

2025 Current Fiscal Year Report: United States Advisory Commission on Public Diplomacy

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1. Department or Agency

Department of State

2. Fiscal Year

2025

3. Committee or Subcommittee

United States Advisory Commission on
Public Diplomacy

3b. GSA

Committee No.

1322

4. Is this New During Fiscal Year?

No

5. Current Charter

04/21/2025

6. Expected Renewal Date

04/21/2027

7. Expected Term Date

8a. Was Terminated During Fiscal Year?

No

8b. Specific Termination Authority

P.L. 111-70 (2009)

8c. Actual Term Date

9. Agency

Recommendation for Next Fiscal Year

Continue

10a. Legislation Req to Terminate?

Not Applicable

10b. Legislation Pending?

Not Applicable

11. Establishment Authority

Statutory (Congress Created)

12. Specific Establishment Authority

22 U.S.C. 1469

13. Effective Date

01/27/1948

14. Committee Type

Continuing

14c. Presidential?

Yes

15. Description of Committee

16a. Total Number of Reports

No Reports for
this Fiscal Year

17a. Open

0

17b. Closed

0

17c. Partially Closed

0

Other Activities

0

17d. Total

0

Meetings and Dates

No Meetings

Current Next
FY FY

18a(1). Personnel Pmts to Non-Federal Members	\$0.00	\$0.00
18a(2). Personnel Pmts to Federal Members	\$0.00	\$0.00
18a(3). Personnel Pmts to Federal Staff	\$0.00	\$0.00
18a(4). Personnel Pmts to Non-Member Consultants	\$0.00	\$0.00
18b(1). Travel and Per Diem to Non-Federal Members	\$0.00	\$0.00
18b(2). Travel and Per Diem to Federal Members	\$0.00	\$0.00
18b(3). Travel and Per Diem to Federal Staff	\$0.00	\$0.00
18b(4). Travel and Per Diem to Non-member Consultants	\$0.00	\$0.00
18c. Administrative Costs (FRNs, contractor support, In-person/hybrid/virtual meetings)	\$0.00	\$0.00
18d. Other (all other funds not captured by any other cost category)	\$0.00	\$0.00
18e. Total Costs	\$0.00	\$0.00
19. Federal Staff Support Years (FTE)	0.00	0.00

20a. How does the Committee accomplish its purpose?

The Advisory Commission assesses U.S. government activities intended to understand, inform, and influence foreign publics. It proposes recommendations to the President, the Secretary of State, and Members of Congress concerning Public Diplomacy, and appraises the effectiveness of Public Diplomacy policies and programs carried out by the Department of State in both Washington and

abroad. Commission members and staff interact regularly with Department and Congressional officials and hold open meetings four times a year. The Commission also works with partner institutions and individual researchers to bring outside expertise and best practices to inform Public Diplomacy and international broadcasting strategies

20b. How does the Committee balance its membership?

The seven-member Commission is by law bipartisan, with no more than four members from any one political party. Members are appointed by the President, with the advice and consent of the Senate; the President designates the chairman. As of September 2024, there were one Republican and one Democrat member each on the Commission (and five vacant seats), with a Democrat and Republican serving as Chairman and Vice Chairman, respectively. Commissioners serve without compensation and are chosen from a broad cross section of professions, including law, business, public relations, academia, and diplomacy. Members are appointed for three-year terms, but they may continue to serve once their term has expired until their replacement has been nominated by the White House and confirmed by the Senate. Commission staff include an executive director, a Foreign Service Senior Advisor, and a part-time administrative assistant. The biographies of the Commission members and staff can be found at <https://www.state.gov/leadership-u-s-advisory-commission-on-public-diplomacy/>.

20c. How frequent and relevant are the Committee Meetings?

The Commission met 4 times this fiscal year in a

public forum. These meetings are instrumental in providing a platform for Public Diplomacy practitioners and other interested stakeholders to engage the Commissioners in person. The meetings are on topics that are relevant to current issues in Public Diplomacy, including findings of recent Commission reports. Transcripts of minutes of those meetings can be found at <https://www.state.gov/meetings-u-s-advisory-commission-on-public-diplomacy-2/>. Recommendations are in the meeting minutes. Members of the public who attend the meetings include members of the media, embassy officials, academicians, and think tank and congressional staff. Commission recommendations are sometimes cited in the media. In addition to meetings, the Commissioners also conduct domestic and overseas fact-finding trips that inform the Comprehensive Annual Report, mandated in the Commission's reauthorization language. The Commission also maintains a Facebook page and Twitter account to increase both the reach of the Commission and the ability to hear from and communicate with the public, Members and staff of Congress, and members of the Executive Branch.

20d. Why can't the advice or information this committee provides be obtained elsewhere?

