

Arts Envoy World IP Day Tour South America 2021

April – May 2021



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07/08/2021

For: Arts Envoy Program Facilitators at:

U.S. Department of State
Bureau of Educational and Cultural Affairs
Cultural Affairs Office

Additionally provided to support organizations:

U.S. Embassies in Peru, Venezuela, Bolivia, Colombia
USPTO
U.S. Trade Representative
National IPR Center
American Voices
Office of Intellectual Property Enforcement

Abstract

Background: In celebration of World Intellectual Property Day 2021, a series of virtual interactive concerts was prepared at the request of the U.S. Embassy in Peru to promote awareness and engagement around IP topics in the region.

Description: Using the virtual platform Zoom, four interactive concerts and workshops were provided to high impact audiences presenting intellectual property rights as a companion to creative expression through songwriting.

Purpose: The main purpose for this concert series was to promote awareness of intellectual property rights, fostering a culture of respect for the work of creative industries and one's own creative work – today and into the future.

Stakeholders:

- U.S. Department of State (Cultural Affairs Office, Bureau of Educational and Cultural Affairs)
- U.S. Embassy in Peru (Host Embassy / lead coordinator for Arts Envoy visit)
- U.S. Embassy in Venezuela, Colombia, Bolivia (participants in program)
- USPTO (made opening comments at two of the four events)
- Amanda Colleen Williams (Arts Envoy IPR Specialist)

Objectives of Stakeholders:

- U.S. Dept. of State - To reinforce IP objectives, especially related to 301 list
- U.S. Embassy Peru - To support local efforts promoting IP reform, encourage good relations with community, foster economic sustainability
- U.S. Embassies in Colombia, Venezuela, Bolivia – To support regional efforts promoting IP reform, encourage good relations with community
- ACW - To provide curriculum based, specialized training to all program participants and to meet / exceed expectations of other stakeholders, and to lay the foundation for future programs in the region

Recommendation: Given the success of this virtual concert series and strong support of U.S. Embassies at Post and USPTO involvement, I would like to recommend robust follow up to fully implement this Arts Envoy IPR Specialist program across the entire South American Region.

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List of Abbreviations and Symbols:

- 301 The Special 301 Report
- ACW Amanda Colleen Williams
- IP intellectual property
- IPR intellectual property rights
- © copyright = the rights to copy

Introduction

Purpose: The purpose of this Arts Envoy program was to provide a vehicle through which the U.S. Embassies in Peru, Colombia, Bolivia and Venezuela could reach their audiences with a targeted message about the importance of protecting and respecting intellectual property, with a secondary purpose of helping their host countries take steps toward implementing recommendations provided in the U.S. Trade Representative's Special 301 Report.

Scope: This trip focused on two distinct demographics: 1) the university students especially those studying law, business and entertainment professions, and 2) young children (7-9 years old) and their parents / learning coaches. 756 total seen in all four concert events with reach of approximately 2,400 on socials.

Background: While Peru, Bolivia, Colombia, and Venezuela are separate and distinct countries with their own unique systems of government, cultural identities and borders, they are also united by their common ancestry in the region of the Andes Mountains, and the prevalent Spanish influence.

While these countries' economies are in a state of transition, there is opportunity for growth and development in the creative industries, especially when combined with sound business and entrepreneurship foundational principles imparted from early childhood, and through grammar, secondary and continuing education.

Research: To prepare for this virtual tour, a number of books and periodicals were studied, along with a two day immersive language and culture practicum with Peruvian born U.S. Citizen and world languages expert for Metro Nashville Public Schools.

In addition to non-fiction reference books listed in the bibliography, fictional works, especially Newbery Award-winning *Secret of the Andes* by Ann Nolan Clark were consulted to aid in understanding the complex social issues that underlie the experience of the concert audiences.

Found in this work, the ancient Incan saying: "Grieve not if your searching circles," serves as the theme of this report on the Arts Envoy World IP Day 2021 program.

Body

Establishing Relevancy

World Intellectual Property Day celebrated on April 26, 2021 provided the opportune time to launch a series of interactive, entertaining public engagements showcasing the importance of intellectual property to selected high impact audiences in the countries: Peru, Colombia, Venezuela and Bolivia.

