

110TH CONGRESS
2D SESSION

S. 3546

To establish the National Center for Strategic Communication to advise the President regarding public diplomacy and international broadcasting to promote democracy and human rights, and for other purposes.

IN THE SENATE OF THE UNITED STATES

SEPTEMBER 23 (legislative day, SEPTEMBER 17), 2008

Mr. BROWNBACK introduced the following bill; which was read twice and referred to the Committee on Foreign Relations

A BILL

To establish the National Center for Strategic Communication to advise the President regarding public diplomacy and international broadcasting to promote democracy and human rights, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Strategic Communica-
5 tions Act of 2008”.

6 **SEC. 2. DEFINITIONS.**

7 In this Act:

1 (1) APPROPRIATE CONGRESSIONAL COMMIT-
2 TEES.—The term appropriate congressional commit-
3 tees means—

4 (A) the Committee on Foreign Relations of
5 the Senate;

6 (B) the Committee on Foreign Affairs of
7 the House of Representatives;

8 (C) the Committee on Appropriations of
9 the Senate; and

10 (D) the Committee on Appropriations of
11 the House of Representatives.

12 (2) CENTER.—The term “Center” means the
13 National Center for Strategic Communication estab-
14 lished under section 5(a).

15 (3) DIRECTOR.—The term “Director” means
16 the Director of Strategic Communication of the Cen-
17 ter appointed under section 5(b).

18 (4) NATIONAL STRATEGIC COMMUNICATIONS
19 STRATEGY.—The term “national strategic commu-
20 nications strategy” means the comprehensive strat-
21 egy for strategic communication developed under
22 section 6.

23 (5) STRATEGIC COMMUNICATIONS.—The term
24 “strategic communications” means engaging foreign
25 audiences through coordinated and truthful commu-

1 nications programs that create, preserve, or
2 strengthen conditions favorable to the advancement
3 of the national interests of the United States.

4 **SEC. 3. SENSE OF CONGRESS.**

5 It is the Sense of Congress that—

6 (1) radical Islamists deny these moral principles
7 and use terrorism to achieve their ideological ends;

8 (2) radical Islamists seek to—

9 (A) morally delegitimize democracy; and

10 (B) forcefully impose a universal political
11 order that denies and suppresses the
12 unalienable rights of human beings;

13 (3) although military force may sometimes be
14 necessary, military force alone cannot defeat the
15 threat posed by Islamist extremism;

16 (4) the founding principles of the United
17 States, including freedom, human rights, and the
18 rule of law, must be advanced and defended against
19 those who—

20 (A) deny the truth of such principles; and

21 (B) seek to overthrow such principles;

22 (5) the United States, out of a decent respect
23 to the opinions of mankind, owes an explanation of
24 its founding principles and the purposes of demo-
25 cratic, constitutional, and political order; and

1 (6) the United States Government needs an or-
 2 ganization whose mission is to engage foreign audi-
 3 ences in ways that advance the national interests of
 4 the United States, including—

5 (A) advancing understanding and apprecia-
 6 tion for the founding principles of the United
 7 States; and

8 (B) defeating the ideas that are inimical to
 9 the founding principles of the United States.

10 **SEC. 4. BROADCASTING BOARD OF GOVERNORS.**

11 (a) **ABOLISHMENT OF BROADCASTING BOARD OF**
 12 **GOVERNORS.**—The United States International Broad-
 13 casting Act of 1994 (22 U.S.C. 6201 et seq.) is repealed
 14 on the date that is 6 months after the date of the enact-
 15 ment of this Act.

16 (b) **SPECIAL IMMIGRANT STATUS.**—Section
 17 101(a)(27) of the Immigration and Nationality Act (8
 18 U.S.C. 1101(a)(27)) is amended by striking “for the
 19 International Broadcasting Bureau of the Broadcasting
 20 Board of Governors, or for a grantee of the Broadcasting
 21 Board of Governors,” and inserting “for the National Cen-
 22 ter for Strategic Communication”.

