

**ORGANIZATION OF AMERICAN STATES
Inter-American Committee on Ports**

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PROPOSAL

MAGAZINE OF THE INTER-AMERICAN COMMITTEE ON PORTS

Background

There has been a marked increase in CIP activities and in the number of participants in its meetings and users of its portal. Its activities are covering new topics, expanding to new geographic areas, and reaching users the world over. It is therefore necessary to generate media with a broad outreach capable of covering the full range of activities of the OAS Inter-American Committee on Ports and of reaching all individuals and entities involved in it.

By creating a magazine, it will be possible to consolidate and focus the various channels of communication used at different times by the Committee, thus producing an important tool for promoting CIP cooperation and integration activities.

Accordingly, at the VI meeting of the Executive Board's Subcommittee on Policy and Coordination (SPC), in March 2001, the delegation of Argentina was asked to present a project profile. The Argentine delegation did so and, at the X and XI meetings of the SPC (Montevideo, 2002, and Washington, D.C., 2003, respectively), agreements were reached on the terms of the project. It was decided to entrust the Secretariat with consolidating those agreements and drawing up a proposal on the magazine for consideration by the Executive Board, subsequent approval, and eventual presentation to the Committee.

Pursuant to that mandate, the Secretariat hereby presents the proposal for the CIP magazine.

Proposal: CIP Magazine

1. *Global Concept*

The magazine is primarily intended to serve as a means of promoting CIP activities. At the outset, it will be published every four months (three issues per year) as a single full-color document in English and in Spanish, with global circulation. A publishing house will be responsible for editing, production, publication, and distribution, and will be selected from among those interested (that apply) in participating in the project. The publisher selected will sign a contract with the OAS to that end. The project will not entail any cost whatsoever for the CIP Secretariat; it will be self-financed. The publishing house will earn income from advertising and magazine sales. An editorial board consisting of officials and experts from the member countries will decide on each issue's technical focus and articles. It will provide the necessary academic, technical, scientific, and institutional filter. The Secretariat will serve as liaison between the publishing house and the Editorial Board.

2. Objectives

- (a) To disseminate information on the inter-American cooperation activities carried out by the CIP so as to help expedite hemispheric integration in the area of ports.
- (b) To promote an interactive consultation and coordination system, which will make it possible to harmonize positions and strategies within the port sector.
- (c) To create a tool for publicizing advances made in port policy, management, and technology.
- (d) To constitute a forum for technical, academic, and scientific debate on major port issues.
- (e) To report and provide updated information on the activities of the Inter-American Committee on Ports.

3. Editorial Line

The magazine will endeavor to be technical and academic in nature, to maintain ideological plurality, and to encompass a wide range of topics, covering technical, scientific, management, academic, economic, and port policy matters. It will be targeted at a diverse public, defined exclusively by its interest in port development issues in the Hemisphere. The target population will consist primarily of businessmen, civil servants, academics, manufacturers, and students, from the Americas in particular but also from around the world.

4. Physical characteristics of the magazine

- (a) Format. The magazine's physical traits will be defined by the Editorial Board in coordination with the publishing house's editor. The magazine will be published in English and in Spanish. At the outset, it will be published three times a year, or every four months.
- (b) Print run. The print run will be determined by the publishing house, subject to a minimum number required by the CIP. This minimum will be established on the basis of a number of set recipients ("K") for each OAS member country (34), plus one for the Secretariat. Consequently, the minimum run is based on the following calculation: 35xK (For example, if K=100, the minimum run is 3,500). The publishing house will be entitled to produce a larger run and to sell or distribute the additional copies independently, as it sees fit.
- (c) Distribution. Distribution will be decided on by the publishing house, provided that the recipients receive the magazines within five working days of their production.

5. Organizational Structure

The organizational structure comprises: (a) the Editorial Board - EB, (b) the CIP Secretariat, and (c) the Publishing House - PH.

(a) Editorial Board

- i. Characteristics: The Board will be made up of nine persons who meet the following requirements:
 - Experience in the port and/or publishing sector, with proven experience in the preparation of articles and other writings on port issues in magazines, books, projects, and other publications.
 - Nationality of one of the OAS member countries.

- ii. Election of members. The Subcommittee on Policy and Coordination of the Executive Board will present a list of candidates for the Editorial Board; member countries may also submit nominations. The Executive Board will decide on the composition of the Editorial Board for a two-year period on the basis of geographic criteria and professional experience.
- iii. Principal functions:
 - To draw up and establish the criteria for selecting the Editorial Board.
 - To generate articles for each issue of the magazine.
 - To establish a network of contacts based on the candidates selected from the OAS member countries to serve as a source for material.
 - To approve the articles to be included in the magazine.
 - To design every issue, defining, in particular, the number of articles and the sections, contents, and unifying theme.
 - To preserve the magazine's editorial line.
 - To ensure that the publishing house is performing its functions: editing, production, publishing, and distribution of the magazine.
- iv. Meetings. The Editorial Board will meet, with a minimum of five members physically present, at least once a year, and virtually whenever convened by its Chair.
- v. Officers. The Editorial Board will have a chair and two vice chairs, elected from among its members.
- vi. Financing. The Editorial Board's activities will be financed by contributions from its members' institutions and from the publishing house.

(b) The CIP Secretariat

- i. Functions:
 - To contract for and coordinate the publishing house's activities and ensure that contractual provisions are complied with.
 - To facilitate coordination with the Editorial Board's activities.
 - To serve as the Editorial Board's secretariat.
- ii. Financing: Its activities will be financed by contributions from the publishing house.

(c) Publishing house

- i. Characteristics:
 - Experience in edition, production, publication, and distribution of magazines, preferably in the transportation sector.
 - A hemispheric and worldwide distribution chain.
- ii. Procedure for its selection: The publishing house would be selected in principle in a hemisphere-wide open competition. The competition rules will be prepared by the Editorial Board in coordination with the CIP Secretariat. Once established, the rules will be distributed to all OAS member countries in the appropriate language. After receipt of the bids by a specific deadline, in keeping with the criteria set by the Editorial Board and the CIP Secretariat, the publishing house will be selected to carry out the project on a temporary basis.
- iii. Functions. The company will be responsible for: *editing, production, publishing, and distribution* of the magazine. To that end, it should appoint an editor who will

be entrusted with the tasks set out below and will serve as liaison with the secretariat and the Editorial Board.

- To design and lay out every issue of the magazine.
- To identify articles for each issue of the magazine.
- To do the pre-editing and editing and correct the galley proofs.
- Printing.
- To establish a distribution system tailored to CIP requirements.
- To organize and manage a subscription system in line with CIP requirements, establishing a set price per issue.
- To manage revenues (to be responsible for collections from sales).
- To organize and manage institutional advertising in the CIP magazine.
- To draw up advertising contracts with interested companies.
- To send out courtesy mailings to the CIP member countries, as previously established by the Secretariat.

- iv. Financing. The cost of editing, production, publishing, and distribution of the magazine will be fully covered by the publishing house. It will also have the additional cost of providing the CIP Secretariat with the amount designated by each bidder plus a percentage of the magazine's profits. Its income will come from advertising and from the sale of magazine issues.

- 6. Duration of the project.** The magazine will be produced under these terms for a two-year trial period, 2004 to 2007.