

CULTURAL EXCHANGES THROUGH THE U.S. DEPARTMENT OF STATE

STRENGTHENING TIES BETWEEN THE UNITED STATES AND THE WORLD

ACTION NEEDED

We urge Congress to:

- Increase funding by \$10 million for the Cultural Programs Division of the State Department's Office of Citizen Exchanges in the FY 2012 State and Foreign Operations appropriations bill. This increase should be designated for the Professional Exchanges and Cultural Grant Program and the Performing Arts Initiative.
- Encourage 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 simplifying the application process.

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

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

TALKING POINTS

- ***Policymakers agree that cultural exchange enhances international understanding.***
 - Secretary of State Hillary Clinton underscored the power of the arts in public diplomacy in a December 2009 speech by stating, "I think that artists both individually and through their works can illustrate better than any speech I can give or any government policy we can promulgate that...the right to think and dream and expand our boundaries is not confined, no matter how hard they try, by any regime anywhere in the world. There is no way that you can deprive people from feeling those stirrings inside their soul. And artists can give voice to that."
 - U.S. Senate Foreign Relations Committee Ranking Member Sen. Richard Lugar (R-IN) called for increased cultural diplomacy in his February 2009 article in *Foreign Policy*: "As part of a broader overhaul of its public diplomacy effort, the United States should reinvigorate the old American Centers concept...[and] support active cultural programming...America's best players in public diplomacy have always been its people and its ideas."
- ***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.
- ***Recent studies make a strong argument for strengthening cultural exchanges and cultural diplomacy efforts.***
 - 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."
- ***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 arts 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.

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 Cultural Envoys, DanceMotion USA, International Writing Program, Museums & Community Collaborations Abroad, Musical Overtures, Performing Arts Initiative, The Rhythm Road: American Music Abroad, and Traveling Exhibitions. The Division provides grant opportunities to U.S. nonprofits for cultural exchange activities; residency, 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. The Professional Exchanges Program provides grants to U.S. nonprofit organizations to carry out exchange programs in the arts, arts management, and arts education.

2010 Grant Recipients Include

***For the complete lists of sub-grantees, please visit each respective organization's website*

American Association of Museums

Museums and Community Collaborations Abroad Program

In Their Own Voices

National Museums of Kenya Lamu Museums, Lamu, Kenya
Cincinnati Museum Center, Cincinnati, OH

International Legacy Youth Leadership Project

The Mandela House, Soweto, South Africa
Birmingham Civil Rights Institute, Birmingham, AL

iShare: Connecting Museums and Communities East and West

National Taiwan Museum, Taipei City, Taiwan
University of Colorado Museum of Natural History, Boulder, CO

Young Women Speaking the Economy

The Women's Museum, Aarhus, Denmark
The Ayala Museum, Makati City, Philippines
Sudanese Women's Museum, Omdurman, Sudan
International Museum of Women, San Francisco, CA

DanceMotion USA

ODC/Dance (San Francisco)
Evidence: A Dance Company (Brooklyn, NY)
Urban Bush Women (Brooklyn, NY)

Jazz at Lincoln Center, Inc.

The Rhythm Road- American Music Abroad Program
Chen Lo and the Liberation Family (Brooklyn, NY)
Little Joe McLerran Quartet (Tulsa, OK)
Oscar Williams and Perfected Praise (Saint Louis, MO)
The Student Loan (Portland, OR)
Turning Pointe (Atlanta, GA)

University of Iowa

International Writing Program (IWP)
Between the Lines program
Life of Discovery: US/China Exchange