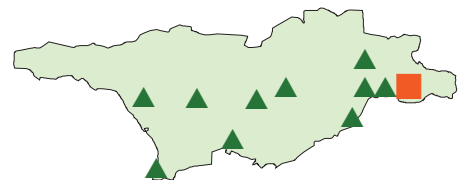
Georgia

DEMOGRAPHICS

Geographic area (sq. km.): **69490**
 Population: **4504100**
 Below 24 yrs. old: **31.60%**
 Refugee population: **847**
 Urban population: **53%**
 GDP/capita: **\$3,670**
 Unemployment: **14%**
 Below poverty line: **9% (2010)**

COMMUNICATIONS AND LITERACY

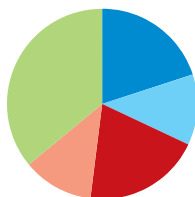
FH Media Freedom: **Partly Free**
 Internet users/100 people: **43.1**
 Mobile phones/100 people: **115**
 Literacy: (2012) **100% (F: 100%, M: 100%)**
 Avg. years of education: **13 (F: 13, M: 13)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$898,468** FY14 ACTUAL: **\$1,123,793** FY15 PLANNED: **\$895,766**

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$211,869
Cultural Programs (Post Generated)	\$194,063
Educational Initiatives (not including English Language programs)	\$167,232
Support for Mission Initiatives	\$78,408
Supplementing Bureau of Public Affairs Programs	\$70,519

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

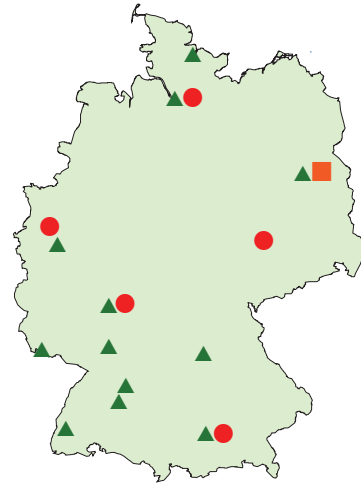
Germany

DEMOGRAPHICS

Geographic area (sq. km.): 348540
 Population: 80889505
 Below 24 yrs. old: 23.60%
 Refugee population: 187567
 Urban population: 75%
 GDP/capita: \$47,627
 Unemployment: 5%
 Below poverty line: 16% (2010)

COMMUNICATIONS AND LITERACY

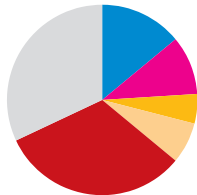
FH Media Freedom: Free
 Internet users/100 people: 83.9614
 Mobile phones/100 people: 121
 Literacy: (No Data)
 Avg. years of education: 16 (F: 16, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$6,547,724 FY14 ACTUAL: \$6,757,252 FY15 PLANNED: \$6,256,674

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$1,327,183
Support for Mission Initiatives	\$974,601
Speaker Programs (Post Generated)	\$833,089
Post-Generated Exchanges	\$734,891
American Spaces (not centers)	\$683,021

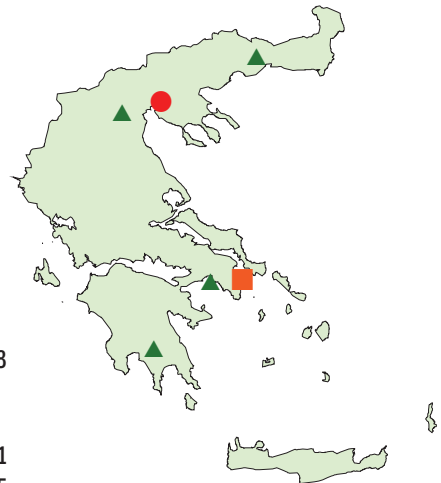
Greece

DEMOGRAPHICS

Geographic area (sq. km.): 128900
 Population: 10957740
 Below 24 yrs. old: 23.90%
 Refugee population: 3485
 Urban population: 78%
 GDP/capita: \$21,683
 Unemployment: 27%
 Below poverty line: 44% (2013)

COMMUNICATIONS AND LITERACY

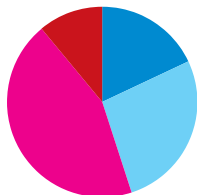
FH Media Freedom: Partly Free
 Internet users/100 people: 59.8663
 Mobile phones/100 people: 117
 Literacy: (2012) 97% (F: 96%, M: 98%)
 Avg. years of education: 17 (F: 17, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,876,231 FY14 ACTUAL: \$1,927,301 FY15 PLANNED: \$1,779,658

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$562,571
Cultural Programs (Post Generated)	\$262,155
VIP Visits (Press Support)	\$164,232
Media/Press Activities	\$119,371
Digital Outreach	\$105,094

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

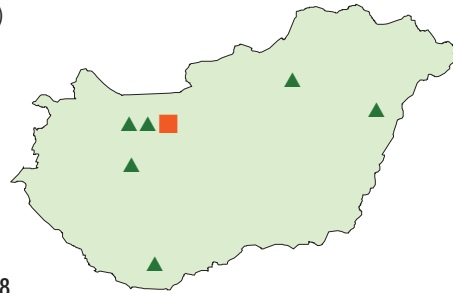
Hungary

DEMOGRAPHICS

Geographic area (sq. km.): **90530**
 Population: **9861673**
 Below 24 yrs. old: **26.50%**
 Refugee population: **2440**
 Urban population: **71%**
 GDP/capita: **\$13,903**
 Unemployment: **10%**
 Below poverty line: **14%** (2012)

COMMUNICATIONS AND LITERACY

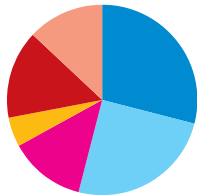
FH Media Freedom: **Partly Free**
 Internet users/100 people: **72.6439**
 Mobile phones/100 people: **116**
 Literacy: (2012) **99%** (F: 99%, M: 99%)
 Avg. years of education: **15** (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$1,158,088** FY14 ACTUAL: **\$1,174,700** FY15 PLANNED: **\$988,028**

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives **\$546,490**
 American Spaces (not centers) **\$157,334**
 Alumni Outreach **\$86,462**
 Educational Initiatives (not including English Language programs) **\$67,661**
 Cultural Programs (Post Generated) **\$58,620**

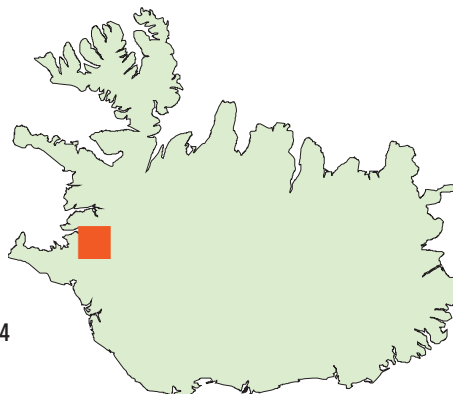
Iceland

DEMOGRAPHICS

Geographic area (sq. km.): **100250**
 Population: **327589**
 Below 24 yrs. old: **34.20%**
 Refugee population: **79**
 Urban population: **94%**
 GDP/capita: **\$52,111**
 Unemployment: **6%**
 Below poverty line: **NA%**

COMMUNICATIONS AND LITERACY

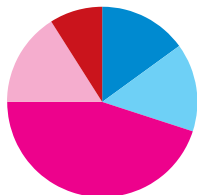
FH Media Freedom: **Free**
 Internet users/100 people: **96.5468**
 Mobile phones/100 people: **108**
 Literacy: (No Data)
 Avg. years of education: **19** (F: 20, M: 18)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$266,769** FY14 ACTUAL: **\$325,774** FY15 PLANNED: **\$359,754**

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated) **\$131,563**
 Digital Outreach **\$80,683**
 Support for Mission Initiatives **\$42,922**
 Media/Press Activities **\$42,713**
 Post-Generated Exchanges **\$6,500**

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

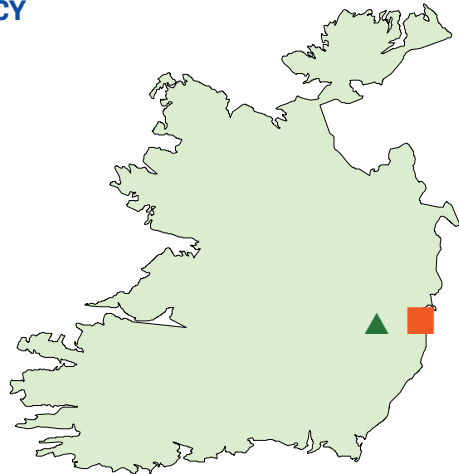
Ireland

DEMOGRAPHICS

Geographic area (sq. km.): 68890
 Population: 4612719
 Below 24 yrs. old: 33.30%
 Refugee population: 6001
 Urban population: 63%
 GDP/capita: \$53,314
 Unemployment: 13%
 Below poverty line: 6% (2009)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 78.2477
 Mobile phones/100 people: 103
 Literacy: (No Data)
 Avg. years of education: 19 (F: 19, M: 19)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$619,226 FY14 ACTUAL: \$569,444 FY15 PLANNED: \$556,667

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$102,659
Supplementing Bureau of Public Affairs Programs	\$85,919
Digital Outreach	\$85,224
Alumni Outreach	\$54,926
Speaker Programs (Post Generated)	\$53,422

