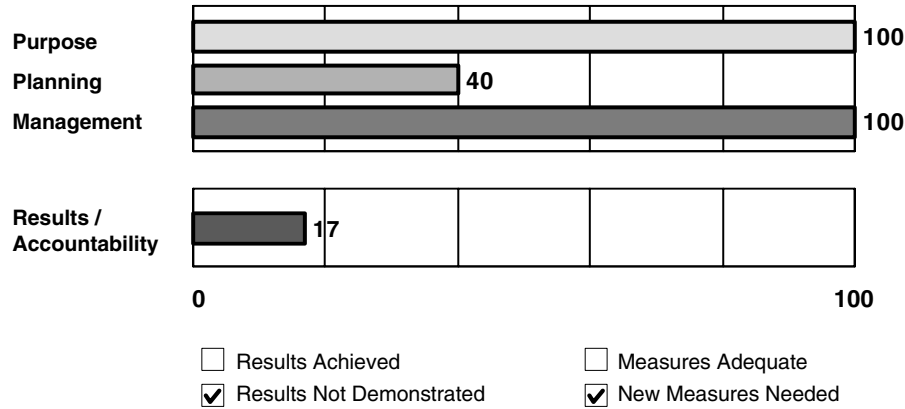


Program: *Broadcasting to Near East Asia and South Asia*

Agency: *Broadcasting Board of Governors*

Bureau:



Key Performance Measures

Year Target Actual

Key Performance Measure	Year	Target	Actual
Long-term Measure: Measures under development			
Annual Measure: Measures under development			
Annual Measure: Efficiency measure under development			

Rating: *Results Not Demonstrated*

Program Type: *Direct Federal*

Program Summary:

The purpose of the program is to broadcast accurate and objective news and information about the United States and events in Near East Asia and South Asia in languages spoken in these regions.

Findings from the PART assessment include the following:

1. The program scored well for program and financial management, with the agency performing routine Language Service Reviews and other reviews to identify under-performing programs and redirect funds if necessary. For example, a review of Arabic broadcasting revealed a low number of listeners and resulted in a redirection of funds away from lower-priority language services to a revamped Arabic service known as the Middle East Radio Network.
2. The program scored poorly in strategic planning, primarily because the long-term and annual goals are vague and do not include time frames and measurable targets. For example, the goal "Build out the U.S. International Broadcasting System progressively" does not include any time frames or benchmarks by which to measure performance. With the exception of the Middle East Radio Network, the agency does not identify target audiences in the region critical to the U.S. Government's strategic objectives and design broadcasting to effectively reach these audiences in order to foster a more informed understanding of the United States and its policies. Also, many of the annual goals are the same for 2003 and 2004 and do not include targets for each year or demonstrate how they achieve progress towards the long-term goals.
3. The agency has taken steps to improve performance and link its budget requests to specific goals, and included a newly adopted 2003-2007 Strategic Plan with its 2004 Budget request. However, these goals continue to be overly broad and vague. For instance, one goal is to "Design the broadcasting architecture for the 21st century."
4. In the past, the agency has not clearly demonstrated a link between the funding request and the desired outcome. The agency continues to refine and improve the performance plans to support their funding requests.

In response to these findings:

1. The Administration will improve the strategic planning process and define specific, measurable goals and performance targets.
2. As a new television service is launched, budget and planning objectives will be integrated to improve performance.

Program Funding Level (in millions of dollars)

<u>2002 Actual</u>	<u>2003 Estimate</u>	<u>2004 Estimate</u>
66	45	85