23 (c) **DISSEMINATION ABROAD OF INFORMATION**
 24 **ABOUT THE UNITED STATES.**—Title V of the United

1 States Information and Educational Exchange Act of
2 1948 (22 U.S.C. 1461) is amended—

3 (1) in the title heading, by striking
4 “**ABROAD**”;

5 (2) by striking subsection (a); and

6 (3) in subsection (b), by redesignating para-
7 graphs (1), (2), and (3) as subsections (a), (b), and
8 (c).

9 (d) UNDER SECRETARY FOR PUBLIC DIPLOMACY.—

10 Section 1(b)(3) of the State Department Basic Authorities
11 Act of 1956 (22 U.S.C. 2651a(b)(3)) is repealed on the
12 date that is 6 months after the date of the enactment of
13 this Act.

14 (e) CONFORMING AMENDMENTS.—

15 (1) UNITED STATES INFORMATION AND EDU-
16 CATIONAL EXCHANGE ACT OF 1948.—The United
17 States Information and Educational Exchange Act
18 of 1948 (22 U.S.C. 1431 et seq.) is amended—

19 (A) in title V (22 U.S.C. 1461 et seq.)—

20 (i) by striking section 505; and

21 (ii) in section 506, by striking sub-
22 section (c); and

23 (B) in title VIII (22 U.S.C. 1471 et seq.),

24 by striking section 802(b)(4).

1 (2) STATE DEPARTMENT BASIC AUTHORITIES
2 ACT OF 1956.—Title I of the State Department Basic
3 Authorities Act of 1956 (22 U.S.C. 2651a et seq.)
4 is amended—

5 (A) in section 23(a), by striking “, the
6 Broadcasting Board of Governors,”;

7 (B) in section 25(f), by striking “the
8 Broadcasting Board of Governors and the Ad-
9 ministrators of the Agency for International De-
10 velopment with respect to the Board and the
11 Agency” and inserting “the Administrator of
12 the Agency for International Development with
13 respect to the Agency”;

14 (C) in section 26(b), by striking “the
15 Broadcasting Board of Governors, and the Ad-
16 ministrators of the Agency for International De-
17 velopment with respect to the Board and the
18 Agency” and inserting “the Administrator of
19 the Agency for International Development with
20 respect to the Agency”;

21 (D) in section 32, by striking “the Broad-
22 casting Board of Governors and the Adminis-
23 trators of the Agency for International Develop-
24 ment with respect to their respective agencies”
25 and inserting “the Administrator of the Agency

1 for International Development with respect to
2 the Agency”; and

3 (E) by amending section 60(b)(2) to read
4 as follows:

5 “(2) develop—

6 “(A) a comprehensive and coherent strat-
7 egy for the use of public diplomacy resources;
8 and

9 “(B) long-term measurable objectives for
10 United States public diplomacy.”.

11 **SEC. 5. NATIONAL CENTER FOR STRATEGIC COMMUNICA-**
12 **TION.**

13 (a) ESTABLISHMENT.—There is established the Na-
14 tional Center for Strategic Communication.

15 (b) DIRECTOR.—

16 (1) APPOINTMENT.—The Center shall be head-
17 ed by the Director of Strategic Communication, ap-
18 pointed by the President, by and with the advice and
19 consent of the Senate.

20 (2) SIMULTANEOUS SERVICE PROHIBITED.—

21 The Director may not simultaneously serve in any
22 other capacity in the Executive Branch.

23 (3) REPORTING REQUIREMENT.—The Director
24 shall regularly report to the President of the United

1 States with respect to matters described in sub-
2 section (d).

3 (c) DEPUTY DIRECTOR.—

4 (1) APPOINTMENT.—The Director shall be as-
5 sisted by a Deputy Director, who shall be appointed
6 by the President, by and with the advice and consent
7 of the Senate.

