

BBG 2018 Action Plan

The following is the Agency's action plan for the calendar year that is built off of the President's National Security Strategy and the 2018-2022 BBG Strategic Plan.

Strategy

- **500 Million Audience Goal:** Setting new goals that revitalize and inspire BBG entities to leapfrog others in the international landscape. Using a cross-platform strategy based on international audience digital behavior and demographics.
- **Sprint Team:** Bringing in top private sector industry experts to help us achieve our most important goals, including reaching new audiences, integrating digital analytics, and implementing new techniques to combat disinformation.
- **Outreach and Partnerships:** Continuing to strengthen public affairs outreach, interagency relationships, and private sector partnerships.

Content

- **24/7 Farsi-language Network:** Launching a cross-platform channel that will follow the Current Time model and build on Voice of America's (VOA) and Radio Free Europe/Radio Liberty's existing, strong Farsi-language brands.
- **The Next 24/7 Streams:** Finalizing concepts for launching 24/7 Mandarin- and English-language streams to leverage the vast number of Mandarin speakers globally and our existing English-language content, which continues to expand.
- **Expanded Editorials:** Kicking-off VOA's weekly interview show hosted by Greta van Susteren and continuing to augment the number of editorials and interviews provided by senior Administration officials to the BBG networks.
- **European Language Growth:** Expand programming into markets that are targeted by Russian propaganda.

A Modern Agency

- **Brand Evolution:** Implementing a phased approach to rebranding the agency to better communicate our mission and value to U.S. taxpayers and our global audiences.
- **Agency Reorganization:** Making changes on the policy and operations fronts, as well as devolving some functions from the BBG to VOA, to create a more efficient and effective international media agency. Includes continuing to improve management practices and training at all levels.
- **Grantee Consolidation:** Contracting an outside firm to produce a report on the pros and cons of a range of options for consolidating various grantee functions, which will be considered against internal recommendations.
- **New Headquarters Building:** Hiring an outside agent to help us build a business case for moving buildings and find potential properties.



Learn more: For more information, visit our website bbg.gov or contact BBG Public Affairs at publicaffairs@bbg.gov.