



From: Broadcasting Board of Governors  
Date: July 30, 2010  
Subject: **Minutes of the BBG Meeting of July 30, 2010**

The Broadcasting Board of Governors (BBG) met today in closed session in Washington D.C. The meeting was attended by the following Governors:

Chairman Walter Isaacson  
Governor Victor Ashe  
Governor Susan McCue  
Governor Michael Meehan  
Governor Dennis Mulhaupt  
Governor Dana Perino  
Governor S. Enders Wimbush  
Under Secretary of State Judith McHale

Governor Michael Lynton was not in attendance at the meeting.

Other persons in attendance are listed at the end.

The agenda of the meeting is set forth in Attachment 1.

Chairman Isaacson opened the meeting and noted a quorum of the Board.

The Board discussed a report given by BBG Chief Financial Officer Maryjean Buhler on the status of the FY 2010 budget, noting that the CFO Office was working with entities and grantees on the fourth quarter review, and the FY 2011 budget in Congress.

The Board heard a report by Director of BBG Office of Public Affairs Letitia King on BBG communications and outreach efforts, including the completion of the BBG 2009 Annual Report.

The Board, with input from BBG Deputy General Counsel Paul Kollmer-Dorsey, discussed the requirements of the Government in the Sunshine Act and concluded that the topic would be further reviewed by the Governance Committee.

The heads of the Office of Cuba Broadcasting, International Broadcasting Bureau and Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, and Middle East Broadcasting Networks each reported on the status of their respective entity or grantee, focusing on challenges and recent achievements and introducing key senior officers.

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The Board discussed and reached several decisions regarding Cuba broadcasting, the use of social media, Voice of America's Persian News Network, research, proposed committees, ethics, open meetings, and the reporting of classified documents available on WikiLeaks.

The Broadcasting Board of Governors agreed to the following items by voice vote without objection:

1. Cuba Broadcasting. Governors Ashe, McCue, and Perino are requested to conduct "listening tour" of Congress regarding the future of broadcasting to Cuba during the month of August 2010 and report their observations back to the Board. Other Governors are welcome to provide background materials to support these efforts.
2. Use of Social Media. Governors Lynton, McCue, Meehan and Perino are requested to organize information-gathering sessions on the use of social media as a part of BBG-sponsored United States international broadcasting. These Governors will propose an agenda, speakers list and a target date for the session in November 2010 for the approval of the BBG Chairman in consultation with fellow Governors.
3. VOA Persian News Network (PNN). Governor Wimbush is requested to chair a working group with other Governors designated by the BBG Chairman in order to gather information concerning the current strategy and operations of PNN and to make recommendations to the Board concerning PNN's mission and performance.
4. Research. Governors Ashe and Lynton are requested to co-chair a working group with other Governors to be designated by the BBG Chairman in order to gather information regarding research efforts, both within the BBG-funded entities and from external vendors, to support BBG-sponsored United States international broadcasting. The working group is requested to assess the scope and effectiveness of current research efforts and to make recommendations for improvement to the plenary Board.
5. Governance Committee. Governors Ashe and Mulhaupt are requested to co-chair a Governance Committee in accordance with the Governance Committee Terms of Reference attached hereto as Attachment 2 and will make recommendations to the Board concerning the issues described therein. The terms of reference may be modified by the Committee co-chairs in consultation with BBG Chairman. The BBG Chairman may appoint additional Governors to participate in the Governance Committee.
6. Budget and Strategy Committee. Governor Wimbush is requested to chair a Budget and Strategy Committee in accordance with the Budget and Strategy Committee Terms of Reference attached hereto as Attachment 3 and will make recommendations to the Board concerning the issues described therein. The terms of reference may be modified by the Committee chair in consultation with BBG Chairman. The BBG Chairman may appoint additional Governors to participate in the Budget and Strategy Committee. The Board requested that the Committee focus its immediate attention to the FY 2012 budget.

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7. BBG Staff Support for Working Groups and Committees. The BBG Staff is directed to facilitate and support the efforts of the working groups and committees formed by the Board at the request of the working group and committee chairs or the BBG Chairman.
8. Ethics Briefing. The BBG Chairman noted that, on July 29, 2010, the following Governors received a briefing on government ethics requirements from Paul Kollmer-Dorsey (the BBG Designated Agency Ethics Officer), Patricia Hargrave and Andrew Krog from the BBG Office of General Counsel: Chairman Isaacson and Governors McCue, Mulhaupt, Wimbush, Ashe and Perino.
9. Open Meetings. The BBG will look for opportunities to hold open meetings to the extent that it can responsibly do so while protecting the integrity of Board processes and the BBG's statutory mandate.
10. WikiLeaks. By resolution, the Board authorized the Director of the Voice of America to proceed with reporting on the disclosure of classified documents available on the WikiLeaks website in a manner that is consistent with the VOA Charter and the BBG's statutory mission, and to balance this effort with due consideration for the laws and executive orders applicable to the use, disclosure, and transmission of classified information by federal employees.