8 (2) DUTIES.—The Deputy Director shall—

9 (A) perform such duties and exercise such
10 powers as the Director may prescribe; and

11 (B) act for, and exercise the powers of, the
12 Director when the Director is disabled or the
13 position of Director is vacant.

14 (d) MATTERS TO BE REPORTED TO THE PRESI-
15 DENT.—The matters described in this subsection are—

16 (1) the budget and programs of the Center;

17 (2) the conduct of strategic communications im-
18 plemented by the Center and by other elements of
19 the United States Government; and

20 (3) the planning and progress of joint strategic
21 communications.

22 (e) PRIMARY MISSIONS.—The primary missions of
23 the Center are—

24 (1) to serve as the primary organization in the
25 United States Government for conducting strategic

1 communications, including information, educational,
2 and cultural activities that are designed—

3 (A) to influence the opinions of foreign au-
4 diences in support of American ideals and in
5 opposition to violent extremism;

6 (B) to dissuade foreign audiences from
7 supporting violence;

8 (C) to provide other peoples with a better
9 understanding of the policies, values, institu-
10 tions and culture of the United States;

11 (D) to support other peoples who share the
12 values of the United States, including those
13 who seek to advance freedom and oppose violent
14 extremism; and

15 (E) to promote the founding principles of
16 the United States abroad, especially inalienable
17 individual rights, freedom, democracy, and the
18 rule of law;

19 (2) to develop and oversee the execution of the
20 national strategic communications strategy;

21 (3) to encourage private institutions in the
22 United States to develop their own exchange activi-
23 ties, and provide assistance for those exchange ac-
24 tivities which are in the broadest national interest;

1 (4) to ensure that international informational,
2 educational, and cultural activities conducted or
3 planned by other departments and agencies of the
4 United States Government are consistent with the
5 national strategic communications strategy;

6 (5) to promote United States participation in
7 international events relevant to the mission of the
8 Agency;

9 (6) to direct and coordinate foreign broad-
10 casting by the United States Government; and

11 (7) to research and analyze—

12 (A) global public opinion;

13 (B) media trends and influences on audi-
14 ences;

15 (C) existing and emerging information
16 technologies; and

17 (D) the implications of all source intel-
18 ligence assessments.

19 (f) GENERAL AUTHORIZATION.—Subject to the direc-
20 tion of the President, the Director may design and imple-
21 ment programs and activities intended to achieve the mis-
22 sions described in subsection (e) through—

23 (1) the dissemination of truthful information
24 across all forms of information media;

1 (2) information centers and instructors located
2 outside of the United States;

3 (3) cooperative efforts with private, nonprofit,
4 and nongovernmental organizations;

5 (4) joint initiatives with other agencies of the
6 United States Government, as appropriate; and

7 (5) exchange programs.

8 (g) DUTIES AND RESPONSIBILITIES OF THE DIREC-
9 TOR.—

10 (1) IN GENERAL.—The Director shall—

11 (A) serve as the principal advisor to the
12 President on strategic communications;

13 (B) provide guidance for strategic commu-
14 nications conducted across the United States
15 Government, and for the effective integration of
16 strategic communications across agency bound-
17 aries within and outside the United States;

18 (C) advise the President on the extent to
19 which the strategic communications rec-
20 ommendations and budget proposals of the de-
21 partments, agencies, and elements of the
22 United States Government—

23 (i) conform to the priorities estab-
24 lished by the President; and

1 (ii) are consistent with the national
2 strategic communications strategy;

3 (D) coordinate the strategic communica-
4 tions efforts of all Federal agencies, as appro-
5 priate;

6 (E) oversee United States' foreign broad-
7 casts, including Voice of America and surrogate
8 broadcast programs;

9 (F) ensure the design and implementation
10 of appropriate program evaluation methodolo-
11 gies;

12 (G) ensure that United States Agency for
13 International Development programs are ac-
14 companied by appropriate strategic communica-
15 tions efforts;

16 (H) have primary responsibility to assist
17 and advise the President in the formation and
18 implementation of United States strategic com-
19 munication policies and activities, including
20 international educational and cultural exchange
21 programs, information, and international broad-
22 casting; and

23 (I) ensure the use of all relevant forms of
24 Internet-based communication in support of the

1 missions described in subsection (e) and the
2 strategy described in section 6.