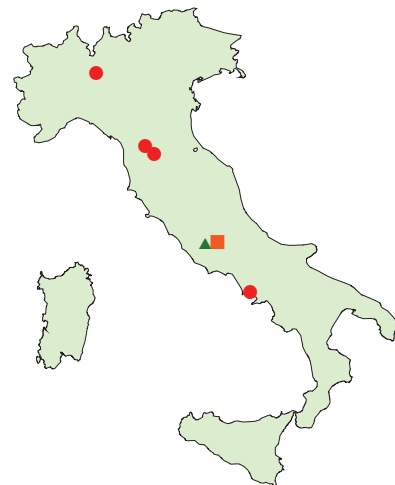
Italy

DEMOGRAPHICS

Geographic area (sq. km.): 294140
 Population: 61336387
 Below 24 yrs. old: 23.60%
 Refugee population: 78061
 Urban population: 69%
 GDP/capita: \$34,960
 Unemployment: 12%
 Below poverty line: 30% (2012)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 58.4593
 Mobile phones/100 people: 159
 Literacy: (2012) 99% (F: 99%, M: 99%)
 Avg. years of education: 16 (F: 17, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$3,675,855 FY14 ACTUAL: \$3,898,697 FY15 PLANNED: \$3,638,851

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$1,229,138
Support for Mission Initiatives	\$989,988
Public-Private Partnerships	\$726,508
Digital Outreach	\$694,101
Inform Policy Making	\$355,288

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

Kosovo

DEMOGRAPHICS

Geographic area (sq. km.): 10887
 Population:
 Below 24 yrs. old: 44.40%
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line: 30% (2013)

COMMUNICATIONS AND LITERACY

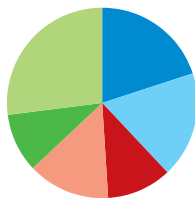
FH Media Freedom: Partly Free
 Internet users/100 people: 84.77
 Mobile phones/100 people: 111
 Literacy: (No Data)
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$645,229 FY14 ACTUAL: \$616,805 FY15 PLANNED: \$496,357

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$132,685
Support for Mission Initiatives	\$105,609
Cultural Programs (Post Generated)	\$105,337
Support for Foreign Assistance Programs	\$61,163
Media/Press Activities	\$58,841

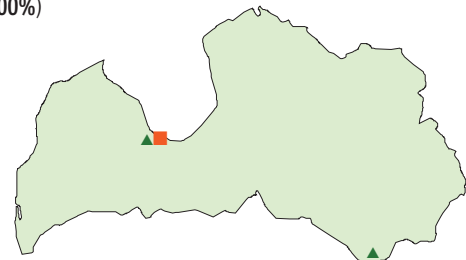
Latvia

DEMOGRAPHICS

Geographic area (sq. km.): 62180
 Population: 1990351
 Below 24 yrs. old: 25.20%
 Refugee population: 160
 Urban population: 67%
 GDP/capita: \$16,038
 Unemployment: 11%
 Below poverty line: NA%

COMMUNICATIONS AND LITERACY

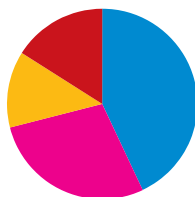
FH Media Freedom: Free
 Internet users/100 people: 75.2344
 Mobile phones/100 people: 228
 Literacy: (2011) 100% (F: 100%, M:100%)
 Avg. years of education: 16 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$623,765 FY14 ACTUAL: \$681,041 FY15 PLANNED: \$600,308

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$230,810
Cultural Programs (Post Generated)	\$141,099
Supplementing ECA Programs	\$55,253
Speaker Programs (Post Generated)	\$50,279
Media/Press Activities	\$40,327

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
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Map Key

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▲ American Space

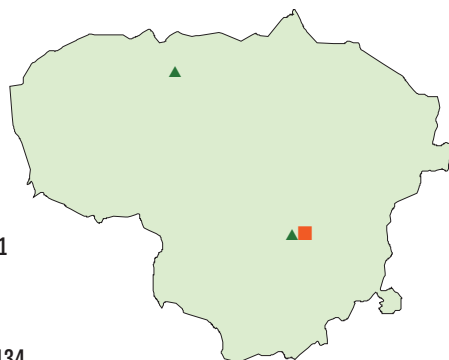
Lithuania

DEMOGRAPHICS

Geographic area (sq. km.): **62674**
 Population: **2929323**
 Below 24 yrs. old: **26.00%**
 Refugee population: **916**
 Urban population: **67%**
 GDP/capita: **\$16,445**
 Unemployment: **12%**
 Below poverty line: **4% (2008)**

COMMUNICATIONS AND LITERACY

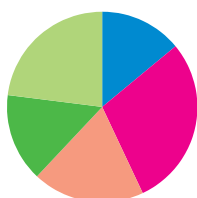
FH Media Freedom: **Free**
 Internet users/100 people: **68.4529**
 Mobile phones/100 people: **151**
 Literacy: (2011) **100% (F: 100%, M:100%)**
 Avg. years of education: **17 (F: 17, M: 16)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$645,623** FY14 ACTUAL: **\$637,767** FY15 PLANNED: **\$591,201**

Total PD Spending by Theme



Top Spending by Activity

Educational Initiatives (not including English Language programs)	\$112,434
Support for Mission Initiatives	\$108,282
Cultural Programs (Post Generated)	\$86,249
Media/Press Activities	\$54,316
Alumni Outreach	\$38,274

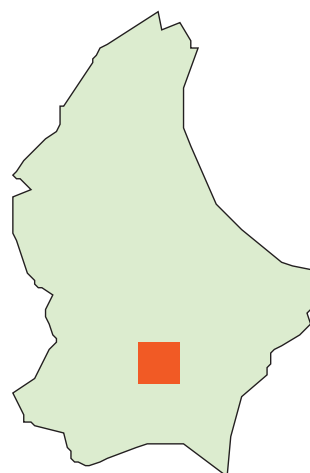
Luxembourg

DEMOGRAPHICS

Geographic area (sq. km.): **2590**
 Population: **556074**
 Below 24 yrs. old: **30.60%**
 Refugee population: **2873**
 Urban population: **90%**
 GDP/capita: **\$110,665**
 Unemployment: **6%**
 Below poverty line: **NA%**

COMMUNICATIONS AND LITERACY

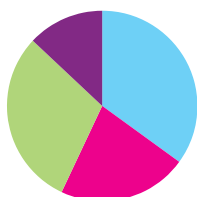
FH Media Freedom: **Free**
 Internet users/100 people: **93.7765**
 Mobile phones/100 people: **149**
 Literacy: (No Data)
 Avg. years of education: **14 (F: 14, M: 14)**



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: **\$248,530** FY14 ACTUAL: **\$333,944** FY15 PLANNED: **\$378,696**

Total PD Spending by Theme



Top Spending by Activity

Other	\$116,896
Digital Outreach	\$36,489
Educational Initiatives (not including English Language programs)	\$36,489
Supplementing Bureau of Public Affairs Programs	\$30,547
VIP Visits (Press Support)	\$30,547

Piechart Key: PD Spending by Theme

- Culture
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Map Key

- Embassy
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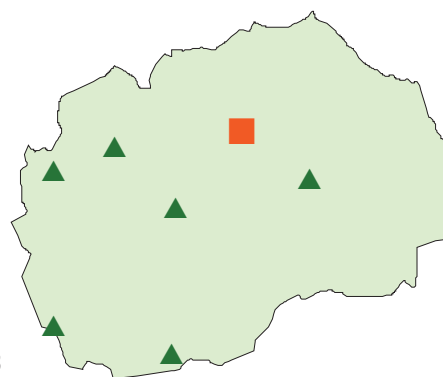
Macedonia

DEMOGRAPHICS

Geographic area (sq. km.): 25220
 Population: 2108434
 Below 24 yrs. old: 31.80%
 Refugee population: 982
 Urban population: 57%
 GDP/capita: \$5,371
 Unemployment: 29%
 Below poverty line: 30% (2011)

COMMUNICATIONS AND LITERACY

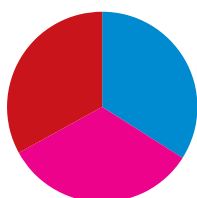
FH Media Freedom: Partly Free
 Internet users/100 people: 61.2
 Mobile phones/100 people: 106
 Literacy: (2012) 98% (F: 96%, M: 99%)
 Avg. years of education: 13 (F: 13, M: 13)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$253,329 FY14 ACTUAL: \$765,512 FY15 PLANNED: \$772,163

Total PD Spending by Theme



Top Spending by Activity

Align Resources with Strategic Priorities	\$287,503
Inform Policy Making	\$5,220
Digital Outreach	\$300
Other	\$117
Alumni Outreach	\$0

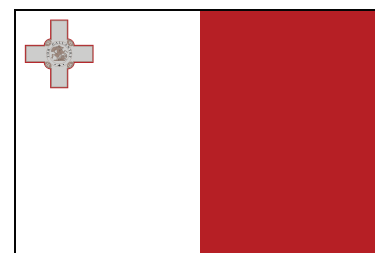
Malta

DEMOGRAPHICS

Geographic area (sq. km.): 320
 Population: 427404
 Below 24 yrs. old: 27.70%
 Refugee population: 9906
 Urban population: 95%
 GDP/capita: \$22,776
 Unemployment: 7%
 Below poverty line: 16% (2013)

COMMUNICATIONS AND LITERACY

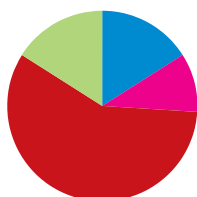
FH Media Freedom: Free
 Internet users/100 people: 68.9138
 Mobile phones/100 people: 130
 Literacy: (2005) 92% (F: 94%, M: 91%)
 Avg. years of education: 15 (F: 15, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$170,730 FY14 ACTUAL: \$159,484 FY15 PLANNED: \$151,319

Total PD Spending by Theme



Top Spending by Activity

Media/Press Activities	\$32,009
Supplementing ECA Programs	\$25,169
Post-Generated Exchanges	\$24,670
Cultural Programs (Post Generated)	\$17,475
Support for Mission Initiatives	\$14,050

Piechart Key: PD Spending by Theme

- Culture
- Education
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- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

