

10 FAM 400 OFFICE OF RESEARCH (INR/PDAS/R)

10 FAM 410 OFFICE OF RESEARCH ACTIVITIES

*(CT:PEC-012; 06-06-2006)
(Office of Origin: INR/PDAS/R)*

10 FAM 411 INR/PDAS/R RESPONSIBILITIES

(CT:PEC-012; 06-06-2006)

- a. The Office of Research (INR/PDAS/R) provides comprehensive insights of the environment in which policy and program decisions are made.
 - (1) These insights are derived from:
 - Systematic social science research
 - Current foreign media opinion and commentary
 - (2) Aspects of the policy environment covered include:
 - (a) Reporting on the climate of foreign public opinion relative to the United States and its policies and actions;
 - (b) Analyses of the climate of commentary in both print and electronic (TV/radio) media relevant to the United States and its policies and actions; and
 - (c) Reporting on sources of information on foreign policy of mass publics and elites (radio, television, and print media).
- b. INR/PDAS/R products are used to:
 - Guide the formation of U.S. diplomacy in Washington, DC and at U.S. missions

- Support the Secretary of State's role to advise the President and others on the climate of public opinion abroad
- (1) Reports are broadly distributed within the Executive Branch among those dealing with foreign affairs and to missions.
 - (2) These products are a vital and closely integrated part of the Department's public diplomacy effort.

10 FAM 412 AUTHORITIES

(TL:PEC-008; 05-29-2002)

See 1 FAM 431.3.

10 FAM 413 PUBLIC OPINION RESEARCH

10 FAM 413.1 Research Studies

(CT:PEC-012; 06-06-2006)

- a. INR/PDAS/R conducts research on:
 - (1) Trends in foreign opinions about topics of current interest;
 - (2) Attitude formation and underlying values related to perceptions of official U.S. policies, actions, and society; and
 - (3) Radio, television, and print media usage and thematic preferences of various publics.
- b. To carry out these studies, the INR/PDAS/R staff regularly:
 - (1) Consults with research clients on their needs; and
 - (2) Analyzes reports from missions, other government agencies, and other sources.
- c. INR/PDAS/R retains local firms to conduct:
 - Face-to-face and telephone interviews of both elites and mass publics
 - Focus groups

- In-depth interviews
 - Mail surveys
 - Content analysis
 - Other techniques
- d. INR/PDAS/R also analyzes survey data from commercial, academic, or government sources in foreign countries.
- e. INR/PDAS/R presents research findings to policy makers in timely reports and briefings.

10 FAM 413.2 Media Reaction Reporting

(CT:PEC-012; 06-06-2006)

- a. The *Early Report* is a seven to nine page document of editorial commentary from the major posts on the issues of the day that is electronically transmitted by 8 a.m. Monday through Friday to high-level officials at the:
- White House
 - State Department
 - Pentagon
 - Senior foreign affairs decision-makers in other agencies
- b. The *Issue Focus* is a 10 to 15-page global perspective on a single issue that is transmitted electronically three to five times a week to senior and mid-level foreign policy officials at the:
- White House
 - Department of State
 - Department of Defense
 - Department of Justice
 - Department of Treasury
 - Department of Commerce
 - Central Intelligence Agency(CIA)

- Both Houses of Congress
- c. **Special Reports** are prepared in the same format as the *Issue Focus* at the requests of senior officials seeking foreign press reaction to their trips abroad or more in-depth assessments of specific foreign policy issues.

10 FAM 414 INITIATING PUBLIC OPINION PROJECTS

(CT:PEC-012; 06-06-2006)

- a. INR/PDAS/R initiates studies in close consultation with:
- Other bureaus in the Department
 - Missions in the field
 - Such other foreign affairs agencies as the National Security Council (NSC), and the Department of Defense (DoD)
- b. Policy issues drive public opinion polls that INR/PDAS/R conducts.
- c. Priority for resources goes to studies that will address important foreign policy issues and provide guidance to the Secretary and other senior officials.

10 FAM 414.1 Clearances

(TL:PEC-008; 05-29-2002)

All studies that require employing interviewers to collect information from foreign nationals are cleared by the appropriate mission.

10 FAM 414.2 Funding

(CT:PEC-012; 06-06-2006)

- a. INR/PDAS/R finances most of its research projects. However, missions and other bureaus in the Department may provide additional support.
- b. INR/PDAS/R also seeks outside funding from foreign affairs agencies that will benefit from major surveys. Outside clients are regularly consulted on the scope of major studies. That enables INR/PDAS/R to be responsive to the needs of the broader foreign affairs community.