3 (2) PROHIBITION.—The Director may not ini-
4 tiate, terminate, or manage any program or activity
5 of any other component of the United States Gov-
6 ernment without the consent of the head of the rel-
7 evant department or agency.

8 (h) ASSISTANT DIRECTOR FOR THE STRATEGIC COM-
9 MUNICATIONS CORPS.—

10 (1) APPOINTMENT.—The President shall ap-
11 point an Assistant Director for the Strategic Com-
12 munications Corps, by and with the advise and con-
13 sent of the Senate.

14 (2) POWERS; DUTIES.—The Assistant Director
15 for the Strategic Communications Corps shall—

16 (A) assist the Director in overseeing and
17 coordinating—

18 (i) the implementation of the national
19 strategic communication strategy on a re-
20 gional and country-by-country basis; and

21 (ii) the activities of all of the employ-
22 ees of the Center who are stationed over-
23 seas;

24 (B) recommend ways to improve the na-
25 tional strategic communications strategy based

1 on information received from the strategic com-
2 munication officers; and

3 (C) exercise such powers and perform such
4 other duties prescribed by the Director.

5 (3) STRATEGIC COMMUNICATIONS OFFICERS.—

6 The Assistant Director for the Strategic Commu-
7 nications Corps, in consultation with the Director,
8 shall appoint strategic communications officers, who
9 shall—

10 (A) execute the missions of the Center, as
11 directed by the Assistant Director for the Stra-
12 tegic Communications Corps;

13 (B) be stationed at United States embas-
14 sies and consulates selected by the Assistant
15 Director, in consultation with the Secretary of
16 State, based on their importance in imple-
17 menting the national strategic communications
18 strategy and serve as members of the country
19 team;

20 (C) work under the direction of the Assist-
21 ant Director;

22 (D) ensure the effective implementation of
23 the national strategic communications strategy
24 in the country or area in which they serve, by—

1 (i) ensuring communication occurs in
2 a manner relevant to, and consistent with,
3 local social and cultural conditions; and

4 (ii) working with local individuals and
5 groups, as appropriate, to achieve the goals
6 and mission of the Center; and

7 (E) recommend ways to improve the na-
8 tional strategic communications strategy.

9 (i) ASSISTANT DIRECTOR FOR INFORMATION OPER-
10 ATIONS.—

11 (1) APPOINTMENT.—The President shall ap-
12 point an Assistant Director for Information Oper-
13 ations, by and with the advise and consent of the
14 Senate.

15 (2) POWERS; DUTIES.—Subject to the author-
16 ity, direction, and control of the Director, the Assist-
17 ant Director for Information Operations shall—

18 (A) supervise all broadcasting activities
19 conducted pursuant to this Act, the Radio
20 Broadcasting to Cuba Act (22 U.S.C. 1465 et
21 seq.), the Television Broadcasting to Cuba Act
22 (22 U.S.C. 1465aa et seq.), and Worldnet Tele-
23 vision;

24 (B) review and evaluate the mission and
25 operation of, and assess the quality, effective-

1 ness, and professional integrity of, all the activi-
2 ties described in subparagraph (A) within the
3 context of the broad foreign policy objectives of
4 the United States;

5 (C) ensure that United States inter-
6 national broadcasting is conducted in accord-
7 ance with the standards and principles con-
8 tained in sections 8 and 9;

9 (D) review, evaluate, and determine, at
10 least annually, after consultation with the Di-
11 rector, the addition or deletion of language
12 services;

13 (E) make and supervise grants for broad-
14 casting and related activities;

15 (F) allocate funds appropriated for inter-
16 national broadcasting activities among the var-
17 ious elements of the International Broadcasting
18 Bureau and grantees, subject to applicable re-
19 programming notification requirements for the
20 reallocation of funds;