### Other Attendees:

The following persons were also present during all or part of the meeting: BBG Executive Director Jeffrey Trimble, BBG Deputy General Counsel Paul Kollmer-Dorsey, Special Projects Officer Oanh Tran, Congressional Coordinator Susan Andross, Director of the Office of Strategic Planning & Performance Measurement Bruce Sherman, Director of Public Affairs Letitia King, Senior Strategist Paul Marszalek, Research Manager Leah Ermarth and Chief Financial Officer Maryjean Buhler; Jeffrey Gedmin, President of Radio Free Europe/Radio Liberty (RFE/RL); Libby Liu, President of Radio Free Asia (RFA); Brian Conniff, President of Middle East Broadcasting Networks (MBN); Pedro Roig, Director of the Office of Cuba Broadcasting (OCB); Danforth Austin, Director of the Voice of America (VOA) and Acting Deputy Director of the International Broadcasting Bureau (IBB); Steve Redisch, Voice of America (VOA) Executive Editor; Barbara Brady, VOA Chief of Staff; John Lennon, VOA Associate Director for Language Programming; Mark Prahl, VOA Associate Director for Operations; William Marsh, VOA Senior Project Officer; Jill Moss, VOA Executive Assistant; Patricia Bodnar, VOA Program Coordinator; Andrea Tadic VOA Program Assistant; Marie Lennon, IBB Chief of Staff; Rebecca McMenamin, IBB New Media Director; Kelu Chao, IBB Director of Performance Review; Gary Thatcher, IBB Director of the Office of Marketing and External Liaison; John Welch, IBB Senior Advisor; Vivian Gallups, IBB Director of the Office of Contracts; Michael Marchetti, RFE/RL Vice President of Finance; John Lindburg, RFE/RL General Counsel & Secretary; Elizabeth Portale, RFE/RL Chief of Staff & Director of Corporate Strategy; John Giambalvo, RFE/RL Deputy Chief Financial Officer; Norman E. Thompson, RFA Vice President for Administration and Finance; Dick Smith, RFA Budget Director; Kelley

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Sullivan, MBN Vice President for Administration/Treasurer; Anne Noble, MBN General Counsel; and Irvin Rubenstein, OCB Director of Administration.

Approved:

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Walter Isaacson  
Chairman

Witnessed:

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Paul Kollmer-Dorsey  
Secretary

Attachments:

1. Agenda for July 30, 2010 Meeting
2. Governance Committee Terms of Reference
3. Budget and Strategy Committee Terms of Reference

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ATTACHMENT 1

## BROADCASTING BOARD OF GOVERNORS' MEETING – JULY 30, 2010 Room 3321, Cohen Building 11:30 A.M. – 12:30 P.M.

### 11:30 Broadcasting Board of Governors' Meeting

#### Chairman's Remarks

- A. Budget Update  
(Maryjean Buhler)
- B. Communications/Outreach Update  
(Tish King)

#### Monthly Reports by Entities

- C. OCB Director's Report  
(Pedro Roig)
- D. VOA Director's Report  
(Dan Austin)
- E. Acting IBB Deputy Director's Report  
(Dan Austin)
- F. RFE/RL President's Report  
(Jeff Gedmin)
- G. RFA President's Report  
(Libby Liu)
- H. MBN President's Report  
(Brian Conniff)
- I. Discussion of Next Meeting  
(Chairman)

### 12:30 Meeting Adjourned

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ATTACHMENT 2

## BBG Governance Committee Draft Terms of Reference

### Purpose

The objective of the Governance Committee is to develop and recommend governance rules and practices to the plenary Board that will enable Board deliberations to be orderly and focused on discharging the non-delegable Board authorities set out in the BBG statute, including setting the strategic tone and direction of United States international broadcasting (“USIB”) and providing appropriate oversight for the federal and non-federal entities involved in USIB operations.

### Background

The International Broadcasting Act of 1994 (as amended) leaves certain rules of Board operations and key governance questions open for the Board of Governors to decide. These open questions are complex and should be considered in light of the operating history and requirements of the Board and the federal and non-federal elements of U.S. international broadcasting.

### Members

The Governance Committee will be composed of three (3) Governors selected by the plenary Board. A Committee Chair will be selected by the plenary Board.

### Support for Committee Operations

The operations of the Governance Committee will be organized and supported by the Secretary of the BBG Board and by a support team recommended by the BBG Executive Director and approved by Committee members. The support team should consider input from BBG staff, the International Broadcasting Bureau and each of the federal and non-federal programming entities.

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### Administrative Provisions

The Chair of the Governance Committee should establish a meeting schedule and select meeting venues. The Committee Chair should report on the Committee's recommendations to the plenary Board at the September 2010 Board meeting.

