



Transcending Traditional: bold and imaginative programming

Bureau of International Information Programs

American Spaces are Post programs - your programs, for your audiences! We in IIP are here to offer expertise to assist you in your programming activities and help to build a strong American Spaces network. This presentation is wholly focused on programming: helping your Space be the most creative, trend-setting, and policy-relevant as possible.

What is bold and imaginative?

What comes to mind when you hear these terms bold and imaginative? Here are some suggestions. Each of these qualities are the ones that we should seek from our public diplomacy programming in American Spaces.

fun energetic
innovative interactive
exciting
creative
e
dynamic
c
inspiring
relevant playful unique
one of a kind

Bold and imaginative is
also.....

User-driven Policy relevant Strategic

What about policy relevant? Do you think that bold, imaginative, creative programming can also be policy relevant and directly related to U.S. strategic policy goals? Think about your Mission goals. Can you link each of your programs to a specific Mission goal? The following slides will give you ideas on how you can create Bold and Imaginative Programming!



TechCamps
techcamp.america.gov



[TechCamps](https://techcamp.america.gov) are a public diplomacy tool tailored to achieve specific, measurable results that directly address U.S. foreign policy goals. TechCamps use two-day, hands-on, participant-driven workshops to connect technology experts with key audiences — journalists, non-governmental organizations, civil society advocates, and more — to explore and apply innovative tech solutions to global issues. TechCamps are focused on results, with specific projects and potential solutions to participants' challenges created at each workshop. Post-workshop programs, projects and continued engagement are required with each TechCamp, to help participants implement their ideas and stay connected with each other, their trainers and U.S. State Department staff.

The U.S. State Department has conducted more than 60 TechCamps all over the world since 2010, training more than 3,200 participants from more than 110 countries. For more information visit: <https://techcamp.america.gov/>

TechCamps & American Spaces

TechCamp workshops are and can be held in American Spaces anywhere, depending on size. More importantly, American Spaces make the perfect location for TechCamp alumni's post-workshop follow-on programs, meetings and projects. Out of [YALI TechCamp Pretoria](#) in fall 2015, 28 Ugandan alumni held a [mini-TechCamp at the American Space](#) in Kampala in spring 2016, working with PAS Kampala.



The image shows the top section of the TechCamp website. At the top left is the TechCamp logo, which consists of a stylized blue 'T' icon followed by the word 'TechCamp' in a dark blue, sans-serif font. To the right of the logo is a horizontal navigation bar with five links: 'ABOUT', 'TEHCAMPS', 'OUTCOMES', 'BLOG', and 'RESOURCES', all in a dark blue, uppercase, sans-serif font. Below the navigation bar is a large world map with a blue background and white landmasses. The map is overlaid with numerous red location pins. A legend in the top-left corner of the map area shows a red pin icon next to the word 'Map' and a white pin icon next to the word 'Satellite'. The red pins are concentrated in Europe, Africa, and Asia, with a few yellow pins in South America and Africa. The map also includes labels for various countries and oceans in a small, grey, sans-serif font.

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Anti-Corruption Programming at America House, Kyiv Ukraine

Here are a few examples of programs that do a great job of connecting directly to hard policy issues while connecting with their target audiences in engaging ways.



Challengethon: Progress4Ukraine

hackathon generated several viable products to fight corruption to be further developed.

Living Library

EDGE project invites you to an informal meeting with young reformers. The event format is "Living Library": Each of us is a book that can tell his or her story, teach and inspire.

Wednesday English @ America House

Anti-Corruption Speed English

Have you ever been the victim of corruption? This week, in observance of UN International Anti-Corruption Day on December 9th, we'll be focusing on a variety of issues related to this critical issue. Join us for this popular evening of informal English speaking practice.

Corruption In Our Life – How To Stay Away

Come and practise your English speaking skills by discussing how to stay away from corruption in our everyday life.

Mini Maker Diploma Program at the IRC Cairo

The [Information Resource Center in the US Embassy Cairo](#) launched a mini “Maker Diploma” program in 2015 as part of their emphasis on supporting economic growth through STEM (Science, Technology, Engineering, Math) technologies for Egyptian youth. They have an ongoing “IRC Tech Club” for members only. Visit their [program calendar](#) to see more innovative activities.



Supporting Democratic Transition

American Center Rangoon, Burma



- Monthly Youth Forums translate policy priorities to young audiences encouraging their participation in the political process, countering hate speech, and promoting volunteerism.
- Student council elections and 8 clubs to encourage political skills training



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YANGON**
INFORM • INNOVATE • INSPIRE

“Hub and Spoke” Models in Sri Lanka and Indonesia

“Hub and spoke” models: [American Corner Kandy](#), Sri Lanka’s Priority Space explains its approach: “the best ideas for English language learning and STEM education are developed here and integrated across the country. Trainers and workshop leaders share curricula to encourage collaboration among different regions and ethnic communities.”