Not insignificantly, these countries are all named on the U.S. Trade Representative's annual Special 301 Report on Intellectual Property Protection Watch list and Priority Watch Lists.

The timing to present the Arts Envoy with IPR Specialist Songlife™ program to audiences through the U.S. Embassies in these countries was ideal, as we were able to maximize the public interest in the topic of IP thanks to news cycle attention related to the International day of recognition.

Significantly, President Biden made public comment on April 23, emphasizing the United States' ongoing support of intellectual property rights around the world, stating:

“We especially recognize the power of intellectual property protection in allowing our small businesses to compete, thrive, and play their important role as the heart and soul of our communities and the engines of our economic progress.”

- A Proclamation on World Intellectual Property Day 2021, President Biden

The rich creative heritage of the South American people with their contrasting cultural influences of Aymara, Inca, Spanish, African, Caribbean and dozens of other indigenous peoples provides fertile ground for exploration of the economic power intrinsically available through unique creative cultural expression paired with entrepreneurship skills.

Specifically developing the creative labor industries has proven successful already in Bolivia, where cottage “microindustries,” such as jewelry-making, compose a significant portion of the country's combined export income, 11% in 1994¹.

The Current Problem

The Office of United States Trade Representative has identified Venezuela as one of its Priority Watch List countries, and Bolivia, Colombia and Peru as Watch List countries in which intellectual property protections and enforcements are not up to certain recommended standards.

Specifically, the Special 301 Report cites outdated Industrial Property Law and patent laws, as well as rampant online piracy, unlicensed software, and counterfeit goods available in Venezuela.

To add to the comments in the most recent 2021 Special 301 Report, Venezuela demonstrates progress in taking action “to address IP protection and enforcement deficiencies over the past year²” by participating in the recent World IP Day virtual tour, and promoting awareness of the importance of respecting and protecting intellectual property, at home and abroad, a first step in voluntary reduction in counterfeit consumption.

The reasons cited for Bolivia’s inclusion on the Watch List include outdated IP laws, challenges with enforcement, and resources to address the regulations that are in place. As stated in the most recent 2021 Special 301 Report, “Bolivia... expressed its intention to engage with the United States on IP issues,³” and demonstrates its commitment to do so in cooperation with the U.S. Embassy’s participation in this Arts Envoy IPR Special program.

Colombia continues to be included on the Watch List in 2021, citing “monitoring the implementation” of several agreements and development plans, and the ongoing “high levels of digital piracy.”⁴ Participation in the Arts Envoy World IP Day tour is a step toward educating high impact audiences in the region about the importance of protecting their own intellectual property, and the reciprocal need to respect others’ IP in a healthy, principle based system.

Peru also is on the Watch List in 2021 for reasons pertaining to the implementation of IP related trade agreements. The Report commends Peru on progress made in the past year, and “further encourages Peru to continue its public awareness activities about the importance of IP protection and enforcement,”⁵ including organizing the Arts Envoy IPR concert series.

Contributing to these problems of IP protection enforcement present in virtually every country in the world at this time is the undeniable presence of other, seemingly more pressing problems of national security, political upheaval and social distress only exacerbated by the recent pandemic health crisis.

IP issues do not exist in a vacuum. During this Arts Envoy virtual tour, one could not deny the presence of fear in some of the participants, as protestors marched outside the U.S. Embassy in Bogota, demonstrating in the streets while our interactive concert was happening online.

Just a few short years ago, such a concert series would not have been possible during this time of turmoil and travel restriction. But now, thanks in large part to the contributions of our creative technology community, we are able to harness the intellectual property of software applications to connect and collaborate with individuals all the way across the world.

Part of the effectiveness of this particular Arts Envoy IPR Specialist program is due to its focus on principle based measures, which can be applied at all times, in any circumstance, and are reciprocal in nature. This common sense, simple approach has an empowering and uplifting effect on individual participants, and often spills over into their families and community activities, as evidenced by our follow up research.



Potential Solutions

While it is never easy to solve complex problems like IP protections and enforcement, and more difficult amidst a global pandemic, social and political unrest, there are a few measures that can be taken as first steps.