21 (G) review engineering activities to ensure
22 that all broadcasting elements receive the high-
23 est quality and cost-effective delivery services;

24 (H) undertake such studies as may be nec-
25 essary to identify areas in which broadcasting

1 activities under the authority of the Center
2 could be made more efficient and economical;

3 (I) submit to an annual report to Congress
4 and the President that—

5 (i) summarizes and evaluates activi-
6 ties under this Act, the Radio Broad-
7 casting to Cuba Act (22 U.S.C. 1465 et
8 seq.), and the Television Broadcasting to
9 Cuba Act (22 U.S.C. 1465aa et seq.); and

10 (ii) places special emphasis on the
11 evaluation conducted under subparagraph
12 (B); and

13 (iii) includes information on funds ex-
14 pended on administrative and managerial
15 services by the International Broadcasting
16 Bureau and by grantees and the steps the
17 Center has taken to reduce unnecessary
18 overhead costs for each of the broadcasting
19 services;

20 (J) provide for the use of United States
21 Government transmitter capacity for relay of
22 Radio Free Asia, to the extent the Assistant Di-
23 rector determines appropriate;

24 (K) procure such goods and services from
25 other departments or agencies for the Center

1 and the International Broadcasting Bureau as
 2 the Assistant Director determines are appro-
 3 priate;

4 (L) administer the international informa-
 5 tion programs transferred from the Department
 6 of State under section 7;

7 (M) ensure the transparency of the content
 8 of United States foreign broadcasts; and

9 (N) exercise such powers and perform such
 10 other duties prescribed by the Director.

11 (j) ASSISTANT DIRECTOR FOR GLOBAL NET-
 12 WORKS.—

13 (1) APPOINTMENT.—The President shall ap-
 14 point an Assistant Director for Global Networks, by
 15 and with the advise and consent of the Senate.

16 (2) POWERS; DUTIES.—Subject to the author-
 17 ity, direction, and control of the Director, the Assist-
 18 ant Director for Global Networks shall—

19 (A) award grants to private and nonprofit
 20 organizations to perform information operations
 21 consistent with the missions of the Center and
 22 the national strategic communications strategy;

23 (B) Administer the educational and cul-
 24 tural exchange programs transferred from the
 25 Department of State under section 7; and

1 (C) perform such duties and exercise such
2 powers as the Director may prescribe.

3 (k) STRATEGIC COMMUNICATIONS BOARD.—

4 (1) ESTABLISHMENT.—There is established
5 within the Center a Strategic Communications
6 Board, which shall be led by the Deputy Director,
7 who shall—

8 (A) report regularly to the Director on
9 progress in implementing the national strategic
10 communication strategy;

11 (B) make recommendations on necessary
12 adjustments to the strategy; and

13 (C) inform the Director of the start or
14 progress of information operations conducted by
15 the department, office, or agency the liaison
16 represents.

17 (2) DESIGNATION.—Department heads shall
18 designate officials of appropriate rank to serve as
19 members of the Strategic Communications Board
20 from—

21 (A) the Department of State;

22 (B) the Office of the Secretary of Defense;

23 (C) the Joint Chiefs of Staff

24 (D) the Department of Commerce;

25 (E) the Department of the Treasury;

1 (F) the Office of the Director of National
2 Intelligence; and

3 (G) the United States Agency for Inter-
4 national Development.

5 (3) MODIFICATION.—The President, after noti-
6 fying the appropriate congressional committees, may
7 modify the composition of the Strategic Communica-
8 tions Board.

9 (I) INTERNATIONAL BROADCASTING BUREAU.—

10 (1) CONTINUATION.—Notwithstanding section
11 4(a), the International Broadcasting Bureau, estab-
12 lished by section 6206 of the United States Inter-
13 national Broadcasting Act of 1994 (Public Law
14 103–326), shall continue to carry out all nonmilitary
15 international broadcasting activities supported by
16 the United States Government.

