

## **10 FAM 340 IIP PRINT AND ELECTRONIC PUBLICATIONS**

*(CT:PEC-011; 02-03-2006)  
(Office of Origin: IIP)*

### **10 FAM 341 PRINT PUBLICATIONS**

*(CT:PEC-011; 02-03-2006)*

- a. IIP produces print publications that support and address a variety of U.S. foreign policy objectives; many also help foreign audiences understand American society and values.
- b. IIP produces most of its print publications in foreign translations. Department priorities determine the language used.
- c. The full text of most IIP print publications appears in electronic form on IIP's International Home Page under "Publications."
- d. You can find out how to obtain or suggest print publications from the IIP Intranet Web site.

#### **10 FAM 341.1 Audience**

*(CT:PEC-011; 02-03-2006)*

- a. See 10 FAM 313 above for audience information for all IIP products.
- b. Each publication is written with a different and specific public diplomacy audience in mind. Embassies use IIP print publications to inform and influence targeted foreign audiences with content aimed at their specific interests.

#### **10 FAM 341.2 Print Program, Products, and Services**

*(CT:PEC-011; 02-03-2006)*

- a. IIP produces a range of print products that include the following:

- books
  - brochures
  - press kit folders
  - paper shows (low-cost mountable exhibitions comprised of up to 24 panels of images, photographs, or illustrations with text)
  - posters
- b. In response to Department needs and priorities, IIP can produce print products in additional formats.
- c. IIP also assists posts in obtaining copyright clearance to publish materials by U.S. authors that embassies believe will help support the Department's policy objectives.

## **10 FAM 341.3 Print Publications - Responsibilities**

*(CT:PEC-011; 02-03-2006)*

- a. The Copyright and Publications Office (IIP/T/CP) is responsible for producing print publications (see 1 FAM 354.4). In addition to the geographic and thematic offices in IIP, its editors and graphic designers consult with regional and functional bureaus to:
- conceive new publications
  - Write or commission new material
  - Buy reprint rights to existing content
  - Edit and design these materials for print
- b. IIP coordinates its production line with the Department's regional printing centers, which print and distribute publications, including foreign language versions, to U.S. missions around the world.
- c. IIP also obtains copyright publication rights for embassies. You can find out how to request assistance from IIP on its Intranet Web site.

## **10 FAM 342 BOOKS AND BOOK**

# TRANSLATIONS

## 10 FAM 342.1 Audience

*(CT:PEC-011; 02-03-2006)*

- a. Embassies use publications to inform and influence targeted foreign audiences with content aimed at their specific interests.
- b. Book programs will address different audiences, by age, interest, specialty, language, etc. Each publication is written or purchased with a specific public diplomacy audience in mind (see 10 FAM 313).

## 10 FAM 342.2 American Publications in Translation

*(CT:PEC-011; 02-03-2006)*

- a. The American Publications in Translation Program of IIP supports U.S. foreign policy objectives by encouraging translation and reprinting of key works in U.S. politics, economics, law, history, and literature for foreign audiences. These books and articles help Foreign Service posts bring a U.S. perspective on issues of bilateral and global concern to decision-makers and opinion-makers abroad. By working cooperatively with foreign publishers and translators, IIP programs also promote observance of intellectual property rights and foster the growth of publishing industries as vital components of civil societies in developing countries.
- b. The program may include full-length books, condensed versions, special adaptations, excerpts, short stories, poems, plays, articles, pamphlets and titles already translated into languages other than English. Such materials may be published in book form and as serializations or supplements to newspapers or magazines. Appropriate publication rights must be obtained for all publishing projects.
- c. The process to select books, obtain publication rights, translate, print, and distribute them can be lengthy and expensive, and is subject to various regulations and laws. Posts interested in this program should consult the IIP Intranet web site and the regional program officer in the Geographic office before beginning the process of making commitments.
- d. The Office of Information Resources (IIP/G/IR) supports requests for publication rights for the Books in Translation Program. The Office of Copyright and Publishing (IIP/T/CP) supports such requests for translation of articles and non-book materials.

## **10 FAM 342.3 Youth Book Program**

*(CT:PEC-011; 02-03-2006)*

- a. IIP manages the worldwide book program for outreach to primary and secondary school audiences. IIP develops book sets in coordination with U.S. publishers and offers these sets at a discounted rate to embassies for outreach efforts.
- b. The book sets contain between 100 to 150 titles and are designed to communicate U.S. history, culture and values. Embassies can purchase these sets with Post funds for donations to local schools, Binational Centers, American Corners and other local initiatives.
- c. IIP/G (see 10 FAM 350) is responsible for the program. The IIP Intranet site contains program specifics, including book titles, costs per set, and shipping information. Information about this program can be found on the bureau Intranet web site or at the specific page for the "Youth Book Program."

## **10 FAM 343 ELECTRONIC PUBLICATIONS AND SERVICES**

### **10 FAM 343.1 Electronic Journals**

*(CT:PEC-011; 02-03-2006)*

- a. IIP publishes monthly electronic journals under the logo *eJournal USA* that explain U.S. policies, programs, institutions, values, society, and culture to foreign audiences.
- b. Each of IIP/T's five thematic offices is responsible for a separate journal organized around one of the following categories:
  - Economics and trade
  - U.S. foreign policy
  - Democracy and human rights
  - U.S. society and values
  - Global issues (e.g., the environment, drug trafficking, and international communications)

- c. Editorial responsibility resides with the appropriate IIP thematic office. The Office of Copyright and Print Publications (IIP/T/CP) provides overall coordination of the electronic journal program and provides technical, translation, design, and formatting support.
- d. Embassies and missions abroad are encouraged to download and disseminate to key audiences complete journals as well as individual articles, in print and electronic form. Embassies also are encouraged to consider recruiting for their speaker programs authors of journal articles.
- e. Journals are also marketed directly to international audiences via the World Wide Web, and the daily Washington File carries journal articles.
- f. Topics for electronic journals are selected semiannually in close consultation with embassies abroad and with the Department's regional and functional bureaus. Articles and subjects for journals can be changed or modified throughout the year in response to changing events.
- g. The journals are posted on the Internet as Web documents, including a fully formatted PDF version suitable for printing. Journals appear in English and in other language versions, among them Spanish, French, Russian, Portuguese, and Arabic (see the IIP Intranet site for Electronic Journals).

## **10 FAM 343.2 Photographic Services**

*(CT:PEC-011; 02-03-2006)*

- a. The Office of Electronic Media (IIP/T/EM), (See 1 FAM 354.7) provides a wide range of photographic services to posts abroad and to IIP, including research, acquisition of rights, photography assignments, and creation of digital images for electronic publication and distribution.
- b. Photo editors provide research and acquire photo rights in response to specific requests from U.S. posts abroad and IIP. (See 10 FAM 313 above for audience information for all IIP products.) Such requests may range from official portraits of U.S. officials to specialized subjects related to policy initiatives, current events, U.S. studies programs, historical background, or bilateral issues. Using online services and digital cameras, photo editors create or acquire electronic images for use in Web sites, electronic journals, or transmission to missions abroad. Editors can also arrange for photography coverage of events and people both in the Washington, DC area and outside Washington, DC.
- c. Photos are delivered to the requesting office as prints, transparencies, or digital files.

- d. Copyright fees or costs incurred for photographic coverage of events outside of normal operations are the responsibility of the requesting office.

## **10 FAM 344 THROUGH 349 UNASSIGNED**