Arts Envoy has a long history of initiating diplomacy through the creative arts, opening the door for more robust communications after relationships are established through shared experience.

Enforcement measures have long been attempted with widespread, targeted consumer messaging warning of the possible consequences of getting caught pirating illegal movies and other media.

And yet, the problem of illegal downloading, file sharing, ripping and even corporate infringement of intellectual property is still prevalent.

What then can be a solution? Industry trade groups disparage education initiatives because of their lack of previous success, and outlandish costs.

So what can be done?

The solution is rooted in both enforcement and education, but not in a traditional sense.

When a person is sheltered from the consequences of her activities, she is naturally less aware of the cause and effect happening in her every day life.

When the consumer is unaware that carrots are grown by farmers in the soil, he may unwittingly do things to damage that soil and farmer without even realizing it.

The same is true for music and other media consumers. Because consumers are disconnected from the source of the music and the families that depend on the economic viability of a fair and equitable digital economy, they may not realize that their actions harm the very people upon whose work they depend.

In continuing along with the principle based leadership ideas of Stephen Covey, it is logical to recognize that while surface level measures that appease a personality based decision are rampant, the time tested character based measures are more lasting, and in the long run, more efficient, because they recognize the intrinsic value present on both sides of any situation.

Along with character based measures, it is known throughout nearly every culture in the world that society frowns upon or forbids stealing. Theft is one of the primary no-no's for all the worlds' people, primarily because engaging in theft robs not only the owner of the stolen goods, but also robs the thief of his useful position in society.

Penalties for theft throughout history have ranged from death, cutting off of fingers, whipping, incarceration and exile from the community.

In the late 1990s and early 2000s when the people of the world were first introduced to the pandora's box that is the internet, it was a time of moral relaxation in defining theft.

Many young people, lacking disposable incomes of their own, but benefiting from the social status of parents who could afford computers, internet access and data consumption habits of their offspring, began to take what they wanted as media, once the prized and sought after possession, transitioned to a utility entitlement.

Industry trades organizations, enraged, began punishing and campaigning for protections. The movie industry did ok with this, their audio and visual content being too large to share at first. The software entertainment industry did very well, securing for their labor force protections unseen in the rest of the media marketplace, and median wages over \$90K per year¹. The music industry, however, largely owned by the same companies represented so well in the software fields, suffered catastrophic losses.

One songwriter trade group stated that there were over 80% fewer professional songwriters in Nashville than just 10 years prior. If you count the ones who were

¹ Entertainment Software Association infographic <https://www.theesa.com/wp-content/uploads/2021/03/Web-Content-Infographic.jpg>

here before making a living from songwriting only, and the ones here now doing the same, the figure is even more bleak.

Not only songwriters were obliterated. Journalists are, by the estimation of the U.S. Bureau of Labor, an extinct profession.² Once a thriving field of industry for probing, critical thinkers, now trashed by a generation of moral slack.

While some individuals are so entrenched in past patterns of infringement and lack of concern for their actions and how they impact creative workers, deeming it to be “someone else’s problem,” an issue for the distributors to work out, out of sight, and in a way that doesn’t affect them at all, others are more self aware.

The youngest of audiences and their parents have this kind of awareness.

It’s a principle based, intrinsic understanding of “mine” and “yours” that isn’t necessary to explain in depth.

When one is engaged in creating a new piece of art, a song, a painting, a sculpture – and then experiences that joy of having created, there is little lesson needed in the value of intellectual property.

Kids and parents “get it” because they are vested in the creation of that work.

You don’t have to convince a kid that if he works hard, and writes every day, by the time he is grown, he will have a lot of skill with which to create works of writing that will be sought out by willing, paying, audiences.

With mastery comes reward – this is part of the character education that is lacking today in many arenas, not only intellectual property.

Law students also “get it,” because they are studying a field that makes its living supporting the rights and economic interests of intellectual property creators.

