



Iran Strategy Brief No. 13: Reforming U.S. Persian Language Media - A preliminary Assessment

April 22, 2019 **Ilan I. Berman**

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In the Spring of 2017, the management of the Broadcasting Board of Governors (BBG), the U.S. government's official coordinating body for international media, approached the American Foreign Policy Council with a request. In response to persistent criticism from lawmakers on Capitol Hill, as well as mounting pressure from the newly-inaugurated Trump administration, the agency sought to commission an independent review of the content of its Persian-language media outreach. Such a process, BBG professionals explained, would help the agency to identify and rectify significant deficiencies at a time when the role of U.S. broadcasting toward the Islamic Republic was a topic of growing scrutiny (and skepticism) among those formulating the country's strategy toward Iran...