10 FAM 414.3 Applying Findings

(CT:PEC-012; 06-06-2006)

Public opinion polling strengthens policy making and public diplomacy.

- (1) Results provide policy makers with timely information on how key policy options would likely be received by foreign constituencies before any decisions are made, and;
- (2) Help to identify and reach target groups that are key to policy success.

10 FAM 414.4 Follow-up on Research Reports

(CT:PEC-012; 06-06-2006)

- a. INR/PDAS/R reports clearly describe the:
 - Type of survey conducted
 - Major findings of the research
 - Pertinent conditions, including limitations, encountered in the process
- b. When requested, INR/PDAS/R discusses any aspects of the individual reports to further clarify the analysis to assist the operating elements in exploring the relationship of the findings to operational needs.
- c. Staff members are also available to provide oral briefings on the findings and answer questions about any aspect of a study.

10 FAM 414.5 Classifying/Declassifying Research Reports

(TL:PEC-008; 05-29-2002)

Reports are normally unclassified, but may be classified if appropriate. INR/PDAS/R systematically reviews its public opinion research reports for possible declassification. All reports that are classified "Confidential" are reviewed for declassification in accordance with records management regulations.

10 FAM 415 MEDIA REACTION REPORTING

10 FAM 415.1 When to Report

(CT:PEC-012; 06-06-2006)

For reporting purposes, posts are grouped into three categories:

- Daily Reporting
- Monthly Reporting
- Ad-hoc

10 FAM 415.1-1 Daily Reporting

(CT:PEC-012; 06-06-2006)

The Department relies upon these posts for daily reports:

| | | |
|------------------|------------------|----------------|
| (1) Ankara | (9) Jakarta* | (17) Paris* |
| (2) Beijing* | (10) Lagos* | (18) Pretoria* |
| 3) Berlin* | (11) London* | (19) Riyadh* |
| (4) Brussels | (12) Madrid* | (20) Rome* |
| (5) Buenos Aires | (13) Mexico City | (21) Sao Paulo |
| (6) Cairo* | (14) Moscow* | (22) Seoul* |
| (7) Canberra* | (15) New Delhi* | (23) Tel Aviv* |
| (8) Islamabad* | (16) Ottawa | (24) Tokyo* |

NOTE: Posts annotated with an asterisk (*) should report by e-mail not later than 6:00 a.m. Washington, DC time, which is the deadline for the **Early Report.**

10 FAM 415.1-2 Weekly Reporting

(CT:PEC-012; 06-06-2006)

a. The Department relies upon these posts for several reports each week:

| | | |
|-----------------|---------------|----------------|
| (1) Abu Dhabi | (13) Damascus | (25) Prague |
| (2) Accra | (14) Dhaka | (26) Santiago |
| (3) Algiers | (15) Geneva | (27) Sarajevo |
| (4) Amman | (16) Harare | (28) Singapore |
| (5) Athens | (17) Helsinki | (29) Sofia |
| (6) Bangkok | (18) Kiev | (30) Stockholm |
| (7) Beirut | (19) Lima | (31) The Hague |
| (8) Belgrade | (20) Lisbon | (32) Tunis |
| (9) Bogota | (21) Manila | (33) Warsaw |
| (10) Budapest | (22) Nairobi | (34) Zagreb |
| (11) Caracas | (23) Oslo | |
| (12) Copenhagen | (24) Panama | |

b. The above posts are to report at least weekly and promptly the same day whenever there is foreign media opinion and commentary (see 10 FAM 411). This may require as many as several reports a week if there is continuing treatment of a particularly significant event or an important developing situation. Posts are urged to file all reports electronically.

10 FAM 415.1-3 Ad Hoc Reporting

(TL:PEC-008; 05-29-2002)

All posts not listed in 10 FAM 415.1-1 or 10 FAM 415.1-2 above are expected to report on an ad hoc basis and on the same day whenever, in their judgment, important world, regional, or local events produce significant

media discussion affecting U.S. interests. Special requests for reporting on given subjects will be issued as the need arises.