² U.S. Bureau of Labor Statistics Occupational Outlook Handbook, Media and Communication: Reporters, Correspondents, and Broadcast News Analysts accessed July 8, 2021 <https://www.bls.gov/ooh/media-and-communication/reporters-correspondents-and-broadcast-news-analysts.htm>

Applying self interest, and self awareness to these high impact groups, one can see a fertile field of individuals motivated to respect and protect intellectual property, both their own and that of others in the understanding that they represent different sides of the same token.

The solution to this 20 year plague of lack of respect for intellectual property must now be addressed head on, and with the gentle firmness of correction that can be reinforced at every stage of early childhood to continuing adult education.

The simple solution is to reintroduce character education into schools as a companion to every subject. Where is the responsibility of the individual to the group? What must I respect of yours in order to have respect for my own endeavors?

When a simple interactive concert can introduce so much value into the lives of its participants, why wouldn't it be given every resource to reach as many individuals as possible, to spread the message of mutual respect and group benefit that comes from a well working system of intellectual property rights enforcement?

Much less expensive is this solution over more combative measures of enforcement, with results at least twice as effective, because of their focus on positive reinforcement of desired outcomes rather than undue attention and punishment of negatives.

After twenty years of trying everything else, perhaps it is now time to implement this wholistic educational approach to solving this problem.

Description of Events

During the Arts Envoy World IPR Day South American Virtual Tour we presented our Songpreneurs / Songlife™ Ready Set Write™ interactive concert programs to approximately 756 individuals through the four Embassies:

- U.S. Embassy in Peru
- U.S. Embassy in Colombia
- U.S. Embassy in Bolivia
- U.S. Embassy in Venezuela

Each virtual concert event started with introductory comments from a U.S. Embassy Public Affairs Officer, and two included comments by USPTO Representatives speaking about the importance of intellectual property in general.

By intermingling singing and entertaining with short lessons and opportunities to practice what is learned, participants of all ages delight at their own abilities to create a simple song lyric. Especially impactful is the moment attendees hear their own lyrics put to music by the Songlife Ready Set Write™ instructor.

Suddenly, the light bulb of understanding comes on in the minds of the attendees, and they intrinsically understand the value of their own creativity, given time and practice, to become an economic engine for their families.

This is a powerful motivator in the minds of children, who are unincumbered by many of societies ideas about what is and isn't possible, or what should and shouldn't be. Their own moral compass, enlivened with excitement and the healthy release of emotion that comes along with written creative expression, creates an impactful, teachable moment in their early childhood education.

Thinking back on one's own childhood experiences, is it not the uncommon, exciting event, the fun field trip to the farm, or the charismatic guest lecturer, that stands out over every day memories of teachers and counselors, even very caring ones?

Yes, it is the extraordinary, exciting experience that sticks with us and makes a lasting impression.

In the 90's generation, it was recycling that was so heavily impacted on our psyche by environmental activists engaging in the schools. Kids learned the importance of recycling at school, and then came home to educate parents, sometimes arguing about how it should be sorted and carried out, taking responsibility for the household chore of implementing the desired changes.

This is the time for the same kind of public messaging about the importance of respecting and protecting intellectual property.

Huge corporations such as Microsoft and Google leverage millions to protect their own intellectual property and trade secrets. The individual creator can be activated to help promote this cause in a way that reduces strain on all the intellectual property industries, and even the buying consumer.

Governments can benefit from less expense on enforcement measures, and more tax money coming from the creative labor sectors.

Communities will once again flourish with productive, respectful, creative workers who are motivated to share their skills with others for mutual benefit.

Individuals will self police their activities and those of their children to reset higher moral standards of respect, honesty and abstinence from stealing in any form.

These solutions sound idyllic? Perhaps, but it is said that without vision, people will perish. What vision is being held up now, of a dystopian, smog filled, shoot 'em up war zone? Perhaps a little idealism couldn't hurt.



Especially when that idealism is backed up by over a decade of field research, application of the developed program with predictable, quantitative and qualitative proof of effectiveness.

Conclusions and Recommendations

Overall - South America is a rich and fertile cultural ground for implementing the Songlife Ready Set Write™ program widely. It is an honor and a privilege to provide the interactive concert series, and to continue to explore the history and ongoing importance of the South American people in the creation of a better world for future generations.