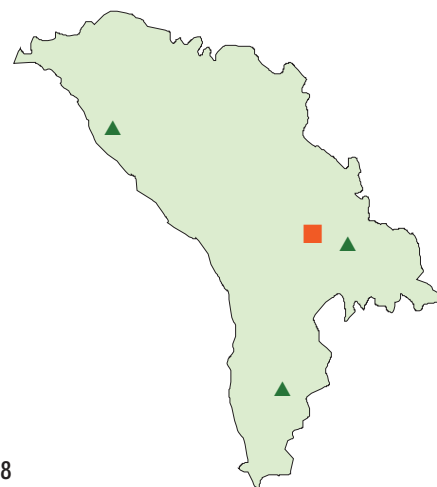
Moldova

DEMOGRAPHICS

Geographic area (sq. km.): 32860
 Population: 3556400
 Below 24 yrs. old: 31.90%
 Refugee population: 250
 Urban population: 45%
 GDP/capita: \$2,234
 Unemployment: 5%
 Below poverty line: 22% (2010)

COMMUNICATIONS AND LITERACY

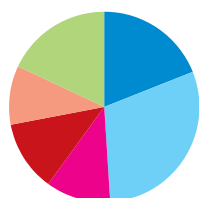
FH Media Freedom: Partly Free
 Internet users/100 people: 48.8
 Mobile phones/100 people: 106
 Literacy: (2012) 99% (F: 99%, M: 100%)
 Avg. years of education: 12 (F: 12, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$436,198 FY14 ACTUAL: \$486,606 FY15 PLANNED: \$485,069

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$107,418
Cultural Programs (Post Generated)	\$81,213
Support for English Language Teaching/Learning	\$71,287
Media/Press Activities	\$60,465
American Centers	\$41,306

Montenegro

DEMOGRAPHICS

Geographic area (sq. km.): 13450
 Population: 621800
 Below 24 yrs. old: 26.00%
 Refugee population: 8476
 Urban population: 64%
 GDP/capita: \$7,371
 Unemployment: 20%
 Below poverty line: 9% (2013)

COMMUNICATIONS AND LITERACY

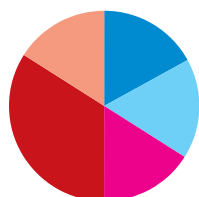
FH Media Freedom: Partly Free
 Internet users/100 people: 56.8
 Mobile phones/100 people: 160
 Literacy: (2011) 98% (F: 98%, M: 99%)
 Avg. years of education: 15 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$430,555 FY14 ACTUAL: \$361,930 FY15 PLANNED: \$312,508

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$91,903
American Spaces (not centers)	\$44,826
Media/Press Activities	\$36,078
Educational Initiatives (not including English Language programs)	\$31,409
Support for Foreign Assistance Programs	\$31,199

Piechart Key: PD Spending by Theme

- Culture
- Education
- Democracy
- Women
- Civil Society
- Science
- Military
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

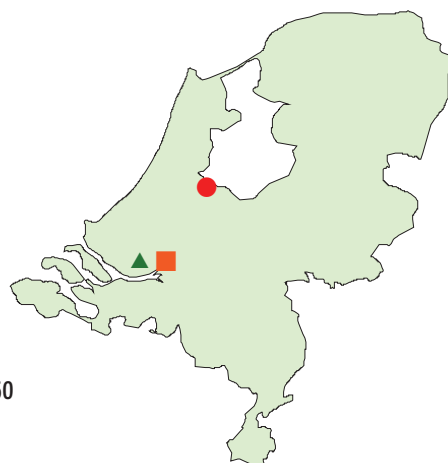
Netherlands

DEMOGRAPHICS

Geographic area (sq. km.): 33720
 Population: 16854183
 Below 24 yrs. old: 29.10%
 Refugee population: 74707
 Urban population: 90%
 GDP/capita: \$51,590
 Unemployment: 7%
 Below poverty line: 9% (2013)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 93.9564
 Mobile phones/100 people: 114
 Literacy: (No Data)
 Avg. years of education: 18 (F: 18, M: 18)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,259,303 FY14 ACTUAL: \$1,335,360 FY15 PLANNED: \$1,256,350

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$420,830
Cultural Programs (Post Generated)	\$173,345
Media/Press Activities	\$144,066
Supplementing ECA Programs	\$110,266
Digital Outreach	\$109,137

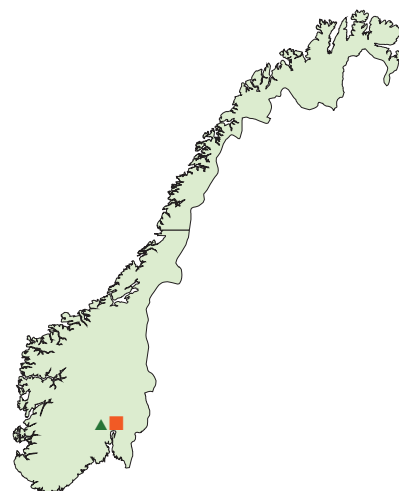
Norway

DEMOGRAPHICS

Geographic area (sq. km.): 365268
 Population: 5136475
 Below 24 yrs. old: 31.30%
 Refugee population: 46106
 Urban population: 80%
 GDP/capita: \$97,363
 Unemployment: 4%
 Below poverty line: NA%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 95.0534
 Mobile phones/100 people: 116
 Literacy: (No Data)
 Avg. years of education: 18 (F: 18, M: 17)



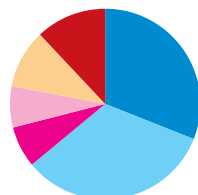
PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$925,039 FY14 ACTUAL: \$905,006 FY15 PLANNED: \$862,930

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$326,360
Cultural Programs (Post Generated)	\$121,729
Post-Generated Exchanges	\$83,241
Supplementing ECA Programs	\$72,095
Media/Press Activities	\$66,184



Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

OSCE Vienna

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old:
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line:

COMMUNICATIONS AND LITERACY

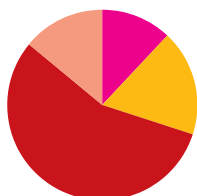
FH Media Freedom:
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy:
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$390,624 FY14 ACTUAL: \$414,588 FY15 PLANNED: \$395,266

Total PD Spending by Theme



Top Spending by Activity

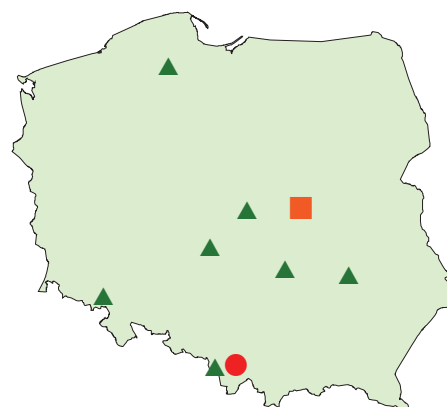
Poland

DEMOGRAPHICS

Geographic area (sq. km.): 306220
 Population: 37995529
 Below 24 yrs. old: 26.50%
 Refugee population: 16438
 Urban population: 61%
 GDP/capita: \$14,423
 Unemployment: 10%
 Below poverty line: 11% (2008)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 62.8492
 Mobile phones/100 people: 149
 Literacy: (2012) 100% (F: 100%, M:100%)
 Avg. years of education: 16 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$2,084,588 FY14 ACTUAL: \$2,382,449 FY15 PLANNED: \$2,102,072

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$935,174
American Spaces (not centers)	\$341,606
Cultural Programs (Post Generated)	\$279,816
Digital Outreach	\$155,486
Media/Press Activities	\$108,156

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

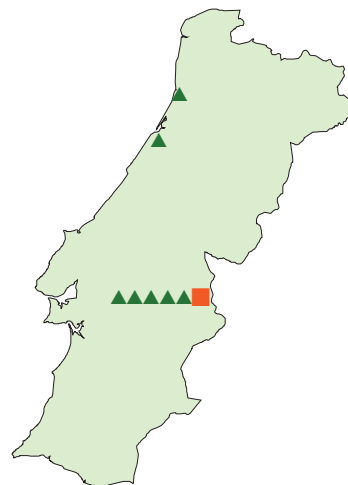
Portugal

DEMOGRAPHICS

Geographic area (sq. km.): 91590
 Population: 10397393
 Below 24 yrs. old: 27.30%
 Refugee population: 598
 Urban population: 63%
 GDP/capita: \$22,081
 Unemployment: 17%
 Below poverty line: 19% (2012)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 62.0956
 Mobile phones/100 people: 113
 Literacy: (2011) 94% (F: 93%, M: 96%)
 Avg. years of education: 16 (F: 17, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$939,382 FY14 ACTUAL: \$993,247 FY15 PLANNED: \$871,165

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$253,983
Educational Initiatives (not including English Language programs)	\$128,525
VIP Visits (Press Support)	\$103,339
Cultural Programs (Post Generated)	\$92,323
American Spaces (not centers)	\$89,942

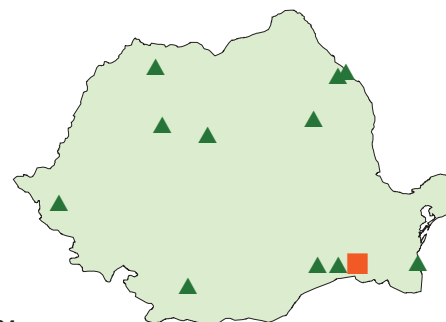
Romania

DEMOGRAPHICS

Geographic area (sq. km.): 230020
 Population: 19910995
 Below 24 yrs. old: 25.90%
 Refugee population: 1770
 Urban population: 54%
 GDP/capita: \$9,997
 Unemployment: 7%
 Below poverty line: 23% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
 Internet users/100 people: 49.7645
 Mobile phones/100 people: 106
 Literacy: (2011) 99% (F: 98%, M: 99%)
 Avg. years of education: 14 (F: 15, M: 14)



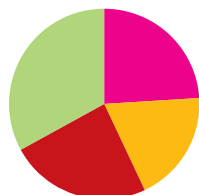
PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,417,266 FY14 ACTUAL: \$1,452,758 FY15 PLANNED: \$1,293,584

