

**RELEASE IN FULL**

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**From:** Reines, Philippe I <reinesp@state.gov>  
**Sent:** Sunday, June 3, 2012 10:41 AM  
**To:** H  
**Cc:** Sullivan, Jacob J; Valmoro, Lona J  
**Subject:** USCoPs Readout

MS -

As Director Sullivan does with his Policy Planning peers, I'm going to start meeting with my PA counterparts around the world. We're kicking off the new initiative with today's first ever US-Sweden Communications Planning Summit (USCoPs).

Overall, I'd describe our discussions as a constructive tour d'horizon of communications issues of mutual concern. But talks are going longer than anyone expected, so I want to give you a readout in case I don't see you until Armenia:

- On adopting a global standard for what font and type should be used on all official press releases and statements: Our opening gambit was Tahoma 10 pt. The Swedes are pretty hard over against it, they feel it's "belligerent" and contrary to the spirit of their neutrality. They also believe it is too aligned with Microsoft. They're countering with Comic Sans MS as a compromise. My gut is that we'll end up with Calibri. Stay tuned.
- On the # of press conference questions: we are in vigorous agreement that the current standard of 2+2 is antiquated and needs to be updated with a new regime. Our idea is aggressive, and might violate the 1954 Convention on Media Inquiries (held on the margins of that year's Trilateral Commission meeting in Vaduz) - which is considered more of an entente than a bona fide accord - but we're focusing on a formula that takes into account population, translation equipment, local issues, freedom of the press, podium height, Jake's anxiety, and other relevant factors. As an example, in the case of Sweden, rather than your press conference today with Bildt being 2+2, it would have been .3+.7; at the other end of the spectrum, China would rate 37+92. Obviously there are still some kinks to work out.
- Devices used to record avails and interviews: All agree this is a moot point, as only Sony and Olympus manufacture recorders, so there are no national interests at stake.
- Not sure how, but Guinea-Bissau got wind of our meeting, so going forward we're expanding to USCoPs+193-190 (USCoPs+3 for short). Format will be PIR+7.

We were hoping to end the talks with a joint communique, but having a hard time coming to an agreement. Not on the content or wording - we are in lockstep on that front. But returning to my first bullet above, we can't settle on a font. I'm not giving up so easily and will continue to hope against hope - but unless I agree ex gracia, we might end up going home empty handed.

But I'll do better with the Yerevanians!