

## **XII. COMMUNICATIONS**

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**FY 1999**

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### **Annual Performance Goals**

- a. Implement in FY 1999 new systems of communication with the press and the public to be developed in FY 1998 including the following:
- a new outreach program for foreign media to clarify USTR negotiating objectives;
  - a new program to expand our outreach to educational institutions through linkage to programs operated by private sector organizations;
  - a new comprehensive outreach effort on the value of trade, providing information on existing trade agreements.

### **Performance Indicators**

- a. In FY 98, USTR will establish a baseline of activity under these goals against which future numerical goals for increasing outreach will be set.

### **Performance Verification**

- a. Accomplishment of goals in FY 1999 are verified by the establishment of the programs and related baselines.
- b. Progress made on the achievement of these goals can be reviewed in the Annual Performance Report.
- c. In FY 1999, USTR successfully expanded outreach efforts to foreign media (particularly in European markets) by: 1) increasing coordination and proactive contact with U.S. public information officers overseas, and 2) in advance of the WTO Ministerial, arranging for a short-term USIS detailee to coordinate interviews and outreach sessions with foreign media. Significant expansion potential for this program exists if it is possible for USTR to secure a full or part-time USIS detailee.
- d. For the WTO Ministerial, U.S. officials in conjunction with the Seattle Host Organization conducted an outreach effort to Seattle-area middle school and high school students and Washington State University, regarding trade issues.
- e. For the WTO Ministerial, USTR prepared two outreach brochures explaining the WTO agreements and the benefits of the WTO, titled "The World Trade Organization Works for You" and "America and the World Trade Organization." 20,000 copies were distributed and the brochures were also posted on the USTR Website.

## FY 2000

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### Performance Goals

- a. To increase public understanding of U.S. trade policy, respond to and communicate with the press on significant trade issues of the day and proactively seek interviews for the USTR and other senior trade officials.
- b. To expand support for trade liberalization outside major media markets, USTR will increase by 5 % over the baseline the number of articles and op-ed pieces that appear in regional and specialized press.
- c. To ensure an effective channel of communication between all elements of society and trade negotiators, USTR will establish procedures that increase and facilitate the opportunities for input into the trade negotiating process.
- d. To provide specific recommendations and strategies to ensure that the USTR website accurately reflects the accomplishments of USTR and better informs the public of our mission.

### Performance Indicators

- a. In FY 2000 USTR will establish a baseline of activity for input by all elements of society into the trade negotiating process.

### Performance Verification

- a. Accomplishment of goals in FY 2000 will be increased press coverage, particularly editorial coverage of trade issues, over the baseline established in FY 1999.
- b. Since October 1999, USTR has steadily increased the number of op-ed pieces and articles placed in regional and specialized media markets and will establish a baseline for such activity.
- c. USTR has increased the frequency of meetings with all domestic stakeholders and has announced an initiative to solicit public advice to improve these procedures, including the advisory committee system.
- d. USTR is currently in the process of a major redesign of the USTR website. Improvements to date include a button for Federal Register notices issued by USTR. The new site will significantly enhance USTR's outreach effort, including the ability to better educate the public of our mission. USTR's efforts in this regard could be drastically improved with additional resources for web maintenance and a dedicated web master.
- e. USTR made improvements to the outreach portion of the website by posting information on trade advisory committees and on export information of interest to states.

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## FY 2001

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### Performance Goals

- a. To increase public understanding of U.S. trade policy, respond to and communicate with the press on significant trade issues of the day and proactively seek interviews for the USTR and other senior trade officials.
- b. To expand support for trade liberalization outside major media markets, USTR will increase by 5% over the baseline the number of articles and op-ed pieces that appear in regional and specialized press.
- c. To ensure an effective channel of communication between all elements of society and trade negotiators, USTR will establish procedures that increase and facilitate the opportunities for input into the trade negotiating process.
- d. To successfully revamp the USTR website in coordination with the regional and functional offices.

### Performance Indicators

- a. In FY 2001 USTR will establish a baseline of activity for input by all elements of civil society into the trade negotiating process, as defined by advisory committee meetings, Federal Register Notices, and other mechanisms.

### Performance Verification

- a. Accomplishment of goals in FY 2001 will be increased press coverage, particularly editorial coverage of trade issues, over the baseline established in FY 2000.
- b. USTR has increased the frequency of meeting with all domestic stakeholders. The Administration transmitted recommendations to Congress regarding improvements to the advisory committee system.
- c. USTR will make effective use of Federal Register notices, advisory committee meetings, public meetings and other venues to increase opportunities for input into the trade negotiating process.
- d. USTR will continue to update and add information to the outreach portion of the website, including advisory committee and state information.
- e. USTR has successfully completed Phase One of a comprehensive website and content management overhaul. Phase One was accomplished without any net increase in spending. Savings to USTR generated through renegotiation of web hosting contracts provided the budget for this project. Phase One accomplishments include:
  - Creation of intra-agency advisory committee to facilitate comments on project from all departments at USTR.
  - Internal survey on USTR's current website and a comparative analysis of "competitive"

websites.

- Advisory board survey of USTR website and creative direction.
- Improvements in website security.
- Heuristic usability analysis by field specialist.
- Design for home page and secondary pages. The goal of the design is to convey a friendly and educational face for communicating about trade issues in non-technical language.
- Information architecture wire-frames for 15 templates. There is a new structure for navigating the site that makes it much easier for the user to locate items such as breaking news, document library, press releases, speeches, testimony, major initiatives, and other information.
- Definition of new feature set designed to shorten time for trade professional document search, create focus area for press, integrate e-government initiatives and reformat presentation for a broader, general audience.
- Selection of third-party vendors to complete Phase Two and provide ongoing support to USTR.
- Cost-benefit analysis projecting hard-line return on investment through the use of outsourced application service providers at less than 6 months.