Total PD Spending by Theme

Top Spending by Activity

Support for Mission Initiatives	\$546,847
American Spaces (not centers)	\$187,033
Cultural Programs (Post Generated)	\$172,122
Educational Initiatives (not including English Language programs)	\$135,060
Support for English Language Teaching/Learning	\$120,915



Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- American Space

Russia

DEMOGRAPHICS

Geographic area (sq. km.): 16376870
 Population: 143819569
 Below 24 yrs. old: 27.10%
 Refugee population: 3458
 Urban population: 74%
 GDP/capita: \$12,736
 Unemployment: 6%
 Below poverty line: 11% (2013)

COMMUNICATIONS AND LITERACY

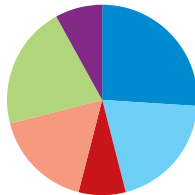
FH Media Freedom: Not Free
 Internet users/100 people: 61.4
 Mobile phones/100 people: 153
 Literacy: (2010) 100% (F: 100%, M:100%)
 Avg. years of education: 14 (F: 15, M: 14)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$4,864,144 FY14 ACTUAL: \$4,937,789 FY15 PLANNED: \$4,551,795

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$1,251,559
American Centers	\$556,834
Support for Mission Initiatives	\$534,199
American Spaces (not centers)	\$454,376
Support for English Language Teaching/Learning	\$388,826

Serbia

DEMOGRAPHICS

Geographic area (sq. km.): 87460
 Population: 7129428
 Below 24 yrs. old: 26.40%
 Refugee population: 57083
 Urban population: 55%
 GDP/capita: \$6,153
 Unemployment: 22%
 Below poverty line: 9% (2013)

COMMUNICATIONS AND LITERACY

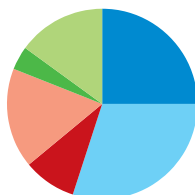
FH Media Freedom: Partly Free
 Internet users/100 people: 51.5
 Mobile phones/100 people: 119
 Literacy: (2012) 98% (F: 97%, M:99%)
 Avg. years of education: 14 (F: 14, M: 13)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$0 FY14 ACTUAL: \$1,431,561 FY15 PLANNED: \$1,175,728

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$334,485
American Spaces (not centers)	\$326,715
Support for Mission Initiatives	\$174,983
Media/Press Activities	\$117,810
Supplementing ECA Programs	\$94,248

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Democracy ■ Civil Society ■ Women ■ Religious ■ Other
■ Economics ■ Military ■ Youth

Map Key

■ Embassy ● Consulate
▲ American Space

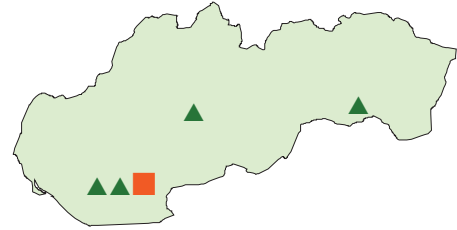
Slovakia

DEMOGRAPHICS

Geographic area (sq. km.): 48088
 Population: 5418506
 Below 24 yrs. old: 27.40%
 Refugee population: 701
 Urban population: 54%
 GDP/capita: \$18,417
 Unemployment: 14%
 Below poverty line: 21% (2012)

COMMUNICATIONS AND LITERACY

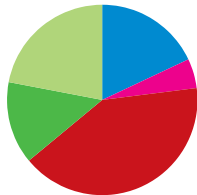
FH Media Freedom: Free
 Internet users/100 people: 77.8826
 Mobile phones/100 people: 114
 Literacy: (No Data)
 Avg. years of education: 12 (F: 12, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,263,407 FY14 ACTUAL: \$1,389,881 FY15 PLANNED: \$1,287,875

Total PD Spending by Theme



Top Spending by Activity

Other	\$282,496
Cultural Programs (Post Generated)	\$249,653
Support for Mission Initiatives	\$245,094
Media/Press Activities	\$129,173
Supplementing Bureau of Public Affairs Programs	\$55,675

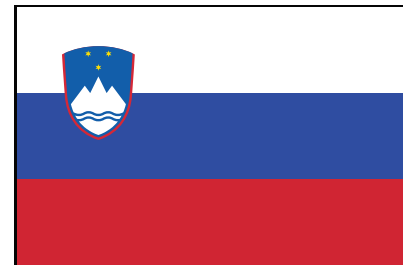
Slovenia

DEMOGRAPHICS

Geographic area (sq. km.): 20140
 Population: 2062218
 Below 24 yrs. old: 23.40%
 Refugee population: 213
 Urban population: 50%
 GDP/capita: \$23,963
 Unemployment: 10%
 Below poverty line: 14% (2012)

COMMUNICATIONS AND LITERACY

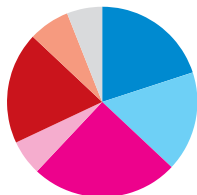
FH Media Freedom: Free
 Internet users/100 people: 72.6756
 Mobile phones/100 people: 110
 Literacy: (2012) 100% (F: 100%, M: 100%)
 Avg. years of education: 17 (F: 18, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$698,609 FY14 ACTUAL: \$750,248 FY15 PLANNED: \$719,294

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$276,712
Cultural Programs (Post Generated)	\$141,651
Educational Initiatives (not including English Language programs)	\$109,133
Media/Press Activities	\$72,150
Digital Outreach	\$53,343

Piechart Key: PD Spending by Theme

Culture	Education	Economics	Science	Military	CVE
Democracy	Civil Society	Women	Youth	Religious	Other

Map Key

Embassy	Consulate
American Space	

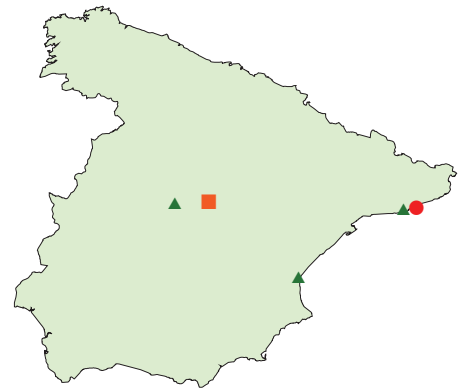
Spain

DEMOGRAPHICS

Geographic area (sq. km.): 498800
 Population: 46404602
 Below 24 yrs. old: 25.00%
 Refugee population: 4637
 Urban population: 79%
 GDP/capita: \$30,262
 Unemployment: 27%
 Below poverty line: 21% (2012)

COMMUNICATIONS AND LITERACY

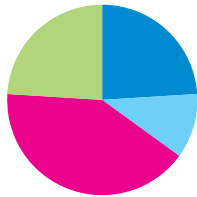
FH Media Freedom: Free
 Internet users/100 people: 71.5719
 Mobile phones/100 people: 107
 Literacy: (2012) 98% (F: 97%, M: 99%)
 Avg. years of education: 17 (F: 18, M: 17)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$2,815,531 FY14 ACTUAL: \$2,985,583 FY15 PLANNED: \$2,783,389

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$644,026
Cultural Programs (Post Generated)	\$422,640
Digital Outreach	\$330,830
Media/Press Activities	\$283,109
Supplementing ECA Programs	\$208,663

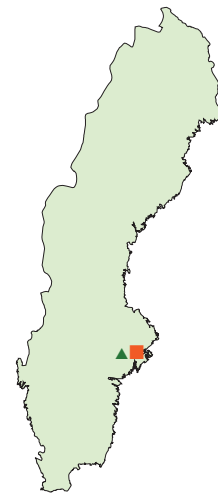
Sweden

DEMOGRAPHICS

Geographic area (sq. km.): 407340
 Population: 9689555
 Below 24 yrs. old: 29.20%
 Refugee population: 114175
 Urban population: 86%
 GDP/capita: \$58,887
 Unemployment: 8%
 Below poverty line: 14% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 94.7836
 Mobile phones/100 people: 124
 Literacy: (No Data)
 Avg. years of education: 16 (F: 17, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,091,670 FY14 ACTUAL: \$1,170,219 FY15 PLANNED: \$1,058,677

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$484,655
Digital Outreach	\$162,436
Media/Press Activities	\$113,702
Supplementing ECA Programs	\$99,351
Educational Initiatives (not including English Language programs)	\$81,317

Piechart Key: PD Spending by Theme

■ Culture ■ Education ■ Economics ■ Science ■ Military ■ CVE
■ Democracy ■ Civil Society ■ Women ■ Youth ■ Religious ■ Other

Map Key

■ Embassy ● Consulate
▲ American Space

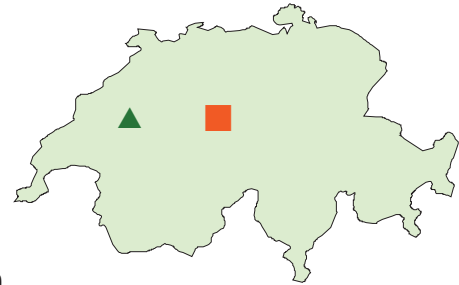
Switzerland

DEMOGRAPHICS

Geographic area (sq. km.): 39516
 Population: 8190229
 Below 24 yrs. old: 26.50%
 Refugee population: 52464
 Urban population: 74%
 GDP/capita: \$84,733
 Unemployment: 4%
 Below poverty line: 8% (2011)

COMMUNICATIONS AND LITERACY

FH Media Freedom: Free
 Internet users/100 people: 86.7
 Mobile phones/100 people: 137
 Literacy: (No Data)
 Avg. years of education: 16 (F: 16, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$532,065 FY14 ACTUAL: \$636,656 FY15 PLANNED: \$545,700

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$137,212
Speaker Programs (Post Generated)	\$117,990
Cultural Programs (Post Generated)	\$103,138
Post-Generated Exchanges	\$71,347
Other	\$65,248