17 (2) DIRECTOR.—The Director of the Bureau
18 shall—

19 (A) be appointed by the President, by and
20 with the advice and consent of the Senate;

21 (B) report to the Assistant Director for In-
22 formation Operations appointed under sub-
23 section (i);

1 (C) be entitled to receive compensation at
2 the rate prescribed by law for level IV of the
3 Executive Schedule; and

4 (D) organize and chair a coordinating com-
5 mittee to examine and make recommendations
6 to the Center on long-term strategies for the fu-
7 ture of international broadcasting, including—

8 (i) the use of new technologies;

9 (ii) further consolidation of broadcast
10 services; and

11 (iii) consolidation of existing public af-
12 fairs and legislative relations functions in
13 the various international broadcasting enti-
14 ties.

15 (3) COORDINATING COMMITTEE.—The coordi-
16 nating committee shall include representatives of
17 Radio Free Asia, RFE/RL, Incorporated, and, as
18 appropriate, the Office of Cuba Broadcasting, the
19 Voice of America, and Worldnet.

20 (m) DETAILEES.—The Secretary of State, the Sec-
21 retary of Defense, and the Director of National Intel-
22 ligence, in consultation with the Director, shall ensure that
23 at least 1 individual from each department or office is al-
24 ways detailed to the offices of the assistant directors ap-
25 pointed pursuant to subsections (h), (i) and (j).

1 **SEC. 6. COMPREHENSIVE STRATEGY.**

2 (a) STRATEGY.—The Director, in consultation with
3 the Strategic Communications Board established under
4 section 5(k), shall develop a comprehensive interagency
5 strategy for strategic communication.

6 (b) CONTENTS.—The national strategic communica-
7 tions strategy shall contain—

8 (1) overall goals and objectives;

9 (2) actions to be performed; and

10 (3) benchmarks and timetables for the achieve-
11 ment of such goals and objectives.

12 (c) COMPONENTS.—The national strategic commu-
13 nications strategy shall include the following components:

14 (1) Prioritizing the mission of supporting spe-
15 cific foreign policy and national security objectives,
16 such as counterterrorism and efforts to combat ex-
17 tremist ideology, in parallel and in complement with,
18 as appropriate, the missions of the Center described
19 in section 5(e).

20 (2) Improving coordination across departments
21 and agencies of the Federal Government on—

22 (A) strategic planning;

23 (B) research activities, including research
24 into the attitudes and behaviors of foreign audi-
25 ences and assessments of past strategic commu-
26 nications efforts; and

1 (C) the acquisition or development of edi-
2 torial content, including content for Internet
3 Web sites and print publications.

4 (3) Developing a more rigorous, research-based,
5 targeted approach to strategic communications ef-
6 forts differentiated for specific target audiences in
7 various countries and regions.

8 (4) Developing rigorous monitoring and evalua-
9 tion mechanisms.

10 (5) Making greater use of participation from
11 private sector entities, academic institutions, not-for-
12 profit organizations, and other nongovernmental or-
13 ganizations in supporting strategic communications
14 efforts.

15 (6) Using all available forms of information
16 technology.

17 (d) REPORTS.—

18 (1) INITIAL REPORT.—Not later than 180 days
19 after being confirmed by the Senate, the Director
20 shall submit a report to the appropriate congres-
21 sional committees that describes the strategy devel-
22 oped under this section.

23 (2) SUBSEQUENT REPORTS.—Not less than
24 once every 2 years after the submission of the initial
25 report under paragraph (1), the Director, after con-

1 sultation with the liaison officials described in sec-
2 tion 5(k), shall submit a report to the appropriate
3 congressional committees that describes—

4 (A) the status of the implementation of the
5 national strategic communications strategy;

6 (B) progress made by the Center toward
7 achievement of the benchmarks; and

8 (C) any changes to the strategy since the
9 submission of the previous report.