Since 1948, Congress has required this Commission and its predecessors “to represent the public interest” in looking broadly at U.S. government activities concerning Public Diplomacy. No other source in government or the private sector provides a comparable, independent citizens perspective. The Commissioners are the only individuals from the private sector who have been appointed to advise the President and Secretary of State on Public Diplomacy initiatives. They bring unique

perspectives from business, politics, and government. The Annual Comprehensive Report is the only product of its kind that contains a comprehensive look at all USG PD activities along with spending tables and provides critical insight and recommendations for improved outcomes.

20e. Why is it necessary to close and/or partially closed committee meetings?

Official meetings of the Commission are open to the public unless a determination has been made in accordance with Section 10(d) of the Federal Advisory Committee Act that a meeting or a portion of a meeting should be closed to the public.

21. Remarks

Note on Commissioners: Although terms are for three years, the legislation also notes that Commissioners may serve past their terms if no replacements have been named. Sim Farar and Bill Hybil continue to enthusiastically execute their duties as Commissioners. H.R.4350 — 117th Congress (2021-2022). Title LVI. Public Diplomacy. Sec 1604. PERMANENT REAUTHORIZATION OF THE U.S. ADVISORY COMMISSION ON PUBLIC DIPLOMACY Section 1334 of the Foreign Affairs Reform and Restructuring Act of 1998 (22 U.S.C. 6553) is amended— (1) in the section heading, by striking “SUNSET” and inserting “CONTINUATION”; and (2) by striking “until October 1, 2021”. According to the Commission's charter, Commission members, once confirmed by the Senate, serve three-year terms. Upon the expiration of a member's term of office, the member continues to serve until a successor is appointed and qualified. The ACPD's Charter can be found at <https://www.state.gov/charter-u-s-advisory-commission-on-public-dipommission>

members normally meet in an open, public forum four times each fiscal year. The Commission meets approximately 4 times a year. Transcripts of minutes of these meetings can be found at <https://www.state.gov/meetings-u-s-advisory-commission-on-public-diplomacy-2/>

The ACPD releases an annual "Comprehensive Report on Public Diplomacy and International Broadcasting" as well as ad hoc reports on specialized subjects. Copies of the Commission's reports can be found at <https://www.state.gov/reports-u-s-advisory-commission-on-public-diplomacy/.lomacy/>.

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Designated Federal Officer

Sarah E Arkin Executive Director

Committee Members	Start	End	Occupation	Member Designation
Farar, Sim	05/11/2011	03/15/2025	entrepreneur, philanthropist	Special Government Employee (SGE) Member
Hybil, Bill	03/13/2008	03/15/2025	philanthropist, entrepreneur	Special Government Employee (SGE) Member
Brown, Katherine [Ad hoc advisory subcommittee on the U.S. pavilion at Expo 2025 Osaka]	09/01/2024	10/01/2025	CEO, Global Ties USA	Peer Review Consultant Member
Clark, Bob [Ad hoc advisory subcommittee on the U.S. pavilion at Expo 2025 Osaka]	09/01/2024	10/01/2025	Smith company	Peer Review Consultant Member
Cottingham-Streeter, Paige [Ad hoc advisory subcommittee on the U.S. pavilion at Expo 2025 Osaka]	09/01/2024	10/01/2025	Japan United States Friendship Commission	Peer Review Consultant Member

Rakolta, John				Smith	Peer Review
[Ad hoc advisory subcommittee on the U.S. pavilion at Expo 2025 Osaka]	09/01/2024	10/01/2025		company	Consultant
					Member
Walker, Joshua				CEO, Japan	Peer Review
[Ad hoc advisory subcommittee on the U.S. pavilion at Expo 2025 Osaka]	09/01/2024	10/01/2025		Society	Consultant
					Member
Spokojny, Dan					Peer Review
[Subcommittee on Research and Evaluation]	07/01/2024	08/01/2025	FP21		Consultant
					Member
Taylor, Maureen				University of	Peer Review
[Subcommittee on Research and Evaluation]	07/01/2024	08/01/2025	Technology,		Consultant
			Sydney		Member
Wike, Richard				Pew	Peer Review
[Subcommittee on Research and Evaluation]	07/01/2024	08/01/2025	Research		Consultant
			Center		Member

Number of Committee Members Listed: 10

Narrative Description

The Commission is a citizen's panel that advises the President, Secretary of State, and Congress on Public Diplomacy matters. This includes efforts by the U.S. government and the private sector that seek to engage, understand, inform, and influence foreign publics so that they, in turn, encourage their government to support U.S. foreign policy priorities. In this role, the Commissioners utilize their wide range of experience within the areas of management, communications, public affairs, government, and international relations to assess U.S. government Public Diplomacy programs and activities. The U.S. Advisory Commission on Public Diplomacy, a bipartisan presidentially appointed panel created by Congress, has continually served since its inception in 1948.

What are the most significant program outcomes associated with this committee?