Recommendations:

Building on the foundational work and relationships established during the initial Arts Envoy visit, we recommend:

- Creating an ongoing concert series program in the South American region, and expanding to see more attendees of different target impact demographics
- Placing focus on self-sustaining projects that include monetization points for funding to help individual and group stakeholders
- Adding the Arts Envoy World IP Day Tour South America to the USTR 2021 or 2022 Special 301 Report

Comments – Thank you so much to everyone who made this Arts Envoy visit a success, specifically: Nora Gordon at State, Patricia Perez at the U.S. Embassy in Peru, The USPTO for their support and attendance, and all the translators who gave their time and skill to make this communication possible.



Appendixes

Importance of Intellectual Property (IP)

- I. Recognized in the U.S. Constitution Section 8:
 - a. “Congress shall have Power To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries”
- II. Recognized by President Biden in his Proclamation on World intellectual Property Day, 2021 April 23
 - a. “We especially recognize the power of intellectual property protection in allowing our small businesses to compete, thrive, and play their important role as the heart and soul of our communities and the engines of our economic progress.”
 - b. “My Administration is also committed to giving everyone, no matter where they are from, a chance to succeed and to contribute to creating the strongest, most resilient, innovative economy in the world.”
- III. World Intellectual Property Day
 - a. Established by the 193 member states of the WIPO (World Intellectual Property Organization) in 2000 on April 26 to commemorate the day in 1970 when the WIPO Convention “came into force... with the aim of increasing general understanding of IP.”
 - b. Celebrations of this day occur throughout the world in member states ranging from Afghanistan to Zimbabwe in every land.
- IV. % of GDP and other stats contributed by creative industries – source U.S. Trade Representative 301 Report released April 30, 2021:
 - a. Developments in intellectual property rights protection, enforcement and related market access:
 - i. Estimated 45 million jobs directly or indirectly rely on IP
 - ii. 38.2% of U.S. GDP is generated by these IP industries
 - iii. 27.8 million workers are employed in IP intensive work
 - iv. IP intensive workers are paid an average of 46% higher than non-IP intensive workers
 - v. \$842 billion U.S. exports come from IP industries
 - vi. 52% of U.S. export goods in 2014 were from IP industries
 - vii. \$81 billion in service exports in 2014 were from IP intensive industries
- V. Entertainment Software Association (ESA) – represents interests of the U.S. video game industry with members that represent a significant portion of the IP industries
 - a. Issued statement in support of the 2021 Special 301 Report by the Office of the U.S. Trade Representative (USTR)
 - b. “Strong intellectual property laws and enforcement in other countries enable video game companies to protect and sell innovative interactive entertainment to consumers around the world.” – ESA President and CEO Stanley Pierre-Louis

- VI. USPTO involvement in protecting intellectual property
 - a. "USPTO advises the President of the United States, the Secretary of Commerce, and U.S. Government Agencies on intellectual property (IP) policy, protection and enforcement; and promotes the stronger and more effective IP protection around the world."
 - b. "Since the founding of our nation, American inventors have driven our culture and commerce with incredible ideas that have improved every function of our lives. We owe a debt of gratitude to inventors who continue to show up day after day with solutions to the world's most pressing problems." – Drew Hirshfeld, Performing the Functions and Duties of the Under Secretary of Commerce for Intellectual Property and Director of the USPTO
- VII. Office of the United States Trade Representative Special 301 Reports
 - a. 2019 Special Report
 - i. Seeks to "Encourage trading partners to engage fully, and with the greatest degree of transparency, with the full range of stakeholders on IP matters" and "Identify, where possible, appropriate ways in which the U.S. Government can be of assistance." (p. 9)
 - ii. According to the 2019 Special 301 Report, "In 2018, GIPA developed and provided capacity-building programs that addressed a full range of IP protection and enforcement matters... the programs cumulatively included just under 4,000 government officials... from 83 countries." (p. 88)
 - iii. Specifically mentions "The Department of State combined an International Arts Envoy Program with IP outreach to highlight the importance of copyright to creative industries, launching the first program in Bucharest, Romania in 2018." (p. 90)
- VIII. Arts Envoy IPR Specialist Amanda Colleen Williams / Songlife program
 - a. 2018 First trip to Bucharest, Romania. Saw approximately 600 individuals with the program, in spite of all of our musical performances for the week being cancelled by the U.S. Ambassador due to President Bush's death and period of mourning.
 - b. 2019 Virtual meeting with U.S. Embassy in Ukraine speaking to an audience of approximately 30 about the importance of intellectual property rights prior to a gentleman presenting information about collective commons, and in October, in person visit to Kingston, Jamaica reaching approximately 700 individuals in person, and several thousand via broadcast on local access television program.
 - c. 2020 Jamaica taken off 301 Watch List, citing developments that happened during our Arts Envoy visit as the reason.
 - d. 2021 Four country South American tour saw approximately 760 people and reached 2400 with engagement to Post countries' social media accounts, in cooperation with USPTO, Arts Envoy and U.S. Embassies in Peru, Venezuela, Bolivia and Colombia with plans for follow up programs in the area