10 FAM 415.2 What to Report

(CT:PEC-012; 06-06-2006)

- a. Unless otherwise instructed, posts need report only editorial, op-ed or column commentators on events, developments, actions, or statements (anywhere in the world) that have significant impact on U.S. national interests (foreign or domestic). For guidelines on issues of concern to senior U.S. government officials, posts should consult the weekly "Watch List" in the Friday Washington File.
- b. The subjects are generally international in scope, but they may be regional or even one-country and still hold significant implications elsewhere for the conduct of U.S. foreign relations. Do not report as media reaction comments on internal affairs that have no broader policy implications.

10 FAM 415.3 Striking a Balance

(TL:PEC-008; 05-29-2002)

Media reaction reporting must be as representative of the entire spectrum of press opinion as possible. Posts must report critical as well as favorable commentary, providing a clear picture of the tenor of local commentary. If the media are critical of the administration's policies, it is essential that the post's reports reflect this accurately. Senior officials are not well served by omitting unfavorable press commentary from the post's reporting.

10 FAM 415.4 Primacy of Post's Judgment

(CT:PEC-012; 06-06-2006)

The most valuable contribution posts make toward useful media reaction reporting by the Department is not measured in staff hours or by volume, or even by the number of times a post's submission is included in the media reaction reports. Rather, it is measured in the careful and conscientious exercise of judgment over what to report and when to report it. There is no substitute for the perspective and sensitivity of the observer who works in the field.

10 FAM 415.5 Reporting Manner and Style

(TL:PEC-008; 05-29-2002)

Headlines for editorials being quoted should be included in the reports. If posts are hampered by time or staff constraints, they may submit only the block quote, title, media characterization and date of commentary. When possible, however, observe the following style in post reports:

- (1) **Initial Summary**—Provide a brief, one-paragraph description of the general tone of news treatment and comment. Give news slant if significant, and indicate relative prominence of news and comment. Do not file a paper-by-paper, page-by-page inventory of the day's news or the equivalent for TV and radio.
- (2) **Block Quotes**—It is not necessary to file complete texts of editorials or commentary. Do not paraphrase. Only block quotes are used in the media reaction reports prepared in Washington, DC. Include the headline of the editorial, the post's characterization of the media source carrying the commentary and the date. If a guest commentator submits the commentary, include the name and affiliation of the commentator if different from that of the paper, TV or radio station. Extraneous material dropped from quotes must be indicated by ellipses. When typing reports, use upper and lower case. If comment has not yet developed on a fast-breaking story, headlines and selected quotes from news treatment will usually supply a valuable indication of the impact of fast-breaking events.
- (3) **Identify Source**—Identify the source by name if the writer is well known or a major correspondent, especially if based in the United States. Otherwise use only the title, such as Editor-in Chief, Moscow Correspondent, a byline, etc. Do not use reports by U.S. journalists, wire services, other country media, or quotes from U.S. or foreign officials.
- (4) **TV and Radio Monitoring**—When reporting TV and radio commentary, supply block quotes, indicate whether the station is independent or government-owned and identify the program, and commentator, if significant.
- (5) **Characterize Media**—Accompanying each block quote should be the post's characterization of the media being quoted (i.e., government-owned or controlled, left-of-center, top-circulation, influential, etc.).
- (6) **Identify Subject or Event**—In the subject line of the e-mail

transmission and at the beginning of each report, list the subjects that will be commented on in that report. If commentary is in reaction to a specific U.S. policy or action, please clarify before beginning the block quotes. Identify regional events, organizations, and political groupings by their full names in current English-language usage, adding the local title or abbreviation, when necessary.

- (7) **Quality of Translation**—All media reaction reporting must be in English. Translations by non-native speakers should be reviewed to ensure clarity, the appropriate use of idiomatic expressions and an accurate reflection of the tone of the commentary. If the review of translation will inordinately delay transmission, post may submit un-reviewed text with the notation “uncleared by an American officer.”
- (8) **Timing Transmissions**—Post should send upper and lower case e-mail to RMRmail@state.gov to ensure the most rapid utilization. A telegram slugged for INR/R/MR as well as for distribution to a wider audience of the post’s choosing can then follow the initial submission. The telegram should be sent unclassified, priority.

10 FAM 415.6 Relations With the Field

(TL: PEC-008; 05-29-2002)

- a. Media reaction reports are available to posts via electronic distribution. They are also occasionally carried in the regional wireless files when a pertinent issue is covered.
- b. Public Affairs and Information officers should include the Media Reaction Branch (INR/PDAS/R/MR) in their Washington, DC consultation plans.

10 FAM 416 THROUGH 419 UNASSIGNED