

Draft Plan: A Global Affairs Channel

Recommendation: A partial redesignation of USIA's Cold War (one-way outbound) capacity to provide a global CSPAN, using Internet technology, that secures current discussions of international issues from many international sites and makes them available in all countries.

- The Broadcasting Board of Governors (BBG) will establish a mechanism to make bloc grants, to a range of institutions, of drawing rights for global distribution of program material.¹ These institutions will be responsible for the selection of discussions that will be of interest to international audiences in their areas of responsibility and for submission of programs in a standard format.
- The BBG will play an honest broker role. It will seek representativeness, high quality, and cumulative dialogue.
- The grants will be to support the development of international cooperation in the seven broad areas of American international interests.²
- The BBG may establish additional mechanisms to acquire and include program material: a.) from countries with a greater cultural distance where a capacity for dialogue would be in the national interest (e.g., China); b.) to assure a basic representation of minority views if gaps become apparent; c.) to facilitate full coverage of rapidly emerging issues (e.g., the recent Asian financial crisis.) I.e., we recommend that the Broadcasting Board of Governors may, in an oversight capacity, add program material but should not remove or edit any program material that a recognized grantee institution believes to be of international interest.
- Nothing in this initiative will preclude the USIA from independent negotiations with grantees to select and broadcast their programs through other technologies (e.g., WorldNet, at 30 frames/second).
- It is the intent of the proposal to use the emerging global Internet to support discussions and cooperation among government and NGO professionals and other members of US and foreign publics (e.g., researchers, corporation executives, students, and citizens) with engaged interests in international collaboration, not to substitute for USIA's capacity to broadcast to millions of households. As capacity

permits, distribution will be supported for global colloquia to support international cooperation in specialized areas (e.g., health, renewable energy, the use of computers to teach foreign languages (including English as a foreign language), issues of freedom and privacy in the information age, American and international studies, curriculum development in science (including environmental education, such as the Vice President's GLOBE initiative), etc. that increase the effectiveness of American foreign policy.

- Programming in any language will be acceptable.³

- An initial objective will be to evaluate the best uses of these new technologies. At the discretion of grantees, the grants may be used for a wide range of experimentation and innovative projects to explore the potential of these technologies to support an international democratic process of policy development and collaboration.

- The State Department will designate liaison officers to work with the NGO community and the BBG during the grant process. Between annual grant cycles, the liaison officers will serve a coordinating role with grantees (e.g., to avoid duplication; scheduling; experiments with new technology, including the development of Web sites for archiving and designing elements of the Foreign Affairs Desktop that facilitate cumulative discussion.)

- The commitment of USIA's global capacity will be evaluated at the end of three years. During the initial three years, the BBG and the State Department will invite other government agencies, other governments, intergovernmental organizations, NGOs, corporations, and others to contribute matching resources and work together to plan the growth and evolution of a global communication system, and related projects, to support informed policy making and cooperation among public sector and nonprofit institutions. [If an Under-Secretary for Public Diplomacy is appointed, we recommend that these negotiations and planning process be one of his primary responsibilities.] At the end of the three years, the State Department will submit to Congress an evaluation of the global CSPAN experiment and a plan for cooperation in the financing, and future growth, of the global CSPAN and other international public/nonprofit sector initiatives.

1. E.g., NIH, NSF, National Endowment for Democracy, WHO, Ford Foundation, InterAction, International Studies Association, Amnesty International, Brookings Institution, American Enterprise Institute, American Association for the Advancement of

Science. Grantees may submit their own material and/or take responsibility for acquiring a series of discussions from international sites. They also may operate Web sites for cumulative discussion of the issues raised by their presentations. A selected group of leading institutions will be invited to get the global CSPAN initiative underway in the fall of 1998: in subsequent years there will be an open application process.

2. See Attachment A, drawn from the State Department's Reinvention/Strategy Plan.

3. Grantees will be encouraged to recognize that the spirit of the project is to make their views known as widely as possible, and they will be encouraged to make additional investments to this end (e.g., printed transcripts, summaries in different languages, supplementary files with translations.) Where possible, USIA will assist - e.g., by making available on-line preparation aids to assist authors to write summaries in Basic English; and encouraging reciprocal on-line aids for other languages

U.S. NATIONAL INTERESTS AND STRATEGIC GOALS

National Security:

- ¹ Ensure that local and regional instabilities do not threaten the security and well being of the United States or its allies.
- ¹ Eliminate the threat to the United States and its allies from weapons of mass destruction or destabilizing conventional arms.

Economic Prosperity:

- ¹ Open foreign markets to free the flow of goods, services, and capital.
- ¹ Expand U.S. exports to \$1 .2 trillion by 2000.
- ¹ Increase global economic growth.
- ¹ Promote broad-based economic growth in developing and transitional economies.

American Citizens and U.S. Borders:

- ¹ Enhance the ability of American citizens to travel and live abroad securely.
- ¹ Control how immigrants and nonimmigrants enter and remain in the United States.

Law Enforcement:

- ¹ Minimize the impact of international crime on the United States and its citizens.
- ¹ Reduce significantly from 1997 levels, the entry of illegal drugs into the United States.
- ¹ Reduce international terrorist attacks, especially against the United States and its citizens.

Democracy:

- ¹ Increase foreign government adherence to democratic practices and respect for human rights.

Humanitarian Response:

- ¹ Prevent or minimize the human costs of conflict and natural disasters.

Global Issues:

- ¹ Secure a sustainable global environment in order to protect the United States and its citizens from the effects of international environmental degradation.
- ¹ Stabilize world population growth.
- ¹ Protect human health and reduce the spread of infectious disease.