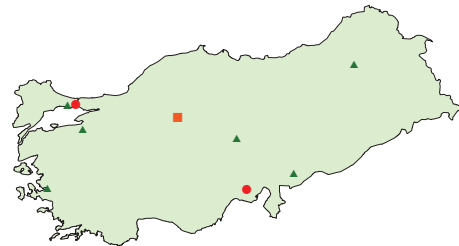
Turkey

DEMOGRAPHICS

Geographic area (sq. km.): 769630
 Population: 75837020
 Below 24 yrs. old: 42.30%
 Refugee population: 609938
 Urban population: 73%
 GDP/capita: \$10,543
 Unemployment: 10%
 Below poverty line: 17% (2010)

COMMUNICATIONS AND LITERACY

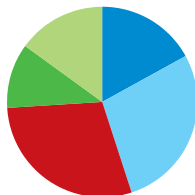
FH Media Freedom: Not Free
 Internet users/100 people: 46.25
 Mobile phones/100 people: 93
 Literacy: (2012) 95% (F: 92%, M: 98%)
 Avg. years of education: 14 (F: 14, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$3,525,448 FY14 ACTUAL: \$3,636,964 FY15 PLANNED: \$3,455,083

Total PD Spending by Theme



Top Spending by Activity

Cultural Programs (Post Generated)	\$1,582,459
Support for English Language Teaching/Learning	\$621,858
Support for Mission Initiatives	\$496,740
Media/Press Activities	\$300,844
Digital Outreach	\$148,311

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

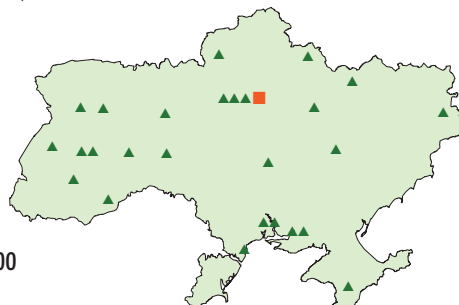
Ukraine

DEMOGRAPHICS

Geographic area (sq. km.): 579320
 Population: 45362900
 Below 24 yrs. old: 59.90%
 Refugee population: 2968
 Urban population: 69%
 GDP/capita: \$3,082
 Unemployment: 8%
 Below poverty line: 24% (2010)

COMMUNICATIONS AND LITERACY

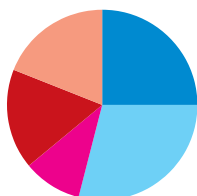
FH Media Freedom: **Not Free**
 Internet users/100 people: 41.8
 Mobile phones/100 people: 138
 Literacy: (2012) 100% (F: 100%, M:100%)
 Avg. years of education: 15 (F: 15, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,923,830 FY14 ACTUAL: \$2,363,701 FY15 PLANNED: \$1,693,800

Total PD Spending by Theme



Top Spending by Activity

American Spaces (not centers)	\$737,193
Cultural Programs (Post Generated)	\$358,170
Support for Mission Initiatives	\$338,346
Educational Initiatives (not including English Language programs)	\$305,710
Digital Outreach	\$124,539

United Kingdom

DEMOGRAPHICS

Geographic area (sq. km.): 241930
 Population: 64510376
 Below 24 yrs. old: 29.90%
 Refugee population: 126055
 Urban population: 82%
 GDP/capita: \$45,603
 Unemployment: 8%
 Below poverty line: 15% (2013)

COMMUNICATIONS AND LITERACY

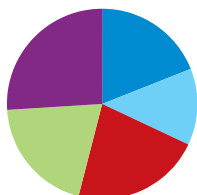
FH Media Freedom: **Free**
 Internet users/100 people: 89.8441
 Mobile phones/100 people: 125
 Literacy: (No Data)
 Avg. years of education: 16 (F: 17, M: 16)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$2,273,662 FY14 ACTUAL: \$2,570,240 FY15 PLANNED: \$2,692,154

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$905,503
Cultural Programs (Post Generated)	\$381,024
Post-Generated Exchanges	\$231,737
Digital Outreach	\$224,988
Educational Initiatives (not including English Language programs)	\$170,796

Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

USEU BRUSSELS

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old:
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom:
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy:
 Avg. years of education:

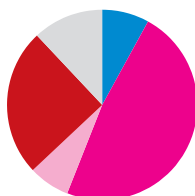


PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,133,006 FY14 ACTUAL: \$1,534,482 FY15 PLANNED: \$972,190

Total PD Spending by Theme

Top Spending by Activity



USNATO BRUSSELS

DEMOGRAPHICS

Geographic area (sq. km.):
 Population:
 Below 24 yrs. old:
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line:

COMMUNICATIONS AND LITERACY

FH Media Freedom:
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy:
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$875,101 FY14 ACTUAL: \$974,734 FY15 PLANNED: \$898,127

Total PD Spending by Theme

Top Spending by Activity



Piechart Key: PD Spending by Theme

- Culture
- Education
- Economics
- Science
- Military
- CVE
- Democracy
- Civil Society
- Women
- Youth
- Religious
- Other

Map Key

- Embassy
- Consulate
- ▲ American Space

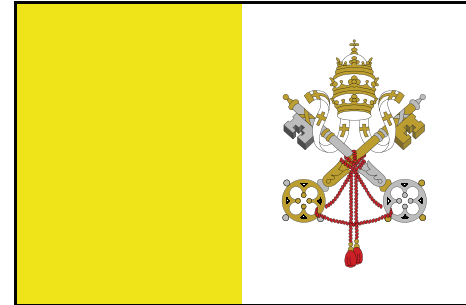
Vatican City

DEMOGRAPHICS

Geographic area (sq. km.): **0.44**
 Population: 842
 Below 24 yrs. old:
 Refugee population:
 Urban population:
 GDP/capita:
 Unemployment:
 Below poverty line:

COMMUNICATIONS AND LITERACY

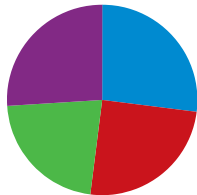
FH Media Freedom:
 Internet users/100 people:
 Mobile phones/100 people:
 Literacy:
 Avg. years of education:



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$123,600 FY14 ACTUAL: \$136,815 FY15 PLANNED: \$126,327

Total PD Spending by Theme



Top Spending by Activity

- Piechart Key: PD Spending by Theme**
- Culture
 - Education
 - Economics
 - Science
 - Military
 - CVE
 - Democracy
 - Civil Society
 - Women
 - Youth
 - Religious
 - Other

- Map Key**
- Embassy
 - Consulate
 - ▲ American Space

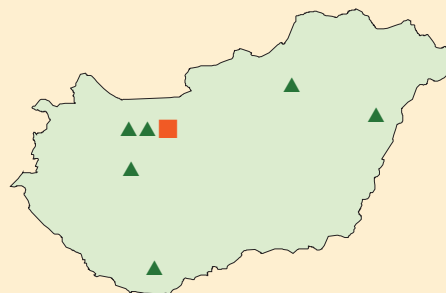
SPOTLIGHT COUNTRY: HUNGARY

DEMOGRAPHICS

Geographic area: 90530 sq. km.
 Population: 9861673
 Below 24 yrs. old: 26.50%
 Refugee population: 2440
 Urban population: 71%
 GDP/capita: \$13,903
 Unemployment: 10%
 Below poverty line: 14% (2012)

COMMUNICATIONS AND LITERACY

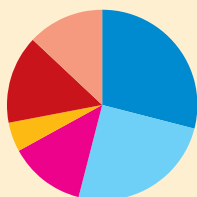
FH Media Freedom: Partly Free
 Internet users/100 people: 72.6439
 Mobile phones/100 people: 116
 Literacy: (2012) 99% (F: 99%, M: 99%)
 Avg. years of education: 15 (F: 16, M: 15)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$1,158,088 FY14 ACTUAL: \$1,174,700 FY15 PLANNED: \$988,028

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$546,490
American Spaces (not centers)	\$157,334
Alumni Outreach	\$86,462
Educational Initiatives (not including English Language programs)	\$67,661
Cultural Programs (Post Generated)	\$58,620

RECOMMENDATIONS:

INCREASE INFORMATION OPERATIONS SUPPORT:

Given the creeping increase of anti-American rhetoric and pro-Russian sentiment in the Hungarian news media environment, the Public Affairs Section could use more personnel support for its Information Operations to focus on countering negative Russian influence in the country.

CONTINUE USE OF STRATEGIC PLANNING CALENDAR:

The recently departed Public Affairs Officer employed the use of a strategic planning calendar to ensure that all information, educational and cultural activities work to support the goals of the integrated country strategy. We encourage the continued use of this practice with the new PAO, especially as it works to encourage the Ambassador and the entire mission to be involved in PD activities.

OVERVIEW

Hungary, as a member of the European Union and NATO, has a democratically elected government and a market-based economy. Yet lately, issues of corruption, bleak economic prospects, a lack of government transparency, and divisive politics have influenced a rise in societal extremist views and populist rhetoric by leaders that can encourage anti-Western and anti-American views. U.S. foreign policy is focused on preserving the diplomatic, security and economic partnership with Hungary (with more than \$9 billion in investment in Hungary, the U.S. is second only to the EU)

and strengthening democratic institutions, stabilizing its economy, and supporting an independent, free and pluralistic media and civil society.

ACPD visited the U.S. Embassy in Budapest in July 2015 and witnessed a strong Public Affairs Section in action that is focused on advancing U.S. foreign policy goals through a variety of PD programs. In FY 2014, the mission spent \$1.175 million on these activities, which is close to the worldwide U.S. public diplomacy spending median of \$1.9 million. U.S. public diplomacy efforts have been focused on outreach to civil society groups, engagement with a wide variety of the news media, and supporting the professionalization of journalists through exchange and training programs. To increase understanding of American culture and values and support for U.S. policy, the PAS works closely with the front office and other sections within the U.S. embassy to promote people-to-people ties through exchange programs, in addition to speaker programs and others that target Hungarian thought and civil society leaders. The section also benefits from having the Regional English Language Officer (RELO) in residence who is using innovative practices in the region. Given the creeping increase of anti-American rhetoric and pro-Russian sentiment in Hungary, the section could use more personnel support for its Information Operations. We also encourage the mission to continue to employ its strategic planning calendar to align PD activities with mission goals, and to continue to strengthen its alumni network.