### Committee Mandate

The Governance Committee should consider and submit recommendations and proposals to the plenary Board concerning the following:

1. Role of the BBG Chairman.
2. Rules of Board operations, including documentation of Board decisions and voting.
3. Structure and timing of meetings of the plenary Board, Board committees and grantee Boards of Directors.
4. Delegation of BBG operational authorities to the IBB Director, the supervisory role of IBB vis-à-vis the federal programming entities and the role of IBB coordinating committee required by the BBG statute
5. Governance of non-federal grantees, including composition of grantee Boards, delegations of authority to grantee management, and conditions and verification of grant compliance.
6. Role of the BBG staff vis-à-vis the Board and the federal and non-federal elements of USIB.
7. Guidance on the proper level of (i) transparency and openness of Board proceedings in relation to the public and (ii) coordination of public relations, congressional relations, and executive branch agency communications among the Board and USIB elements.

### Other

The Governance Committee should recommend to the plenary Board whether the Committee should remain a standing committee of the plenary Board.

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ATTACHMENT 3

## BBG Budget and Strategy Committee Draft Terms of Reference

### Purpose

The objectives of the Budget and Strategy Committee are:

(1) To make recommendations to the Board regarding (i) the articulation of BBG strategy for U.S. international broadcasting (“USIB”) consistent with evolving U.S. national security strategy, Congressional mandates, and global political and media trends; (ii) rebalancing of language services based on assessment of their priority and impact and other factors across the elements of USIB in light of the BBG’s strategy; (iii) the assessment and coordination of the use of technology and distribution platforms by the elements of USIB; and (iv) the implementation and improvement of the Language Service Review (LSR) process; and

(2) To assist the Board in providing direction to the BBG Chief Financial Officer (CFO) to develop budget proposals and advice and recommendations concerning implementation of the BBG budget that are consistent with the Board’s strategic vision and operations oversight of USIB.

### Background

Strategy: The International Broadcasting Act of 1994 (as amended) gives the Broadcasting Board of Governors extensive, non-delegable authority to set the strategic direction and tone of USIB as an element of U.S. foreign policy. The Board is authorized to “review and evaluate the mission and operation of, and to assess the quality, effectiveness, and professional integrity of, all [USIB] activities within the context of the broad foreign policy objectives of the United States” 22 USC §6204(a)(2) and to, “review, evaluate, and determine, at least annually, after consultation with the Secretary of State, the addition or deletion of language services” Id. at §6204(a)(4). The standards and principles in accordance with which the Board must ensure that USIB is carried out require the Board to assess a wide variety of technological, audience and programming factors to assess the effectiveness and reach of USIB. Annually, the Board

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conducts Language Service Review to facilitate its assessment of the effectiveness of USIB in light of the statutory mandate and to recommend changes in programming priorities, including the addition and deletion of language services.

Budget. The International Broadcasting Act of 1994 (as amended) authorizes the Board to, “allocate funds appropriated for international broadcasting activities among the various elements of the International Broadcasting Bureau and the grantees . . . and subject to the reprogramming notification requirements in law for the reallocation of funds.” 22 USC § 6204(a)(6). Each year, the BBG CFO works with the Board and Office of Management and Budget to submit a budget proposal to the Congress and subsequently works with the Congress on enactment of proposed funding levels and reprogramming proposals.

### Members

The Budget and Strategy Committee will be composed of three (3) Governors selected by the BBG Chairman in consultation with fellow Governors. A Committee Chair will be selected by the BBG Chairman and agreed by the plenary Board.

### Support for Committee Operations

The operations of the Budget and Strategy Committee will be organized and supported by the Secretary of the BBG Board and by a support team recommended by the BBG Executive Director and approved by Committee members. The support team should include the BBG CFO, the Director of Strategic Planning and Performance Measurement and such other representatives from BBG staff as the Committee may deem advisable. The Committee may seek input from the International Broadcasting Bureau and each of the federal and nonfederal programming entities, including their research and engineering components, in order to facilitate Committee deliberations.

### Administrative Provisions

The Chair of the Budget and Strategy Committee should establish a meeting schedule and select meeting venues. The Committee Chair should report the Committee’s recommendations and

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proposals to the plenary Board on an ongoing basis to support the Board's decision-making on formulation and implementation of BBG strategy, including the addition and deletion of language services and other strategic elements of the Board's nondelegable authorities as set out in the International Broadcasting Act of 1994 (as amended). In consultation with the CFO, the Committee Chair should convene appropriate meetings to address material budget issues and critical requirements. With support of the CFO, the Committee Chair should report the Committee's recommendations and proposals to the plenary Board as needed to inform and support the Board's decision-making on formulation and implementation of the BBG budget.

### Committee Mandate

Strategy: The Committee should consider and submit recommendations and proposals to the plenary Board concerning the following:

1. Analysis of U.S. National Security Strategy and Congressional Directives
2. Assessment of BBG's current strategic plan
3. Assessment of mission and roles of each element of USIB
4. Fulfillment of the BBG's non-delegable statutory authorities
5. Technology and distribution platforms
6. Research efforts among the elements of USIB
7. The Language Service Review process

Budget: Working with the BBG CFO, the Committee should consider recommendations and proposals concerning material budgetary issues to support the Board's decision-making on formulation and implementation of the BBG budget consistent with the Board's strategic vision and operations oversight of United States international broadcasting.