10 **SEC. 7. TRANSFER OF FUNCTIONS AND PERSONNEL.**

11 (a) **FUNCTIONS TRANSFERRED.**—All the functions of
12 the Under Secretary for Public Diplomacy and Public Af-
13 fairs, in effect on the day before the date of the enactment
14 of this Act, are transferred to the Director, except for the
15 functions of the Bureau of Public Affairs and any office
16 or component of such agency, under any statute, reorga-
17 nization plan, Executive Order, or other provision of law.

18 (b) **PERSONNEL TRANSFERRED.**—Notwithstanding
19 any other provision of law, all personnel and positions re-
20 porting to the Under Secretary for Public Diplomacy and
21 Public Affairs (except the personnel and positions in the
22 Bureau of Public Affairs) shall be transferred to the Cen-
23 ter, not later than the date on which such Under Secretary
24 position is repealed—

25 (1) at the same grade or class;

1 (2) at the same rate of basic pay or basic salary
2 rate; and

3 (3) with the same tenure held immediately pre-
4 ceding such transfer.

5 (c) FOREIGN SERVICE OFFICERS.—

6 (1) IN GENERAL.—Any Foreign Service Officer
7 transferred under subsection (b) shall retain status
8 within the Foreign Service upon any return to em-
9 ployment at the Department of State.

10 (2) SAVINGS PROVISION.—Nothing in this sec-
11 tion may be construed to require that any position
12 at the Center be filled by a Foreign Service Officer.

13 (d) ASSIGNMENT AUTHORITY.—

14 (1) IN GENERAL.—Except as provided under
15 paragraphs (2) through (4), and notwithstanding
16 any other provision of law, the Director, during the
17 6-month period beginning on the date of the transfer
18 of personnel under subsection (b), is authorized to
19 assign such personnel to any position or set of duties
20 in the Center regardless of the position held or du-
21 ties performed by such personnel before such trans-
22 fer.

23 (2) PAY GRADE.—An assignment under para-
24 graph (1) shall not reduce the grade, class, or rate

1 of basic pay or basic salary or change the tenure of
2 any personnel subject to such assignment.

3 (3) CONSULTATION REQUIREMENT.—The Di-
4 rector shall consult with the relevant exclusive rep-
5 resentatives (as defined in section 1002 of the For-
6 eign Service Act and in section 7103 of title 5,
7 United States Code) with regard to the exercise of
8 the authority under this subsection.

9 (4) LIMITATION.—Nothing in this subsection
10 may be construed to authorize the Director to assign
11 any individual to any position that by law requires
12 appointment by the President, by and with the ad-
13 vice and consent of the Senate.

14 **SEC. 8. BROADCASTING STANDARDS AND PRINCIPLES.**

15 (a) BROADCASTING STANDARDS.—United States
16 international broadcasting shall—

17 (1) be consistent with the broad foreign policy
18 objectives of the United States;

19 (2) not duplicate the activities of private United
20 States broadcasters;

21 (3) be conducted in accordance with the highest
22 professional standards of broadcast journalism;

23 (4) be based on reliable information about its
24 audience; and

1 (5) promote respect for the founding principles
2 of the United States, including freedom, human
3 rights, and the rule of law.

4 (b) BROADCASTING PRINCIPLES.—United States
5 international broadcasting shall include—

6 (1) news which is consistently reliable, authori-
7 tative, accurate, and comprehensive;

8 (2) clear and effective presentation of the poli-
9 cies of the United States Government and respon-
10 sible discussion and opinion on those policies, includ-
11 ing editorials, broadcast by the Voice of America,
12 which present the views of the United States Gov-
13 ernment;

14 (3) the capability to provide a surge capacity to
15 support United States foreign policy objectives dur-
16 ing crises abroad;

17 (4) programming to meet needs which remain
18 unserved by the totality of media voices available to
19 the people of certain nations;

20 (5) information about developments in each sig-
21 nificant region of the world;

22 (6) a variety of opinions and voices from within
23 particular nations and regions prevented by censor-
24 ship or repression from speaking to their fellow
25 countrymen;

1 (7) reliable research capacity to meet the cri-
2 teria under this section;

3 (8) adequate transmitter and relay capacity to
4 support the activities described in this section; and

5 (9) training and technical support for inde-
6 pendent indigenous media through government agen-
7 cies or private United States entities.

