

CULTURAL EXCHANGES THROUGH THE U.S. DEPARTMENT OF STATE

STRENGTHENING TIES BETWEEN THE UNITED STATES AND THE WORLD

ACTION NEEDED

We urge Congress to:

- **Direct the State Department to appropriate a minimum of \$15 million for the Cultural Programs Division of the State Department’s Office of Citizen Exchanges within the FY 2014 State and Foreign Operations appropriations bill and dedicate increased resources to the application-based exchanges and Arts Envoy program.**
- **Direct the State Department to make information on projects funded through these programs readily available to the public and to encourage broad participation in its grant program in support of artistic and cultural exchanges with an emphasis on providing ample time for artists to apply and simplifying the application process.**

Budget for State Department Cultural Programs Division, FY 2003 to present (in millions of dollars)

Fiscal Year	‘03	‘04	‘05	‘06	‘07	‘08	‘09	‘10	‘11	‘12
Cultural Programs Division	2.7	3	4.3	4.7	9.3	8.4	9.1	11.5	TBD	TBD

TALKING POINTS

- ***Policymakers agree that cultural exchange enhances international understanding.***
 - Assistant Secretary of State Ann Stock said in a 2011 speech, “Cultural diplomacy is an essential element in America’s foreign policy. It builds on Secretary of State Clinton’s concept of ‘smart power,’ which utilizes a variety of means to achieve our 21st-century foreign policy goals. It is a concept that recognizes and emphasizes those aspects of our society that are literally attractive—that cause others to come forward and join us and partner with us. Nothing in ‘smart power’ is ‘smarter’ than cultural diplomacy: it bridges language barriers, opens lines of communication, and connects people to one another in a way that is both lasting and immediate.”
 - At the 2012 50-year celebration of the State Department’s Art in Embassies program, which has more than 10,000 works hanging or exhibited in more than 200 overseas outposts, Secretary of State Hillary Clinton said, “I’ve spoken frequently about what different kinds of diplomacy we can use to advance our nation’s values and interests. Sometimes that obviously means old-fashioned diplomacy...But arts is also a tool of diplomacy. It is one that reaches beyond governments, past all of the official conference rooms and the presidential palaces to connect with people all over the world.”
 - On his first official day as Secretary of State, John Kerry welcomed the Afghan National Institute of Music Ensembles to the State Department and affirmed that “music is the international language of peace and of possibilities and dreams.”
- ***Increased funding and operational capacity for the Cultural Programs Division will strengthen exchange and collaboration in the arts and cultural fields that build bridges among people of different countries, cultures, and faiths.***
 - A May 2006 evaluation of the State Department’s Jazz Ambassadors Program found that more than 90 percent of embassy staff agreed that the program is effective in extending the reach of traditional diplomacy and providing alternative venues for policy dialogue.
 - A review of 29 studies on public diplomacy in 2005 identified the most popular recommendation for public diplomacy reform was to increase U.S. exchange programs. The studies were compiled by the nonpartisan Congressional Research Service.
 - An October 2009 report by the New York University John Brademas Center for the Study of Congress called for America to have a renewed role in cultural exchange and cultural diplomacy. “To these ends, [the] report recommends that international arts and cultural exchanges be integrated into the planning strategies of U.S. policymakers as a key element of public diplomacy. History has proven that a robust public diplomacy is essential to U.S. national security and the promotion of American interests around the globe. The arts community has observed first-hand the value of international artistic exchanges in promoting moderation and tolerance among widely diverse religious and cultural groups.”

TALKING POINTS (CONTINUED)

- *States build global trade through the arts.*
 - According to the report by the National Governors Association, *How States Are Using Arts and Culture to Strengthen Their Global Trade Development*, state governments find that incorporating artistic and cultural exchanges in their international trade and business development serves to expand trading relationships with other nations and open markets abroad as a complement to more traditional efforts to generate exports.

BACKGROUND

Support for cultural exchange and cultural diplomacy has never fully recovered from the elimination of the former United States Information Agency (USIA) and the USIA's Arts America Program. USIA was an independent government agency supporting U.S. foreign policy and interests abroad. Before USIA was dismantled, the agency administered educational and cultural exchanges; international radio, television, and film broadcasting; and extensive information programs. Support for the United Nations Educational, Scientific and Cultural Organization (UNESCO), a major international organization with significant cultural diplomacy programs, has been withheld by Congress due to diplomatic concerns.

The Bureau of Educational and Cultural Affairs (ECA) at the State Department is responsible for the public diplomacy activities of the United States, including international cultural exchange programs. Within ECA, the Cultural Programs Division focuses on cultural diplomacy, exchange, and collaboration by sharing the rich artistic traditions of the United States in the visual arts, performing arts, film, arts education, arts management, and cultural studies. Active programs include Arts Envoys, DanceMotion USA, International Writing Program, Museums Connect, OneBeat, American Music Abroad, American Film Showcase, Biennales, smARTpower, and Center Stage. The Cultural Programs Division provides grant opportunities to U.S. nonprofits for cultural exchange activities; residencies, mentoring, and training programs; programs that are carried out overseas by or under the sponsorship of U.S. Embassy public diplomacy offices; and presentations at major international visual arts exhibitions and cultural centers.

2012 Cultural Exchange Highlights

DanceMotion USA: The Trey McIntyre Project toured the Philippines, Vietnam, China, and South Korea as part of the DanceMotion USA cultural diplomacy program. As part of a pilot initiative, the dance company was asked to identify a foreign dance troupe to participate in a residency based in the United States. Months after TMP traveled to Asia, the Korea National Contemporary Dance Company arrived in the United States to collaborate on a new ballet, performed in four states in the fall of 2012.

Museums Connect: During the first of three international exchanges, 25 teenage girls met with female community leaders, minority groups, and plantation workers in Sri Lanka to learn about gender, social, and labor issues. High school students from New York and Chile visited their peers as part of Girl Ambassadors for Human Rights, which engages young women in face-to-face dialogues about gender issues across time and cultures using the unique histories of women's struggles for equality as represented by local partner museums. At the end of their visit, the girls shared their own stories and compared experiences at a public event on human and women's rights.

American Music Abroad: Mahogany Jones – Live, an inspirational rapper, singer, and poet, spent a month and half touring Zambia, Botswana, Uganda, Rwanda, and Ethiopia. Joined by a percussionist and DJ, the Detroit-based ensemble performed free concerts, conducted music workshops, worked with young people in public schools, collaborated with local artists local, and engaged with foreign dignitaries.

For a complete listing of programs, please visit the arts and culture tab at:

<http://exchanges.state.gov/us/special-focus-areas>