U.S. FOREIGN POLICY GOALS & PUBLIC DIPLOMACY

The main mission goals that public diplomacy seeks to support are helping to make Hungary's independent democratic institutions more responsive to the public; strengthening the bilateral relationship; ensuring Hungarians have a more increased understanding of American culture and U.S. foreign policy; and encouraging Hungarians' contributions to EU, NATO and UN collective objectives. Hungarian public opinion is generally supportive of NATO and U.S. leadership on key foreign policy issues, but Russian disinformation is increasingly trying to thwart several U.S. foreign policy goals. For instance, Hungarians currently know little about the Transatlantic Trade and Investment Partnership (TTIP) and Russia appears to be feeding into negative narratives about the potential agreement, which would strengthen EU ties with the United States. Hungary also remains deeply dependent on Russia for its energy needs, as 80 percent of its gas currently comes from there, and it will continue to be dependent on Russia unless it further diversifies its energy sources.

PUBLIC AFFAIRS SECTION

The Public Affairs Section at the U.S. Embassy in Hungary has 19 people. This includes a core team of a Public Affairs Officer, Information Officer and Cultural Affairs Officer, in addition to 15 local staff and non-Foreign Service staff. There is also a Regional English Language Officer (RELO) who is based in Budapest and works throughout the central and eastern European region.

In addition to the informational, educational and cultural programs, PAS Budapest also provides small grants to non-governmental organizations (NGOs) to support projects and activities aimed at empowering youth, minorities, women and entrepreneurs that focus on minority rights, promoting tolerance, and combating extremism. The PAS measures its success based on its reach to Hungarian audiences, number of exchange program participants, membership on and engagement through social media, positive and accurate reporting in the press, and strong public attendance at American Spaces and other Mission sponsored events. PD officials in Budapest look mainly to attitudes toward the U.S. and our policies in polls and to the advancement of key policy objectives as indicators of impact.

In order to make sure that public diplomacy activities align with mission goals, the Public Affairs Section has a strategic planning calendar that charts events by date, participation (Ambassador, DCM, PAO/CAO/IO, RELO, American Corners, etc), the activity and the goal(s) that it supports. This calendar helps ensure that PAS maintains a strategic mix of programming, press, and online outreach to showcase American policy and advocacy on issues across the entire spectrum of the Mission's bilateral and multilateral engagement. The

Office of the Inspector General recently noted it as a best practice and ACPD agrees that it is an excellent tool to keep public diplomacy activities focused on mission strategic objectives and regional goals.

Information Programs: The PAS aims to highlight positive stories of bilateral and multilateral cooperation through increased engagement with the Hungarian news media. The U.S. Mission in Hungary's website is in both English and Hungarian, and it also has Facebook, Twitter, YouTube and Prezi (which was created in Hungary) platforms. The website is a central source for official U.S. messages and content for the social media platforms. Nearly half of the Hungarian public has a Facebook account and the U.S. Embassy's, with roughly 45,000 followers, is the most popular government platform page in the country. The embassy also has a Hungarian-language blog, similar to the State Department's DipNote blog, that targets journalists, think tank leaders, academics, students and Hungarian government officials to discuss U.S. foreign policy. Twitter is not as popular in Hungary, but the Embassy's Twitter feed has 15,500 followers. Prezi is a technology firm founded in Hungary that focuses on presentations and is pervasive in the country. The embassy's presentation on the Ambassadorial nomination-to-credentialing process has been viewed nearly 15,000 times. The embassy feels that Prezi is a valuable tool that could be used for other public diplomacy purposes, such as countering disinformation.

The mission receives strong support from the State Department's regional media hub in Brussels, which organizes phone interviews for Hungarian media with senior American experts, and with the U.S. mission to NATO, which organizes journalism tours for central and eastern European journalists in an effort to counter Russian influence. Yet the section needs an additional position as part of the Information Operations team to expand day to day, coordinated media messaging to counter negative Russian influence. Two major conservative Hungarian newspapers are pro-Russian and the populist rhetoric that is anti-Western can pose a challenge in combating negative narratives while the information section continues to fulfill its ongoing role of providing media analysis and press outreach throughout Hungary.

Educational & Cultural Programs: The mission works to identify individuals who are emerging and established leaders, especially in democracy and human rights. The International Visitor Leadership Program (IVLP) and the Fulbright Program are core to the U.S. Mission in Hungary, as is the Benjamin Franklin Transatlantic Fellows Summer Institute for Youth (BFTF), which are intensive academic institutes hosted by a U.S. college or university and targeted toward high school students. The mission also organizes a Professional Development Fellowship Program, English for Journalists (with support of the RELO), and "America Days" for high school

students around the country. The Professional Development Fellowship Program was established in 2009 for individuals of Roma descent who are current university students or recent graduates to build their professional capacity and language skills by exposing them to the everyday life of business at the embassy, high-level meetings with Hungarian authorities, and English language courses. The program lasts for eight weeks, and includes mentoring, intensive English language training, briefings with sections of the embassy, and meetings with Hungarian government ministries, NGOs and other missions. The PAS has three grant officers and one administrative LES to focus on budgets and administration, which seems to be sufficient support.

Alumni: “RETURN,” the Hungary-United States Alumni Program, is the umbrella organization for alumni who have returned to Hungary from the Benjamin Franklin, Eisenhower, and Fulbright Fellows in addition to other U.S.-Hungarian exchange programs. Soon it will expand to include Hungarian alumni from other J-1 visa programs and not just USG-supported programs. This includes the Summer Work and Travel program, which sends hundreds of young, educated Hungarians each year to America. ACPD applauds this move as it rightly keeps close people who are so committed to engaging with the U.S. that they find a way to do so. There is one alumni coordinator in the PAS who has held the job for one year; she works with the Alumni Office in the ECA Bureau. ACPD also met with alumni from IVLP, Fulbright, the Benjamin Franklin Institute, and English language programs, who all reported that their experiences were transformative for their worldviews and professional careers. Hungarian journalists who were alumni, for instance, communicated that they learned that, as journalists, they had the right to challenge leaders and ask questions, which was especially relevant in Hungary when the government is perceived as cutting civil liberties in the name of security.

FULBRIGHT PROGRAM

The Hungarian-American Fulbright Commission has a local Executive Director who focuses on outreach to underserved minorities, especially Roma students. The Commission sends roughly 15-18 students and 15-18 scholars to the U.S. with scholarships, each year. The Fulbright program in return brings roughly 25 U.S. scholars and students to Hungary. Hungary is a top destination for U.S. applicants, and the Roma English Teaching Assistant program generated an 80 percent increase in U.S. student applications this past academic year. The Commission promotes Hungary’s strengths in robotics, biomedical research, music, arts, math, hard sciences and some social sciences. The top five U.S. host institutions for Hungarian grantees are Columbia University, Harvard University, New York University, George Washington University, and University

of California at Berkeley. Hungarian students are most interested in law and business, while scholars are most interested in science.

In 2015, the U.S. contributed \$826,753 while the Hungarian government contributed \$208,000. While the Hungarian government is moving in the right direction -- it has increased its contribution by 67 percent from 2011-2015 -- the U.S. government is hoping to see a higher contribution so that it is 50/50. At the moment, 56 percent of the contribution is from the U.S. government, 14% from the Hungarian government, 26 percent from fundraising and 4 percent from advising and testing. The Commission is working to increase both the amount of dollars via fundraising and the Hungarian government. In the meanwhile, the cycle of Continuing Resolutions that affect the International Affairs budget, including the Educational and Cultural Exchange budget, have affected how the Fulbright Commission in Budapest can operate. The lack of clarity on the budget and how much it has inhibits their ability to select students for upcoming school years.

The Executive Director seems to care greatly about the prospective candidates for Fulbright fellowships and those who want to attend U.S. universities regardless, as the EducationUSA Center is housed at the Commission. He noted to ACPD that the most successful candidates are often repeat applicants. They also do considerable work in maintaining a tight alumni network. The Hungarian Fulbright Association, the official Alumni Association of Hungarian Fulbrighters, hosts the Fulbright Club, which attracts prominent speakers every two months.

ENGLISH LANGUAGE EDUCATION IN CENTRAL AND EASTERN EUROPE

The U.S. Embassy in Budapest is home to a Regional English Language Officer (RELO), who works under the premise that English is a fundamental path to supporting various mission goals and connecting with multiple audiences. The Office of English Language Programs (ECA/A/L) runs the program and RELOs report directly to Washington. They administer a host of English language activities that are designed to support English language educators, students and others involved in English language education. The RELO for Central and Southeastern Europe is responsible for 17 countries in the region: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kosovo, Latvia, Lithuania, Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. ACPD found his work to be innovative and himself to be keenly aware of how English language advancement can support U.S. foreign policy objectives in Hungary and the region.

As described further in the ECA section of this report, there are seven major English language programs the RELO works to advance: English Language Fellows,

English Language Specialist Program, English Access Microscholarship Program, E-Teacher Scholarship Program (in 2014/15, the region had over 140 scholarships), “Shaping the Way We Teach English” Webinars (in 2014/15, the region had a total of 60-75 “seats” for each series of webinars), Fulbright English Teaching Assistants, and the provision of teaching materials.

