

**AMENDMENT TO H.R. 5658, AS REPORTED
OFFERED BY MR. SMITH OF WASHINGTON**

At the end of title X, add the following new section:

1 **SEC. 1071. COMPREHENSIVE INTERAGENCY STRATEGY FOR**
2 **STRATEGIC COMMUNICATION AND PUBLIC**
3 **DIPLOMACY ACTIVITIES OF THE FEDERAL**
4 **GOVERNMENT.**

5 (a) COMPREHENSIVE STRATEGY.—

6 (1) STRATEGY.—The President shall develop a
7 comprehensive interagency strategy for public diplo-
8 macy and strategic communication that updates and
9 builds upon the strategy outlined by the Strategic
10 Communication and Public Diplomacy Policy Co-
11 ordinating Committee in the publication titled “U.S.
12 National Strategy for Public Diplomacy and Stra-
13 tegic Communication” (June, 2007).

14 (2) CONTENTS.—The strategy required by this
15 subsection shall contain overall objectives, goals, ac-
16 tions to be performed, and benchmarks and time-
17 tables for the achievement of such goals and objec-
18 tives.

19 (3) COMPONENTS.—The strategy shall include
20 the following components:

1 (A) Prioritizing the mission of supporting
2 specific foreign policy objectives, such as
3 counterterrorism and efforts to combat extrem-
4 ist ideology, in parallel and in complement with,
5 as appropriate, the broad mission of commu-
6 nicating the policies and values of the United
7 States to foreign audiences.

8 (B) Consolidating and elevating Federal
9 Government leadership to prioritize, manage,
10 and implement the strategy required by this
11 subsection, including the consideration of estab-
12 lishing strategic communication and public di-
13 plomacy positions at the National Security
14 Council and establishing a single office to co-
15 ordinate strategic communication and public di-
16 plomacy efforts.

17 (C) Improving coordination across depart-
18 ments and agencies of the Federal Government
19 on—

20 (i) strategic planning;

21 (ii) research activities, such as re-
22 search into the attitudes and behaviors of
23 foreign audiences; and

1 (iii) the development of editorial con-
2 tent, including content for Internet
3 websites and print publications.

4 (D) Developing a more rigorous, research-
5 based, targeted approach to strategic commu-
6 nication and public diplomacy efforts, with ef-
7 forts differentiated for specific target audiences
8 in various countries and regions.

9 (E) Developing more rigorous monitoring
10 and evaluation mechanisms.

11 (F) Making greater use of innovative tools
12 in strategic communication and public diplo-
13 macy research and operations, including new
14 media platforms and social research tech-
15 nologies.

16 (G) Making greater use of participation
17 from private sector entities, academic institu-
18 tions, not-for-profit organizations, and other
19 non-governmental organizations in supporting
20 strategic communication and public diplomacy
21 efforts, including the consideration of estab-
22 lishing an independent, not-for-profit organiza-
23 tion described in subsection (b).

1 (H) Increasing resources devoted to stra-
2 tegic communication and public diplomacy ef-
3 forts.

4 (4) REPORTS.—

5 (A) INITIAL REPORT.—Not later than De-
6 cember 31, 2009, the President shall submit to
7 the appropriate committees of Congress a re-
8 port that describes the strategy required by this
9 subsection.

10 (B) SUBSEQUENT REPORTS.—Not less
11 than once every two years after the submission
12 of the initial report under subparagraph (A),
13 the President shall submit to the appropriate
14 committees of Congress a report on—

15 (i) the status of the implementation of
16 the strategy;

17 (ii) progress toward achievement of
18 benchmarks; and

19 (iii) any changes to the strategy since
20 the submission of the previous report.

21 (b) STUDY OF INDEPENDENT ORGANIZATION.—

22 (1) STUDY.—The Secretary of State and the
23 Secretary of Defense shall jointly conduct a study
24 assessing the recommendation from the Defense
25 Science Board's Task Force on Strategic Commu-

1 nication to establish an independent, not-for-profit
2 organization responsible for providing independent
3 assessment and strategic guidance to the Federal
4 Government on strategic communication and public
5 diplomacy.