- IX. Prior Arts Envoy program results:
- a. **Jamaica –**
 - i. The primary purpose of the Arts Envoy with IPR specialist trip to Jamaica in October 2019 was to encourage support of intellectual property reform, especially to utilize the collaboration among the U.S. Embassy in Kingston, Jamaica Post and the Jamaica Intellectual Property Office (JIPO) to encourage the passage of a new Patent and Designs Act as recommended by the previous 301 Special Report.
 - ii. During the Arts Envoy visit, the U.S. Ambassador to Jamaica announced at one of our public engagements that, after consulting with the Jamaican Government, the support for passing the Patent and Designs Act was present and moving forward apace.
 - iii. Subsequently the Patent and Designs Act was passed
 - iv. Jamaica was removed from the Watch List in 2020 “for passing a new Patent and Designs Act to replace its outdated patent and industrial designs regime.”
 - b. **Romania –**
 - i. The inaugural Arts Envoy trip with IPR specialist in 2018 was alluded to in the 2019 Special 301 Report: “The United States welcomes the participation of Romanian government experts and personnel in intellectual property (IP) related technical trainings and continued working-level cooperation between stakeholders and law enforcement authorities, including prosecutors and police.”
 - ii. During the visit, Arts Envoy IPR specialist Amanda Colleen Williams collaborated with Department of Justice / EUROPOL police officer Denisa Simone working at Post U.S. Embassy in Bucharest to present training to high impact audiences including law students and government officials.
 - iii. 2019 Special 301 Report specifically mentions “welcome are 2018 amendments to Romania’s laws on collective management of copyrights and neighboring rights... for musical works.” The organizations responsible for helping to implement these changes were in attendance at our presentation, and specifically commented on these needed, reciprocal changes.
 - iv. Romania still remains on the Watch List in 2020 and 2021, demonstrating additional need for follow up programming along the same lines as the work done in Jamaica with expanded scope to reach more target, high impact demographics.

Increasing Advocates to Promote Intellectual Property Rights in South America: World IP Tour of Peru, Venezuela, Bolivia and Colombia –

Cable from Post to U.S. Department of State reporting on the IPR activity in the tour:

Subject: Peru: Virtual Concerts Promote Intellectual Property Rights Across Andes

1. (U) Summary: A regional virtual concert series led by Embassy Lima brought together over 750 participants from Peru, Bolivia, Colombia, and Venezuela to highlight the importance of protecting intellectual property rights (IPR). The initiative included a series of virtual events with award-winning U.S. singer and songwriter Amanda Colleen Williams. Ms. Williams illustrated through original songs the importance of copyright protection for creative performers, producers, and innovators. Funded by the Bureau of Educational and Cultural Affairs (ECA) and the Arts Envoy Program, the concerts reached stakeholders and future leaders on IPR issues including university students, entrepreneurs, young artists and demonstrated the potential for future regional programming. End Summary.