In the region, there are four unique programs. One is the “English for Journalists” Course, in which 10 English language and media educators from across Central and Eastern Europe collaborated with the U.S. in a blended (online and in-person) course. One course participant from each country was offered a two week fellowship at Voice of America this fall. Another is the series of “Teaching Tolerance through English” events, which include a summer camp program that works to build understanding and tolerance towards other cultures through English language instruction. A third one, the “Green” English Program focuses on introducing English teachers and school administrators in how to integrate critical thinking skills and environmental topics into their teaching practice. Last, the RELO recently oversaw a “Global Issues through English” mobile application learnathon/hackfest in which teams developed plans for a mobile app that raises awareness of a human rights or environmental issue through English lessons. The winning team was from Serbia and is currently getting their app developed.

In Hungary specifically, the RELO works with the International Association of Teachers of English as a Foreign Language (IATEFL) and sponsors representatives to attend the annual TESOL International Convention in the U.S., in addition to their annual international conference and several training workshops throughout Hungary that engage dozens of English language educators. The RELO also sponsors initiatives with the Department of English Language Pedagogy at Budapest’s Eötvös Loránd University of Sciences (DELP, ELTE) to support English teachers in their professional development and develop messages of ethnic tolerance. Throughout the region, RELO consults with secondary schools, English and American studies departments of universities, Ministries of Education, in-service teacher training centers, the British Council, training centers for journalism (e.g. the Budapest-based Center for Independent Journalism), and other institutions.

AMERICAN SPACES

The American Spaces in Hungary give Hungarian publics the opportunity to understand the U.S. in a multi-dimensional way. Much of the programming focuses on civil rights, American history, and America’s pluralistic culture and government. They are especially crucial since Hungarians value in-person engagement over virtual engagement.

The five American corners are located in Budapest, Debrecen, Eger, Pecs and Veszprem. Three of them -- Pecs, Veszprem, and Debrecen -- have EducationUSA advising centers. In Budapest, the EducationUSA center is not located at the American Corner, but at the Fulbright Commission’s office. Yet the space at Corvinus University is located at the foot of Liberty Bridge and averages 800-1,000 visitors a month, ranging in age 4 to 44. Because of its central location in downtown Budapest, the Corner is able to attract a large audience beyond university students and use the university’s facilities. Programming takes place in English-language learning, educational advising, alumni programs, cultural programs, information about the U.S. On average, the five corners host more than 500 programs combined annually reaching roughly 30,000 Hungarians. The spaces have a common website -- <http://www.americancorner.hu> -- that features a list of upcoming events, along with an archive of past ones. The content is further amplified through Facebook and YouTube platforms, which are integrated with the embassy’s social media outreach. The programs include special events, such as lectures, workshops, roundtable discussions, performances, exhibitions, concerts, or film screenings; event series, that are programs based on a theme; and regular programs, such as movie nights, American language club, and KIDScorner. It also has programs for special target groups, such as young mothers, low-income workers, and university students.

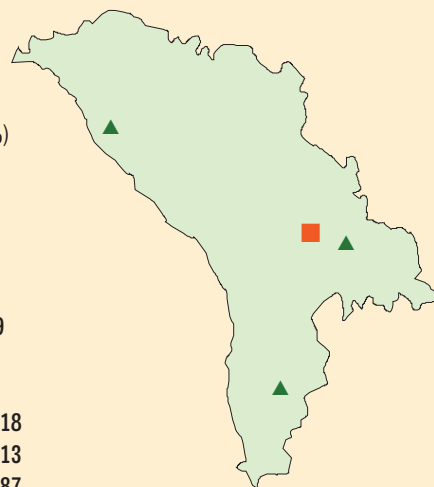
SPOTLIGHT COUNTRY: MOLDOVA

DEMOGRAPHICS

Geographic area:	32860 sq. km.
Population:	3556400
Below 24 yrs. old:	31.90%
Refugee population:	250
Urban population:	45%
GDP/capita:	\$2,234
Unemployment:	5%
Below poverty line:	22% (2010)

COMMUNICATIONS AND LITERACY

FH Media Freedom:	Partly Free
Internet users/100 people:	48.8
Mobile phones/100 people:	106
Literacy: (2012)	99% (F: 99%, M: 100%)
Avg. years of education:	12 (F: 12, M: 12)



PUBLIC DIPLOMACY SPENDING

TOTALS FY13 ACTUAL: \$436,198 FY14 ACTUAL: \$486,606 FY15 PLANNED: \$485,069

Total PD Spending by Theme



Top Spending by Activity

Support for Mission Initiatives	\$107,418
Cultural Programs (Post Generated)	\$81,213
Support for English Language Teaching/Learning	\$71,287
Media/Press Activities	\$60,465
American Centers	\$41,306

RECOMMENDATIONS

FINALIZE LEASE ON AMERICAN CENTER: The mission has identified a new space for the American Resource Center (ARC) in Chisinau that is in a prime location across the street from Moldova State University and downstairs from the current, less accessible, location. At the moment, the finalization of the lease for the new space is on hold as funding issues are resolved. Once funding is identified, OBO and IIP must agree on the design concept of the space to include security requirements. It is critical that the lease be finalized as soon as possible as other foreign embassies in Chisinau are considering the new space for their engagement activities with the Moldovan public and the U.S. mission is unlikely to find a comparable replacement.

ADD A PERMANENT INFORMATION OFFICER: Given the significance of influencing the media environment in Moldova, the Public Affairs Section needs an additional FSO, an Information Officer. Though approved for FY16, at the moment, this position is not finalized for FY17, leaving a gap that impacts the ability to affect the information environment.

CONTINUE ESF FUNDS FOR INDEPENDENT MEDIA AND CIVIL SOCIETY GRANTS: The additional \$1 million in ESF funds given to the PAS in FY14 has been impactful for the embassy's civil society and independent media partners, yet it was one-time funding[1]. If the U.S. is to support generational goals of building civil society and independent media in Moldova to move the country toward European integration, this funding must be more sustainable and strategic.

OVERVIEW

The past year has been transformational for the U.S. mission in Moldova due to a sharp increase in both funding and attention from Congress, and due to events in neighboring Ukraine. Funding for post's public diplomacy programming had not been approached strategically for a very long time. It was the fifth least funded Public Affairs Section in the region. In the last year alone, however, it has seen five congressional delegations and four staff delegations and was the beneficiary of an additional \$8 million in Economic Support Funds (ESF) in FY 2014. Of this money, \$1 million was given to the PAS to support independent news media development. The additional funding has been impactful for the embassy's partners, yet it was a one-time grant. If the United States is to support generational goals of building civil society and independent media in Moldova to move the country toward European integration, this funding stream must be more sustainable.

Currently, Moldova is facing serious economic, political and societal problems. Undermining it all is a serious lack of confidence in its current leadership. The overall political landscape in Moldova is hyper-local and hyper-fragmented. According to a widely cited April 2015 survey of the Moldovan public from the Institutul de Politici Publice, 75.4 percent of the country thinks it is moving in the wrong direction. When asked, "Which is the political personality in the Republic of Moldova you trust in the most," 46 percent responded that they have "no trust in anybody." When it comes to the federal government, 15 percent trusts the courts, 11 percent the president, 11 percent the parliament and 10 percent political parties. Most Moldovans place their trust in the church, the media, and local government.

With a weak economy due to government corruption, Moscow's trade bans, the fall of the value of remittances from Russia, economic uncertainty in Ukraine, and a banking crisis in which \$1 billion, or 15 percent of the GDP, disappeared, the population is shrinking as youth especially leave Moldova to find opportunity elsewhere. While there is a sense that most Moldovans see their future in Europe, and the 2015 local elections led to a majority of pro-European leaders, there is a certain nostalgia for Russia. Moscow's guarantees it once gave for stability and influence through its proxies and its news media, is promoting a view that EU integration will negatively impact Moldovans' daily lives and undermine their values. The April poll found that if a vote to join the EU would happen soon, 40 percent would vote for it, 42 percent against it, and 12 percent were undecided (6 percent said they would not partake).^{*} When asked if they could move to another country, 35 percent said they wouldn't move to another country, 24 percent said Russia, 19 percent said an EU country, 15 percent said it was difficult to respond, and 2 percent said the United States.

Moldova, however, is not neatly divided between Russia and the West: The population is rife with political, individual, and corporate interests. To understand the richly complex Moldovan audiences, much of the U.S. mission relies on U.S. public diplomacy efforts. ACPD visited the U.S. embassy in Moldova in July 2015 and found the PAS in need of increased and sustained support from Washington. With an Ambassador who speaks fluent Russian and Romanian, there is significant potential for the U.S. mission to counter Russian disinformation in the news media; engage Moldovan youth through in-country programs and exchanges; and support the nascent and struggling civil society and independent media organizations working daily to promote pluralism, human rights, transparency and tolerance. The PAS could benefit from a quick finalization of the lease for the new American Center so it can increase its engagement of Moldovan youth and young professionals; a full time Information Officer to work daily with the news media; and continued ESF assistance to support the civil society leaders and independent journalists who have practically no other funders but the United States.

U.S. FOREIGN POLICY GOALS & PUBLIC DIPLOMACY

In an effort to strengthen Moldova's economy, increase transparency and rule of law, and secure its borders, U.S. assistance to Moldova has totaled more than \$1.1 billion since the mid-1990s and is closely linked to European integration goals and Moldova's democratic

^{*} When given a choice to join the EU or the Customs Union (Russia, Belarus, Kazakhstan), 32 percent said they would join the EU, 50 percent said the Customs Union, 13 percent were undecided and 4 percent said they would not partake. In addition, 48 would vote against an accession to NATO, only 23 percent would for sure. Last, 55 percent have at least some trust in Putin, which is far above Merkel (44 percent), Obama (32 percent), Hollande (24 percent) or Cameron (20 percent).

reforms. To support Moldova's economic growth, the United States provided \$6.5 million in FY 2014 to help the country's export-oriented industries, such as wine, information communication technology, and high-value agriculture. To counter the corruption that is eroding Moldova's business environment, the United States spent \$4.6 million in FY 2014 on programs that aim to strengthen rule of law, such as increasing the skills of judges and prosecutors and supporting civil society advocacy for justice sector reforms and legislation. In addition, \$4.4 million in FY 2013 went toward security assistance to combat transnational crime and \$33 million has been spent the last three years on nonproliferation programs. The United States provides \$2 million annually to Moldova through FMF and IMET. Last, the United States has spent \$2 million in humanitarian assistance through the European Command in FY 2015.