6 (2) SCOPE.—The study shall include—

7 (A) an assessment of the benefits gained
8 by establishing such an organization; and

9 (B) an outline of the potential framework
10 of such an organization, including its organiza-
11 tion, mission, capabilities, and operations.

12 (c) REPORT ON ROLES OF DEPARTMENTS OR AGEN-
13 CIES OF THE FEDERAL GOVERNMENT.—

14 (1) REPORT.—Not later than June 30, 2009,
15 the President shall submit to the appropriate com-
16 mittees of Congress a report—

17 (A) describing the roles of the Department
18 of State and the Department of Defense re-
19 garding strategic communication and public di-
20 plomacy; and

21 (B) assessing proposals to establish an
22 independent center to support government-wide
23 strategic communication and public diplomacy
24 efforts, including the study described in sub-
25 section (b).

1 (2) REPORT ELEMENTS.—The report shall con-
2 tain the following:

3 (A) A description of activities performed
4 by the Department of Defense as part of stra-
5 tegic communication, including—

6 (i) efforts to disseminate directly to
7 foreign audiences messages intended to
8 shape the security environment of a com-
9 batant command;

10 (ii) psychological operations, including
11 those in direct support of contingency op-
12 erations other than Operation Enduring
13 Freedom or Operation Iraqi Freedom, that
14 are intended to counter extremist and hos-
15 tile propaganda or promote stability and
16 security; and

17 (iii) public affairs programs to shape
18 the opinions of foreign audiences.

19 (B) A current description of activities con-
20 ducted by the Under Secretary for Public Di-
21 plomacy and Public Affairs at the Department
22 of State, including—

23 (i) outreach to mass audiences and
24 strategic audiences, such as opinion mak-
25 ers, youth, and other targeted groups,

1 using media, lectures, information centers,
2 and cultural events;

3 (ii) use of interactive media tech-
4 nologies, such as Internet blogs and social
5 networking websites, to build relationships
6 and to counter extremist groups using
7 similar media;

8 (iii) education and exchange pro-
9 grams;

10 (iv) book translation; and

11 (v) work with non-governmental orga-
12 nizations and private-sector partners.

13 (C) A definition of the roles of the offices
14 within the Department of State and the De-
15 partment of Defense that are engaged in mes-
16 sage outreach to audiences abroad.

17 (D) A detailed explanation of how the De-
18 partment of State and the Department of De-
19 fense perform unique strategic communication
20 activities and public diplomacy activities.

21 (E) An explanation of how the Department
22 of State and the Department of Defense coordi-
23 nate strategic communication and public diplo-
24 macy activities in—

1 (i) using polls, focus groups, and
2 other measures to learn the attitudes and
3 behavior of foreign audiences;

4 (ii) publishing editorial content on
5 Internet websites and in print media;

6 (iii) organizing field support for mili-
7 tary information support teams, civil af-
8 fairs, and other shared activities;

9 (iv) using foreign-directed education
10 and training resources; and

11 (v) training personnel in both depart-
12 ments by exchanging faculty and students
13 of the Foreign Service Institute, the Army
14 War College, the Naval War College, and
15 other similar institutions.

16 (d) FORM AND AVAILABILITY OF REPORTS.—

17 (1) FORM.—The reports required by this sec-
18 tion may be submitted in a classified form.

19 (2) AVAILABILITY.—Any unclassified portions
20 of the reports required by this section shall be made
21 available to the public.

22 (e) APPROPRIATE COMMITTEES.—For the purposes
23 of this section, the appropriate committees of Congress are
24 the following:

1 (1) The Committees on Foreign Relations,
2 Armed Services, and Appropriations of the Senate.

3 (2) The Committees on Foreign Affairs, Armed
4 Services, and Appropriations of the House of Rep-
5 resentatives.