In Indonesia, [MyAmerica Jakarta](#) (IRC) serves a similar role for Indonesia’s 13 American Spaces, coordinating omnibus programming and training.



Innovative American Spaces Partnerships: Sister Corners

Another inspiring initiative in programming is the collaboration between American Spaces in various countries. Realizing that they have a great deal in common and can have a stronger impact on their audiences, Spaces are working together, within countries as well as regionally. Here are interesting initiatives.

in Nepal, Afghanistan, and Tajikistan

[AC Surkhet](#) (Nepal) and [Lincoln Learning Center Bamyar](#) (Afghanistan) have recently become “[Sister Corners](#)” on the basis of joint programming they had undertaken in the past year.

[American Corner Khorugh](#) (Tajikistan) and [Faizabad Lincoln Learning Center](#) (Afghanistan) have also created a sister corner relationship.

The two places are very close, sharing similar culture and language. The coordinators have been in contact and held virtual programs, mailing cultural items to be displayed at each corner.



U.S. Embassy, Nepal added 4 new photos — 🧑‍🤝‍🧑 feeling connected.

December 28, 2016 at 7:28pm · 🌐

नेपाल र अफगानिस्तानका अमेरिकन स्पेसहरू भगिनी स्पेसको रूपमा एकआपसमा जोडीने क्रम जारी छ। संसारभर रहेका ७०० अमेरिकन स्पेसहरूमध्ये अमेरिकन कर्नर सुर्खेत र अफगानिस्तानको बामियान स्थित स्पेसले संयुक्त परियोजना र आदान-प्रदान गर्ने निर्णय गर्नुभएको छ। उद्घाटन कार्यक्रममा बामियानको संगीत र सुर्खेतको कविता प्रस्तुत गरिएको थियो।

[#AmericanSpaces](#) in [#Nepal](#) and [#Afghanistan](#) are fostering regional connectivity by becoming “Sister Corners.” In a first among the ~700 American Spaces around the world, [American Corner Surkhet](#) and [L LC Bamyar](#) have decided to enhance prosperity through joint projects and exchanges. The inaugural ceremony featured a performance by musicians in [#Bamyar](#) and spoken word poets in [#Surkhet](#). We look forward to increased connectivity between American Spaces in the region.



Let's Get International: a series on connecting virtually

The [American Corner in Radom](#), Poland connected with the Lincoln Learning Center in Mazar-e-Sharif for a discussion on security, Afghan history, and the Polish-Afghan connection.


AMERICAN CORNER RADOM

RADOM

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Let's get International: Afghanistan – Poland Historic Ties

Published on: June 16, 2015 Category: Uncategorized



SECURITY: The first meeting of the series: Let's get international – behind us. Today we got in online touch with Afghanistan. Fahrad Jalal – the US alumni and coordinator of the Lincoln Center in Mazar-e-Sharif told us about the role of NATO (including the Polish and American troops) in Afghanistan, Taliban impact on the society, the rights of women and the historical-political relations between the Polish and Afghanistan. We would like to thank the audience for their interesting and difficult questions to our speaker. The presentation given by our guest is [here](#).

Fahrad Jalal, US alumni, currently working as Coordinator of Lincoln Learning Center Mazar from 2009 until now, he was born 1984 in Mazar city in the Northern Afghanistan, completed the primary school in his home town, and high school in Pakistan after he moved there with his family during tense conflicts in 1990s through 2002 that includes since the fall last communist government through Taliban regime. Following the September 11th terrorist attack in the United States, leading to a dramatic political change in 2001 in Afghanistan, He returned with his family from Pakistan early 2002, and started to work with civilian and military part of the International Forces including Polish Army and Police supporting Afghan National Security Forces, and Afghan people to ensure peace and prosperity. 2010-2014 he did his Bachelor's in Law and Political Science at Mawlana, a private University in his home town in the Northern Afghanistan. He currently receives more than 200 visitors every day at LLC Mazar, and supports them with free access to Library, Internet, Printing, Classes, Scholarships, and core programs marking the U.S. Federal Holidays to educate Afghan youths over the glory of multicultural values in the United States.

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AmC Events Calendar

Today June 2017 Print Week

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	Jun 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	Jul 1	2

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College Courses




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COMPLETING THE COURSE.

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AMERICAN CORNER BANJA LUKA

TO SIGN UP PLEASE EMAIL: lela@americancouncilssee.org

Strategic Programming

1. Use cultural programs to grow strategic audiences
2. Have a clear policy goal and focus for a majority of programs
3. Focus on campaign-style program plans vs. one-offs
4. Find relevant partners.