According to a USAID-commissioned survey, the plurality of Moldovans believes that the U.S. wants good things for Moldova, although one-third does not know. Moldovans are divided in their impressions particularly in smaller cities. They believe that the EU is the largest assistance provider to the country (47 percent), followed by Russia (14 percent) and the U.S. (6 percent). When it comes to naming the types of U.S. assistance, Moldovans could not. There is opportunity for the PAS to engage everyday Moldovans and the news media more robustly with increased and sustained funding, in addition to at least one more staff position.

PUBLIC AFFAIRS SECTION

The Public Affairs Section at the U.S. Embassy in Moldova has a small team of two American officers, a Public Affairs Officer and an Assistant Public Affairs Officer. Soon, the PAS will add an eligible family member employee (EFM). There are also 11 local employees who support Information Operations (3); exchanges, alumni and speakers (3); the American Center (2); grants (2); and an administrative assistant who also splits his time supporting cultural programming. Glaringly, it does not have an FSO Information Officer. The mission was just approved for a one-time IO in FY 2016, which may or may not continue. Given the strong emphasis on the news media and the incredible trust that the Moldovan people put in the news media, this is an excellent first step. However, this position should be made permanent to solidify the gains the IO will make in the information environment. In addition, if there will be an expansion in exchange programs in Moldova, then the PAS also requires another LES.

In FY 2014, Moldova spent \$486,606 for PD activities, which was the fifth least in the European region. The PAS has a base budget of approximately \$450,000, but also receives roughly \$600,000 in Economic Support Funds (ESF). Of that, \$427,000 went to the Democracy Commission (see below); \$100,000 for alumni support; \$30,000 for speakers; and \$45,000 for the media Co-op

program. In addition, it received \$67,000 from IIP since the American Center in Chisinau is a top-tier space. The \$1 million in ESF funds provided at the end of FY 2014 was a one-time addition that was not renewed in FY 2015 and is unlikely to be renewed in FY 2016, which will severely affect the embassy's ability to support independent media.

Education and Cultural Affairs Section: The cultural team at the PAS is absorbed with a myriad of educational and cultural programming. In the last year, the U.S. Embassy in Chisinau helped to facilitate 18 long- and short-term programs with 131 Moldovan and 60 American participants. There were seven short-term programs: IVLP (23 participants), Library of Congress's Open World (25), Professional Legislative Fellows (6), Study of the U.S. Institute (2 participants), English Language Teaching Assistants (2 participants), American Senior English Language Fellow (1 participant), and American Fulbright Specialist (1 participant). There were also 11 long-term programs: Moldovan Fulbright Visiting Scholars (3 participants), Moldovan Fulbright Faculty Development (1 participant), Moldovan Fulbright Masters' Students (3 participants), Humphrey Fellows (2 participants), FLEX (60 participants), Global UGRAD (4 participants), American Fulbright Visiting Scholars (3 participants), American Fulbright Students (1 participant), American Fulbright Teaching Assistants (3 participants), American English Language Fellow (1 participant), and American National Security Language Initiative for youth (50 participants). In FY 2014 and FY 2015, the IVLP themes were focused on U.S. foreign policy goals such as promoting the country's export capacity, increasing transparency in government, strengthening rule of law, and supporting investigative journalism. The American Councils for International Education is an implementing partner for the Public Affairs Section for the FLEX program, ACCESS program, National Security Language Initiative, Open World, and the Legislative Professional Fellows program. It also helps to run an EducationUSA center in central Chisinau.

Within Moldova, the mission benefits from the speakers program, although their regular \$30,000 allotment in FY 2015 allowed for just four to five speakers. In the last couple years, the topics have included domestic violence, decentralization of government, women's political participation, and small business administration. The mission suggested that they share speakers with the U.S. missions in Ukraine and Russia since they likely speak on similar mission goals, which is a reasonable request that the IIP Bureau should consider.

The PAS has also used sports and culture to reach elusive publics in Transnistria and Gaguzia, both of which are anti-Chisinau. American sports and culture, the PAS noted, can transcend lines of resistance and are easy to pitch to local officials for their cooperation. The recent American Film Festival in Transnistria was

a major step forward. The festival had 15 showings with 200 to 300 people in attendance and embassy officials introduced each film, giving them rare opportunities to engage Transnistrians.

The PAS requests that they receive more Masters in Fulbright slots. English Language Fellows are also in high demand among Moldovans. They also request more slots for the global UGRAD program, which is very popular. However, it is noted that these programs, despite the support of the American Councils, absorb exorbitant staff time. The Fulbright Program, for instance, is ran completely out of the embassy as there is no cost share for Fulbright fellows with the Moldovan government or a local Fulbright Commission. Should PAS be given more slots for exchange programs, they also should receive an additional local staff to facilitate them.

Information Programs: The news media is pervasive and influential in the country. Given the very small media market, estimated to be roughly \$15 to \$20 million, the channels are created and maintained by power-brokers mainly for political purposes. Twenty percent of the coverage is original content and 80 percent of it is Russian re-broadcasts. Seventy-three percent of Moldovans also claim to get national and international news from Moldovan television and radio while 40 percent get it from Russian television and radio broadcasts. Yet in a comparison of trust among various institutions, roughly 47 percent of the Moldovan public trusts the media, which is second only to the church at 81 percent. The news media has a particular influence on youth.**

The U.S. embassy is on every major social media platform. Facebook is the most visited social media site in the country, with approximately 260,000 to 440,000 Moldovans online, and the U.S. mission is the most popular public institution on Facebook in the country. Twitter is not as popular, but the embassy has roughly 4,000 followers. The embassy also maintains Flickr, Instagram and YouTube accounts. Most comments from Moldovans are about larger U.S. foreign policy initiatives, which the PAS engages in selectively.

There is currently no Information Officer at the PAS in Chisinau, which represents a significant gap in the mission's media operations. Given the enormous influence of the Moldovan media and the large advantage that Russia has in this space, the U.S. mission needs more support in engaging the press through an Information Officer and sustained funds in supporting independent media (see below). This position would also help oversee the growing social media presence and ensure quality engagement with Moldovan youth.

** When given a choice to join the EU or the Customs Union (Russia, Belarus, Kazakhstan), 32 percent said they would join the EU, 50 percent said the Customs Union, 13 percent were undecided and 4 percent said they would not partake. In addition, 48 would vote against an accession to NATO, only 23 percent would for sure. Last, 55 percent have at least some trust in Putin, which is far above Merkel (44 percent), Obama (32 percent), Hollande (24 percent) or Cameron (20 percent).

SUPPORTING CIVIL SOCIETY & INDEPENDENT MEDIA

AMERICAN SPACES

There are five American spaces in Moldova, with the American Resource Center in Chisinau as the hub. The ARC in Chisinau is currently in a limited access space across the street from Moldova State University. The post has identified another space at the ground level of the same building, which is more accessible to members of the public, could be wired for Internet access, and has an open floor layout that makes it versatile for a variety of activities. Given Moldova's strategic importance to U.S. foreign policy, the space has been designated a top-tier space by the European Affairs Bureau and IIP.

The embassy team is working with its current space to conduct daily programming and provide resources on U.S. information, policy and culture. While visitor attendance has increased recently, the limited space does not meet the Open Access Principles for the American Spaces. The current space has secure doors, a difficult entry point from the street, and rules that visitors must leave their wireless devices at the entrance. Yet the new space allows for a premium American Center and ACPD is highly skeptical that another similar space in close proximity to embassy staff and Moldovan youth exists.

At the moment, the finalization of the lease for the new space is on hold as the Overseas Building Operations Bureau (OBO) identifies funding. Once funding is identified, OBO and IIP must agree on the design concept of the space to include security requirements. ACPD understands that OBO should have a designated budget line that allows for the renovations of existing U.S. government owned and operated public diplomacy facilities. However, it is critical that this issue be resolved as soon as possible so that the post can move forward. Currently, other foreign embassies in Chisinau are considering the new space for their engagement activities with the Moldovan public.

At the end of FY 2014, the U.S. Mission in Moldova received \$8 million in ESF funds. Of that, \$1 million went to the Public Affairs Section to support civil society and independent media (an additional \$2.3 million went to USAID for supporting European integration). As part of the embassy's recurring Economic Support Funds, in FY 2015, the PAS also disbursed \$427,000 among 32 grantees under the Democracy Commission Small Grants Program, which provides seed money for projects that help develop the capacity and sustainability for non-governmental organizations in Moldova. They include projects that target the democratization (especially at the local level), promoting civic education, and strengthening civil society. Yet to change current norms in Moldovan media, government and civil society, the work must be constant and extend beyond one year.

ACPD met with several independent media and civil society grantees on its July 2015 visit. Overall, they said that media freedoms have improved the last five years in the sense that journalists no longer have to fear for their lives. Yet the media environment is still largely suppressive and the current media, which the public puts overwhelming trust in, pursues the interests of Russians and Moldovan oligarchs. While the oligarchs have been positioned their work and their control of the press as a way to fight Russian propaganda, they have actually used it to manipulate the market.

Independent news media is the only space where investigative journalism exists. Due to the overwhelming influence of Moldovan oligarchs in the news media, their journalists largely act as public relations agents, the grantees said. They repeatedly stated the need in Moldova for equipment, staffing, training and financial support for independent media outlets to increase their news coverage and ensure they are reaching Russian speaking audiences. Independent media is focusing on the judiciary and banking sectors, to expose corruption in both, yet they rely significantly on U.S. funding. Another request was for the United States to focus on countering Russian propaganda at the state level since it is especially fertile ground for Russian disinformation.

ACPD is concerned that there is no current replacement to support independent media should the PAS not receive additional funding for media support.

