

10 FAM 350

U.S. SPEAKER PROGRAM AND AUDIO/VIDEO/WEB CONFERENCES

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

10 FAM 351 PURPOSE

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

- a. The U.S. Speaker and Specialist Program enables communication between individual U.S. citizens who represent a broad range of responsible and informed opinion in the United States and key foreign audiences. The program awards grants to U.S. experts to present lectures, serve as consultants, or conduct workshops and seminars for professional audiences.
- b. Grantees represent most disciplines, except English language teaching, and interact with a variety of professional audiences. Grantees do not teach undergraduate classes or conduct research. The program applies the intellectual and creative competence of those U.S. citizens to public diplomacy issues identified by U.S. missions abroad through the mission performance plan process. Grantees travel to one or more foreign countries, or participate in an electronic audio or video conference.

10 FAM 352 AUDIENCE

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

- a. The U.S. Speaker and Specialist Program is subject to the same restrictions as other IIP products regarding domestic distribution. However, upon their return to the United States, the U.S. experts can share with other U.S. citizens the insights they have gained into foreign cultures.
- b. To maximize this benefit, the Program maintains an active commitment to casting as wide a net as possible to attract new participants (see 10 FAM 313 above for audience information for all IIP products).

10 FAM 353 PROGRAM, PRODUCTS, AND SERVICES

10 FAM 353.1 U.S. Speaker Program

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

- a. The following guidelines pertain to all traveling U.S. Speaker and Specialists, Digital Video Conferencing (DVC), and audio conferencing (TPC) grantees whether they are recruited by program officers in IIP or directly by missions abroad.
- b. Criteria used in selection of speakers:
 - (1) Broad range of responsible and informed opinion – U.S. Speaker and Specialist grantees are representative of the broad range of responsible and informed opinion throughout the United States. Selected on the basis of their credentials, their ability to communicate, and the relevance of their contributions to mission performance plan objectives, they are not limited to the expression of U.S. government policies.
 - (2) Mission performance plans–All U.S. Speaker and Specialist grantees will be recruited to meet specific mission performance plan requirements, as they are aggregated under worldwide priority themes. Programs are requested in two forms:
 - Name requests
 - Projects for which a grantee must be identified
 - (3) For all name requests, posts must provide sufficient justification for the individual(s) specified, including current contact information, confirmation of U.S. citizenship, and a rationale for the selection of the individual.
 - (4) Department of State employees may not receive grants or otherwise receive bureau funding or logistic support to speak or travel under this U.S. Speaker Program.
 - (5) Additional information on guidelines, procedures and regulations including travel, per diem, honorarium, and restrictions can be found under the Standard Operating Procedures on the IIP Intranet site.

10 FAM 353.2 Digital Video Conferencing (DVC)

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

- a. The Office of Electronic Media and Visual Services (IIP/T/EM) (see 1 FAM 354.2) administers the digital video conferencing program for the Bureau of International Information Programs (IIP). Video teleconferencing is a timely, flexible, cost-effective communications tool for interactive discussions and presentation on vital policy issues with key foreign audiences and opinion leaders. Typically, U.S. missions abroad use video conferencing to conduct cultural and policy discussions between officials or experts in the United States, and small groups or panels in the host country. Digital video conferences (DVCs) can include more than two sites.
- b. DVCs are a useful tool for bringing U.S. experts and policymakers, who otherwise would be unable to travel, into substantive discussion with foreign opinion leaders. DVCs are also useful for consultations between posts abroad and Washington offices, training sessions, interviews and other varieties of distance learning. The requirements for a video interactive discussion are ISDN (integrated digital service network – H.320) or IP (internet protocol – H.323) circuits, video conferencing equipment and appropriate training.
- c. IIP/T/EM operates the IIP studio, assisting in the management of expansion of conferencing technology at missions abroad, and providing technical support and advice to other offices conducting programs related to public diplomacy efforts. IIP/T/EM also promotes digital video technology abroad by enabling missions to test the program values of DVC broadcasts, and by providing funding assistance. The DVC staff conducts research and evaluates new technology that could be used to enhance program values within the Department's video conferencing network. This includes desktop communication as well as Web casting and other forms of streaming video to bring conferences into more embassies and offices abroad. Information on installations, requirements and program highlights can be found at the DVC Web site.
- d. IIP/T/EM utilizes a listserv and e-mail to keep in touch with technical staff abroad, assisting with training when possible and developing programs with them. The staff also conducts regular testing between conferencing points to determine equipment operation and connectivity between end points.
- e. The DVC staff conducts yearly workshops in basic and advanced operation so that posts abroad can take advantage of experience gained through conducting video conferences in mixed environments. The DVC staff

tailors the class to the particular needs of those taking part in the workshop.

10 FAM 354 RESPONSIBILITIES

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

Posts must report on these speaker programs within two weeks of the conclusion of the program (see Intranet web site for format requirements). These results will be included in the RESULTS database.

10 FAM 355 DEFINITIONS

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

Digital Video Conference (DVC): A full motion video-teleconference program that enables U.S. and foreign participants on both sides to see and talk with each other in real time.

Teleconferencing: Tele-Press Conferencing (TPC), sometimes referred to simply as audio conferencing, allows people in two or more locations to communicate their thoughts, ideas and concepts, despite their physical separation. A TPC is an international telephone conference call that links one or more U.S. speakers/specialists anywhere in the world with audiences in one or more locations.

Web Conferencing: Conferencing over the Internet can be conducted in a number of ways:

- Web Audio conferencing. The distinction here is the use of Internet instead of traditional phone lines.
- Web Casting or Video conferencing. These can be directed to a select audience by means of pass worded or protected sites or cast wide to anyone with access to the Web site.
- Web Chat. Text-based, question and answer dialogue over the Internet. These can be directed to a select audience by means of pass worded or protected sites or open to anyone with access to the IIP Intranet site.

10 FAM 356 THROUGH 359 UNASSIGNED