Checked if
Applies

Improvements to health or safety	<input type="checkbox"/>
Trust in government	<input type="checkbox"/>
Major policy changes	<input type="checkbox"/>
Advance in scientific research	<input type="checkbox"/>
Effective grant making	<input type="checkbox"/>
Improved service delivery	<input type="checkbox"/>
Increased customer satisfaction	<input type="checkbox"/>

Implementation of laws or regulatory requirements
Other



Outcome Comments

In FY 2024, the ACPD issued the 2023 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which included 25 recommendations to the White House, Congress, the Department of State, and the U.S. Agency for Global Media. The report can be found at the following site:

<https://www.state.gov/2023-comprehensive-annual-report-on-public-diplomacy-and-international>

Also issued in FY2024: a special report on Public Diplomacy and DEIA Promotion: Telling America's Story to the World, available here:

<https://www.state.gov/public-diplomacy-and-deia-promotion-telling-americas-story-to-the-world-2>

The Commission continues to monitor and advise on the implementation of outstanding recommendations from earlier reports detailed below. Issued in 2022: "Exploring Public Diplomacy's Domestic Dimension: Purviews, Publics, and Policies" produced recommendations to address the domestic use of public diplomacy. See here:

<https://www.state.gov/exploring-u-s-public-diplomacys-domestic-dimensions-purviews-publics-ar>

Issued in 2021: "Putting Audience and Policy First: A Public Diplomacy Paradigm Shift" produced recommendations about improving the implementation of a comprehensive reorganization of public diplomacy section in the field. See

here:<https://www.state.gov/putting-policy-audience-first-a-public-diplomacy-paradigm-shift-2021/>

In FY 2022, the ACPD issued the 2021 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which included 28 recommendations to the White House, Congress, the Department of State, and the U.S. Agency for Global Media. The report can be found at

<https://www.state.gov/2021-comprehensive-annual-report-on-public-diplomacy-and-international>

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here:<https://www.state.gov/putting-policy-audience-first-a-public-diplomacy-paradigm-shift-2021/>

Issued in August 2020, the ACPD-produced report "Teaching Public Diplomacy and the Information Instruments of Power in a Complex Media Environment: Maintaining a Competitive Edge" produced recommendations to improve USG interagency coordination

of outreach, advocacy and influence initiatives. See here:

<https://www.state.gov/teaching-public-diplomacy-and-the-information-instruments-of-power-in-a->
Issued in September 2020, the ACPD- produced report “Public Diplomacy and the “New”
Old War: Countering State Sponsored Disinformation produced recommendations to
improve Department of State and U.S. Agency for Global Media public diplomacy
programs to counter state sponsored disinformation effects. See here:

<https://www.state.gov/public-diplomacy-and-the-new-old-war-countering-state-sponsored-disinfo>
In FY-2019, the ACPD issued the 2018 Comprehensive Annual Report on Public
Diplomacy and International Broadcasting, which included 26 recommendations to
Congress, the Department of State, and the U.S. Agency for Global Media. The report can
be found at

<https://www.state.gov/2018-comprehensive-annual-report-on-public-diplomacy-and-international>
The Commission continues to monitor and advise on the implementation of outstanding
recommendations from earlier reports detailed below. Issued in May 2018 the report
Optimizing Engagement: Research, Evaluation and Learning in Public Diplomacy
contained four recommendations for improving research and assessment efforts
supporting U.S. government public diplomacy activities. See here:

<https://www.state.gov/optimizing-engagement-research-evaluation-and-learning-in-public-diplom>
The Commission's 2017 report Can Public Diplomacy Survive the Internet helped raise
awareness regarding the threats and possibilities of artificial intelligence as it relates to
international communication. The report directly shaped the State Department's thinking
on policies guiding the use and understanding of artificial intelligence. See here:

<https://www.state.gov/can-public-diplomacy-survive-the-internet/> The Commission's 2014
report, Data Driven Public Diplomacy: Progress Towards Measuring the Impact of Public
Diplomacy and International Broadcasting Activities, made 15 recommendations on
structural and methodological change for Public Diplomacy evaluation. The report was
released on September 16, 2014, and most of its recommendations have been
implemented. See here:

<https://www.state.gov/data-driven-public-diplomacy-progress-towards-measuring-the-impact-of-p>

What are the cost savings associated with this committee?

Checked if Applies

- | | |
|---------------------------|-------------------------------------|
| None | <input type="checkbox"/> |
| Unable to Determine | <input type="checkbox"/> |
| Under \$100,000 | <input type="checkbox"/> |
| \$100,000 - \$500,000 | <input type="checkbox"/> |
| \$500,001 - \$1,000,000 | <input type="checkbox"/> |
| \$1,000,001 - \$5,000,000 | <input checked="" type="checkbox"/> |

\$5,000,001 - \$10,000,000



Over \$10,000,000



Cost Savings Other



Cost Savings Comments

The Commission is able to complete its reports for roughly \$75,000, which is about 40 percent of its total operating budget of \$193,104. Comparable studies would likely been contracted to an institution for millions of dollars (in particular, the Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which includes data collected from over 20 offices and exceeds 250 pages and 115,000 words.

