

COM/CITEL RES.84 (VIII-99)¹

PUBLISHING CITEL'S MAGAZINE

The Eighth Meeting of the Permanent Executive Committee of CITEL, COM/CITEL,

HAVING SEEN:

- a) That at its VI meeting, the Steering Committee proposed that CITEL publish a magazine in order to disseminate CITEL's activities;
- b) That furthermore it was understood that there could be a magazine of current events alongside other or future forms of dissemination; and
- c) That the Steering Committee requested the Administration of Argentina to present to COM/CITEL a project for the creation of CITEL's magazine in consultation with the Chairs of the PCC's;

CONSIDERING:

- a) That the goal of CITEL's magazine will be to disseminate the activities of the Inter-American Telecommunication Commission among political, economic and professional leaders of all the continent's countries;
- b) That, in addition, it will attempt to reflect the status of services in each region and to be at the very heart of the political, strategic, and technological debate that both the public and private sector are conducting in order to spearhead the development of telecommunications in the Americas;
- c) That the project that was presented provides that the representatives of the various countries before CITEL will be able to act as local editors of the publication, to gather information about what happens in each region, as well as to analyze and interpret noteworthy matters stemming from the nations they represent; and
- d) That the latter will enable a dual objective to be achieved: first, to keep the entire continent up-to-date on what happens in each country, and second to support the cohesiveness of the Inter-American institution, bringing together all of its members, governments, regulators and the business sector of service and equipment suppliers.

CONSIDERING ALSO:

- a) That the submitted project envisages that CITEL's magazine will be financed by private-sector advertisement and sponsoring, just like a commercial publication;
- b) That this way of ensuring financing will avoid requests for special entries or subsidies from either CITEL or OAS;
- c) That the proposal that was presented provides that editorial control of CITEL's magazine will be ensured by an Editorial Board comprised of: the Chair of COM/CITEL, the Vice-Chair of COM/CITEL, the Chair of PCC.I Public Telecommunication Services, the Chair of PCC.II

¹ Reference Document: COM/CITEL/doc.474/99rev.2

Broadcasting, the Chair of PCC.III Radiocommunications, and the Executive Secretary of CITEL;
and

- d) That the Editorial Board has the necessary and sufficient authority to guarantee that the contents of CITEL's magazine will comply with the organization's policy guidelines.

AND TAKING INTO CONSIDERATION:

- a) That it is of the utmost importance for CITEL, as an institution, to play a leading role in the Americas and the world during the new millennium and
- b) That CITEL's magazine will help reach the objectives that CITEL has set.

RESOLVES:

1. To publish, as of the year 2000, a quarterly magazine in keeping with the general characteristics established in Annex I of the present resolution.
2. To approve the format and name of the magazine on the basis of issue No. 0, which is attached to the present Resolution as Annex II.
3. To establish that the above-mentioned publication will be developed only if self-financing is guaranteed for each issue.
4. To establish that the present resolution will be in force once the cognizant offices of the Organization's General Secretariat have agreed on the legal and administrative issues, to ensure compliance with what was specified in Annex I of the present Resolution, and that the suggestions made by the Secretary General have been included.
5. To instruct the Executive Secretary of CITEL:
 - a) To forward the present Resolution and its Annexes to the Secretary General of OAS so that the entities of the General Secretariat that are in charge intervene and quickly grant their approval.
 - b) To report to COM/CITEL and the Steering Committee, the Member Administration, and associate members regarding the progress achieved in implementing the present resolution.

ANNEX I

CITEL'S MAGAZINE

Objective:

The purpose of CITEL's magazine will be to disseminate the activities of the Inter-American Telecommunication Commission among member administrations, associate members, and the telecommunication sector in general so as to reach, on the basis of these activities, the political, economic and professional leaders of all the region's countries. In addition, it will attempt to reflect the status of services in the region as a whole and in each subregion in particular, and it will strive to be at very heart of the political, strategic and technological debate that both the private and public sector are conducting in order to spearhead the development of telecommunications in the Americas.

Contents:

The following are among the main subject areas to be considered:

- Report on activities of each PCC of the CITEL.
- Coverage of COM/CITEL plenary meetings.
- Journalistic coverage of the main achievements of each Working Group.
- Development of the main telecommunications topics in the continent.
- Latest industry trends.
- Telecommunications situation overview in each country.
- Information on regulatory bodies in each Administration.
- Status of different services in the Americas.
- Interviews with CITEL authorities.
- Interviews with notable politicians and businessmen involved in telecommunications in the region.
- Summary of the most important events.
- Summary of the latest decisions adopted by ITU and those recommendations affecting the Region.
- Agenda of regional public, private, and CITEL events.