8 **SEC. 9. VOICE OF AMERICA.**

9 (a) IN GENERAL.—The long-range interests of the
10 United States are served by communicating directly with
11 the people of the world by radio. Voice of America can
12 only be effective by winning the attention and respect of
13 its listeners.

14 (b) GOVERNING PRINCIPLES.—To accomplish the ob-
15 jectives described in subsection (a), Voice of America shall
16 present the policies of the United States clearly and effec-
17 tively, including presentations of responsible discussions
18 and opinion regarding these policies.

19 **SEC. 10. REORGANIZATION REPORT.**

20 (a) SUBMISSION OF PLAN AND REPORT.—Not later
21 than 60 days after the date of the enactment of this Act,
22 the President shall submit a reorganization plan and re-
23 port to the appropriate congressional committees regard-
24 ing—

1 (1) the termination of the authorities of the
2 Under Secretary for Public Diplomacy;

3 (2) the termination of the Broadcasting Board
4 of Governors;

5 (3) the transfer of public diplomacy functions
6 and personnel from the Department of State to the
7 Center; and

8 (4) any recommendations to transfer other stra-
9 tegic communications functions to the Center from
10 any part of the United States Government.

11 (b) PLAN ELEMENTS.—The plan submitted to the
12 appropriate congressional committees under this section
13 shall—

14 (1) identify the functions of each agency that
15 will be transferred to the Center under the plan;

16 (2) specify the steps to be taken by the Director
17 that will be required under the plan in order to per-
18 mit the Center to carry out the functions transferred
19 to it under the plan;

20 (3) specify the funds that will be transferred to
21 the Center as a result of the transfer of functions
22 to the Center;

23 (4) specify the proposed allocations within the
24 Center of unexpended funds transferred in connec-

1 tion with the transfer of functions under the plan;
2 and

3 (5) specify the proposed disposition of the prop-
4 erty, facilities, contracts, records, and other assets
5 and liabilities in connection with the transfer of the
6 functions to the Center.

7 (c) MODIFICATION OF PLAN.—The President may,
8 on the basis of consultations with the appropriate congres-
9 sional committees, modify or revise any part of the reorga-
10 nization plan submitted under this section.

11 (d) REPORT.—The report accompanying the reorga-
12 nization plan submitted under this section shall contain
13 a description of the implementation of the plan, includ-
14 ing—

15 (1) a detailed description of—

16 (A) the actions necessary or planned to
17 complete the reorganization;

18 (B) the anticipated nature and substance
19 of any orders, directives, and other administra-
20 tive and operational actions which are expected
21 to be required for completing or implementing
22 the reorganization; and

23 (C) any preliminary actions which have
24 been taken in the implementation process;

1 (2) the number of personnel and positions of
2 each covered agency (including civil service per-
3 sonnel, Foreign Service personnel, and detailees)
4 that are expected to be—

5 (A) transferred to the Center;

6 (B) separated from service with such agen-
7 cy; or

8 (C) eliminated under the plan;

9 (3) a projected schedule for the transfers, sepa-
10 rations, and terminations referred to in paragraph
11 (2);

12 (4) the number of personnel and positions of
13 the Department of State (including civil service per-
14 sonnel, Foreign Service personnel, and detailees)
15 that are expected to be transferred within the De-
16 partment, separated from service with the Depart-
17 ment, or eliminated under the plan, and a projected
18 schedule for such transfers, separations, and termi-
19 nations;

20 (5) a projected schedule for completion of the
21 implementation process; and

22 (6) recommendations, if any, for legislation that
23 may be necessary to carry out the provisions of this
24 Act relating to personnel and incidental transfers.

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