What is the approximate Number of recommendations produced by this committee for the life of the committee?

225

Number of Recommendations Comments

The Commission was established in 1948 and has issued more than 325 annual and special reports since then. In FY2024, the Committee published the 2023 Annual Comprehensive Report which included 25 recommendations. The 2022 Annual Comprehensive Report which included 28 recommendations. In FY 2022, the Commission issued the 2021 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which included 28 recommendations to the White House, Congress, the Department of State, and the U.S. Agency for Global Media. In FY 2022 the Commission also produced a report on "Exploring U.S. Public Diplomacy's Domestic Dimensions" with 18 recommendations. In FY 2021 The Commission produced a report on "Putting Policy and Audience First: A Public Diplomacy Paradigm Shift" with 10 recommendations. In FY 2020 the Commission also produced a report on "Teaching Public Diplomacy and the Information Instruments of Power in a Complex Media Environment: Maintaining a Competitive Edge" with three recommendations and a report on "Public Diplomacy and the "New" Old War: Countering State Sponsored Disinformation" with six recommendations. In FY-2019, the ACPD issued the 2018 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, which included 26 recommendations to Congress, the Department of State, and the U.S. Agency for Global Media. In FY-2018, the ACPD issued two reports with a total of 24 recommendations. The first was the 2017 Comprehensive Annual Report on Public Diplomacy and International Broadcasting, released in October 2017, which included 20 recommendations to Congress, the Department of State, and the Broadcasting Board of Governors (now the U.S. Agency for Global Media). The second report was issued in May 2018 and entitled Optimizing Engagement: Research, Evaluation and Learning in Public

Diplomacy, which contained four recommendations for improving research and assessment efforts supporting U.S. government public diplomacy activities. The Commission has made roughly 100 additional recommendations total in its FY 2015, FY 2016, and FY 2017 Comprehensive Annual Reports on Public Diplomacy and International Broadcasting as well as numerous special reports.

What is the approximate Percentage of these recommendations that have been or will be Fully implemented by the agency?

40%

% of Recommendations Fully Implemented Comments

Since the Commission's reinstatement in July 2013, roughly 40 percent of its recommendations in its reports have been fully implemented or are in the process of being implemented.

What is the approximate Percentage of these recommendations that have been or will be Partially implemented by the agency?

30%

% of Recommendations Partially Implemented Comments

Since the Commission's reinstatement in July 2013, roughly 30 percent of its recommendations in its reports have been partially implemented or are in the process of being implemented.

Does the agency provide the committee with feedback regarding actions taken to implement recommendations or advice offered?

Yes ☒ No ☐ Not Applicable ☐

Agency Feedback Comments

The Commission actively seeks feedback from the organizations it appraises and issues advise to, including the Department of State, the U.S. Agency for Global Media (formerly the Broadcasting Board of Governors), the White House / National Security Staff, and Congress. Thus far, the recommendations from its core reports have been welcomed by the Under Secretary of State for Public Diplomacy and Public Affairs, the Office of Management and Budget, the House Foreign Affairs Committee, the Senate Foreign Relations Committee, and the Senate Appropriations

Committee.<https://www.state.gov/bureaus-offices/under-secretary-for-public-diplomacy-and-publ>

What other actions has the agency taken as a result of the committee's advice or recommendation?

Checked if Applies

Reorganized Priorities	<input checked="" type="checkbox"/>
Reallocated resources	<input checked="" type="checkbox"/>
Issued new regulation	<input checked="" type="checkbox"/>
Proposed legislation	<input checked="" type="checkbox"/>
Approved grants or other payments	<input type="checkbox"/>
Other	<input type="checkbox"/>

Action Comments

Is the Committee engaged in the review of applications for grants?

No

Grant Review Comments

NA

How is access provided to the information for the Committee's documentation?

Checked if Applies

Contact DFO	<input checked="" type="checkbox"/>
Online Agency Web Site	<input checked="" type="checkbox"/>
Online Committee Web Site	<input checked="" type="checkbox"/>
Online GSA FACA Web Site	<input checked="" type="checkbox"/>
Publications	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>

Access Comments

The Commission will continue to actively distribute and make available information products it develops for the Congress, the executive branch, and the public. The Commission provides, whenever possible, raw information for the public to review as well as documents with analysis and recommendations. All meeting announcements, minutes, transcripts -- in addition to the Commission's reports and white papers -- are available at <https://www.state.gov/bureaus-offices/under-secretary-for-public-diplomacy-and-public-affairs/un>