Style:

The style of the publication will be that of a current specialized periodical, with a modern format in terms of both graphics and writing. The design will be in line with current breakthroughs in telecommunications in society, albeit with the sobriety that is characteristic of the inter-American organization.

Format:

It will be a 48-page, full-color magazine printed on paper for illustrations with magazine cover and format.

Print run:

In its first stage, the print-run will consist of 5,000 copies in Spanish and 5,000 copies in English.

Distribution:

Distribution will be done via a mailing list selected by CITEL, which will include officials, regulators, telecommunication companies executives, consultants and professionals.

Periodicity:

CITEL magazine will be a quarterly periodical.

Correspondents:

Representatives of the Administrations can act as local correspondents, in order to contribute information from each country.

At the same time, representatives of subregional organizations can do the same, informing and examining noteworthy issues stemming from each organization.

There will be a dual objective: on the one hand, keeping the entire region up-to-date on what happens in each country and subregion; and on the other hand supporting the cohesiveness of the inter-American institution, bringing together all of its members.

Management and writing:

CITEL, through an **Editorial Board**, will be in charge of managing the magazine.

Professionals with recognized journalistic reporting experience in the field of telecommunications will be in charge of the writing. Both management and journalists will work closely so that the magazine will reflect the objectives and viewpoints of CITEL in all areas.

By means of a disclaimer, CITEL will not accept responsibility for any opinions made in the magazine, which will exclusively reflect the personal viewpoints of the authors.

Editorial Board:

The Editorial Board will be comprised of the following CITEL authorities:

- Chair of COM/CITEL
- Vice-Chair of COM/CITEL
- Chair of PCC.I: Public Telecommunication Services
- Chair of PCC.II: Broadcasting
- Chair of PCC.III: Radiocommunications
- Executive Secretary of CITEL (Will also be ad-hoc secretary of the Editorial Board.)

Responsibilities of the Editorial Board:

The following will be responsibilities of the Editorial Board:

- To determine, along with the Editor-in-Chief, the topics to be dealt with in each issue of the magazine.
- To approve the draft submitted by the Editor-in-Chief for printing.
- To approve and monitor implementation of the magazine's budget.
- To supervise management of the magazine and the appropriate administration of funds.
- Will be able to designate or contract an Editorial Coordinator if needed.
- To approve the reference terms of the bidding for the editorial company selection, which amongst other must contemplate that, the selected company must carry out the work, retaining from the publicity sales that it accomplishes the amounts equivalent to the incurred costs and also commission for management, provide a percentage of the sales to CITEL and allow the auditing on the accomplished sales.
- To approve the terms and conditions of the agreements to be signed.

Editor-in-Chief

The Executive Secretary of CITEL will act as Editor-in-Chief.

Responsibilities of the Editor-in-Chief:

The following will be the responsibilities of the Editor-in-Chief:

- To act as Secretary of the Editorial Board.
- To represent the magazine in political and institutional matters.
- To hire the company with the approval of the Editorial Board that will be in charge of selling, writing, printing, and distributing the magazine, in full compliance with the legal provisions of CITEL/OAS and the reference terms established for the contracting of the Editorial Board.

Responsibilities of the Editorial Coordinator:

In the event that the Editorial Board considers the appointment and/or contracting of an editorial coordinator the following will be the responsibilities, amongst others. If this is not the case, the above mention responsibilities will be carried out by the Editor-in-Chief:

- To select a team of professionals with renown journalistic experience in the telecommunications sector to be in charge of writing, layout, and publishing with the Editorial Board's approval.
- To establish a network of correspondents in each country of the Americas who will gather political, commercial, technical and regulatory information about the telecommunications market of each country with the Editorial Board's approval.
- To submit the topics for each issue of the magazine to the Editorial Board for its approval.
- To submit to the Editorial Board, for its approval, the articles written for publication.

Financing:

CITEL's magazine will be financed by private-sector advertising, just like a commercial publication, without the need for any special entries or subsidies from either CITEL or OAS.

The Editorial Board through its Director will select a company to produce the magazine. This company, according with the reference terms established by the Editorial Board for the bidding, must carry out the advertisement sales, production, editing, printing and distribution of the magazine. At the same time,

it will retain incurred costs plus management commission from the advertising sales. The company will provide CITEL with a percentage of the sales and will allow the auditing of the accomplished sales.

The magazine will offer the associate members special prices in comparison to non-associate CITEL members advertising in it.