



# ORGANIZATION OF AMERICAN STATES

Inter-American Council for Integral Development  
Inter-American Committee on Ports



## FIFTEENTH MEETING OF THE EXECUTIVE BOARD OF THE INTER-AMERICAN COMMITTEE ON PORTS

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### REPORT ON CIP MAGAZINE

#### 1. Background

On June 29, 2009, the OAS General Secretariat, hereinafter “the Secretariat” and *Desarrollos Editoriales SA* and Trading News of Argentina, hereinafter “the publishing company” signed a two-year contract, in effect until June 29, 2011, for the editing, production, publication, and distribution of CIP Magazine.

Subsequently, in March 2012, the Secretariat and the publishing company signed a new contract for one year, valid until March 14, 2013 (running from the date of resolution CIDI/CIP/RES. 117 (VII-12) of the VII Meeting of the CIP, in March 2012).

That contract stipulated that the publishing company was to produce a total of three (3) issues, or the number required (frequency: June 2012, October 2012, and February 2013), produce at least 3,500 copies of each issue, and distribute them to the postal addresses provided to it by the Secretariat, covering the 34 OAS member states and the Secretariat headquarters. In addition, the publishing company was to pay the Secretariat a fee that varied according to the number of pages per issue and the number of pages of advertising as follows: 40 pages (with a maximum of 12 pages of advertisements), US\$500; 41 to 60 pages (with a maximum of 18 pages of advertisements), US\$2,500; and over 61 pages (with a maximum of 61 pages of advertisements), US\$5,000.

#### 2. Continuity of the magazine

Two issues were published under the current contract. Issue No. 16 was published in June 2012 and issue No. 17, on August 12, 2013. The contract with the publishing company ended on March 14, 2013. However, under clause 7.1 of the contract, the contractual relationship may remain in effect and the publishing company may provide its services for a total of three issues of CIP Magazine or the number requested of it until a new call for bids is issued and the contract for a new publisher is awarded. This clause has made it possible to keep the same publishing company until delivery of the three issues, or the required number, and until the new call for bids.

At the Seventh Regular Meeting of the CIP, held in Cartagena, Colombia, from September 10 to 13, 2013, the publishing company pledged, pursuant to Article 17 of the contract, to work on issues Nos. 18, 19, and 20 of the magazine while the bidding process was underway, and they appealed to the members to collaborate on the magazine’s contents and advertising.

For its part, the Secretariat, in its report on the Eighth Regular Meeting of the CIP, made some recommendations aimed at enhancing the magazine's operations:

- a. Ensure continuity and effective implementation of publication of CIP Magazine by proposing compulsory deadlines, with at least two issues appearing each year.
- b. Issue a call for bids for a new period in the fourth quarter of 2014 in order to have a new contract in place for 2015.
- c. Modify the model of member state participation (host country) in the search for sponsorship for the magazine. The CIP should encourage the participation of all member states in developing the magazine's content and should strengthen the Editorial Board, with more active participation by the Secretariat, so that it may effectively contribute to issues and obtain articles and sponsors, take charge of editing, etc. To this end, the members of the TAGs will have to play an active role.
- d. With more dynamic participation by the CIP Secretariat, the CECIP must (a) improve access to publicity in the magazine, in particular for the associate members of the CIP and the private sector interested in advertising in the magazine, as possible sources of funding; and (b) develop an electronic version of the magazine with assistance from the Editorial Board, which would also be responsible for obtaining content and for editing and online publishing.

It bears recalling that *Bolivariana de Puertos, S.A.* (Bolipuertos) of Venezuela made a commitment to host and help sponsor CIP Magazine. However, that commitment has still not been met. This situation led to a delay in publishing issue No. 17. This model for member state participation has not been effective and should therefore be reconsidered. This notwithstanding, the Secretariat has contacted Bolipuertos to encourage it to meet its commitment to the magazine.

To provide continuity for CIP Magazine, CECIP, at its fifth working meeting, held by videoconference on December 13, 2013, decided that the current contract with the publishing company should be extended while the new bidding process was underway and that the publishing company would complete work on issues Nos. 18, 19, and 20 of the magazine. The publishing company is now in the process of printing issue No. 18, which will be distributed at the Ninth Regular Meeting of the CIP, to be held in Washington, D.C., from June 18 to 20, 2014.

Lastly, in response to the Secretariat's recommendations in Cartagena, a special appeal was made at the meetings of the six Technical Advisory Groups held in February and March 2014 for their members to look for substantive articles for publication and for institutions to take out paid advertisements in the magazine. This would help promote the magazine's frequency.

### 3. Conclusions

Based on the foregoing, the Secretariat concludes that:

- a. An assessment was made of the publication's quality and frequency and of compliance with the terms of the contract with the publishing company. The frequency has been inadequate for several reasons. However, it is extremely

important for the members to become more involved in the magazine's operations by providing articles of interest for publication and by obtaining advertising in order to ensure its frequency.

- b. The publishing company has expressed an interest in continuing to publish CIP Magazine until completion of the three issues (18, 19, and 20) or of the number assigned while the new call for bids is issued. CECIP has given its consent for the publishing company to do so.
- c. The agreement to have a country sponsor the magazine has not been successful under this contract, which raises questions about the effectiveness of the present model. Nonetheless, the Secretariat will insist that *Bolivariana de Puertos* of Venezuela honor its commitment.

4. Recommendations

The CIP Secretariat recommends that the CIP:

- a. Thank the publishing company for publishing issue No. 18 of CIP Magazine and instruct the Secretariat to work with the publishing company on issues Nos. 19 and 20 by effectively contributing to them and obtaining articles and sponsors, among other things.
- b. Issue a call for bids for a new period in the fourth quarter of 2014 in order to have a new contract in place for 2015.
- c. Encourage the involvement of all CIP members, through their TAGs, in the magazine's contents and advertising, in particular associate members and the private sector interested in publishing and advertising in the magazine.