Outreach to Key Audiences

2. (U) Embassies La Paz, Bogota, Caracas, and Lima hosted a concert series in honor of Intellectual Property Rights day featuring Amanda Williams. (Note: Williams has co-written hit songs for country music stars such as Garth Brooks and served as a non-attorney copyright expert. End Note.) One set of concerts targeted university students, young artists, and entrepreneurs as the next generation of law enforcement leaders, entertainers, and businesspeople. Since parents and young children are frequent targets for pirated music, videos, and other media, an additional storytelling-focused concert engaged parents and their six to ten-year-old children affiliated with the embassies' binational centers. Participants co-created original songs in real-time with Amanda Williams and then discussed the importance of protecting artists' intellectual property. Public Diplomacy officers and United States Patent and Trademark Office (USPTO) specialists from across the region delivered opening and closing remarks for each concert, reinforcing the U.S. government's support.

3. (U) The four participating Embassies advertised the concerts through social media platforms, sharing educational IPR materials with nearly 2,400 people who expressed interest in learning more. A total of 760 participants connected to the virtual events on Zoom. Williams delighted many viewers, setting their newly-written lyrics to music and performing them for the group. One Embassy contact told us that her teenage son was glued to his computer screen during the performance, refusing to join the family for dinner because he found Ms. Williams' concert so compelling. Embassy staff took advantage of the events to share our social media links with concert attendees, boosting our number of followers across the region.

Poor IPR Protections Regional Issue

4. (U) Online dissemination of pirated content from movies, television, music and other U.S. media is a key IPR challenge in the region. The U.S. Trade Representative's (USTR's) 2021 Special 301 Report watch-listed nine of South America's 13 countries due to significant

concerns over IPR protection and enforcement. These concerts illustrated the ways that illegitimate use of copyright music impacts artists and entrepreneurs, and encouraged public action to advocate for improved IPR protection across the region.

Comment

5. (U) Organizing a regional virtual concert tour for the first time was a challenging but rewarding experience. The inter-embassy teamwork required to make the events a success also enhanced our ability to implement future joint programs to address region-wide objectives. Embassy Lima thanks ECA and the Arts Envoy Program for supporting and funding Posts' initiatives to advance our Mission-specific and region-wide goals.

Testimonials

“The Intellectual Property Day events, in which Amanda participated, were very successful and the target audience was pleased. In the first event targeted at artists and music composers, we had 180 attendees. In the second event targeted at children, we had 240 attendees listening and learning about the music world and copyrights.

There is a great need to spread the importance of protecting Intellectual Property in our region because the economies and countries, with creative industries, benefit from an significant economic and cultural growth.

During both events, Amanda managed to catch the attention and interest of the participants with a dynamic and entertaining presentation.”

- Silvia Solis United States Patent and Trademark Office

Amanda Williams has a way with words and music that simply invites audiences in to listen. As an Arts Envoy with the U.S. State Department, Amanda took the static and sometimes boring world of copyright rules and issues and made it interactive, engaging and relatable. From the average person in a public lecture to the creative but uncertain makers of music, poetry and the written word, Amanda wove legal terms and emotion inspired lyrics and prose into a tapestry of intellectual property fundamentals that no consumer or creator will forget to apply. Easy to work with, listen to and discuss the serious business of copyright, Amanda is prepared and purposeful in her delivery. Our program success was easy to achieve from the start with a speaker of Amanda’s caliber.

---Bernadette Hutchinson, Cultural Affairs Specialist Public Affairs Section U.S. Embassy,
Kingston, Jamaica

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Glossary

Notorious Markets see Special 301 Report. 2019 Notorious Market countries are identified as online and physical locations in various countries

Priority Watchlist see Special 301 Report. 2019 Priority Watchlist countries include: Algeria, Argentina, Chile, China, India, Indonesia, Kuwait, Russia, Saudi Arabia, Ukraine and Venezuela.

Special 301 Report Annual report issued by the Office of the United States Trade Representative (USTR) that highlights trading partners who are identified as having weak intellectual property protections and enforcements. Countries are categorized as "Notorious Markets," "Priority Watchlist" or "Watchlist" depending on their assessed risk to U.S. trade partners' IP.

Watchlist see Special 301 Report. 2019 Watchlist countries include: Barbados, Bolivia, Brazil, Canada, Columbia, Costa Rica, Dominican Republic, Ecuador, Egypt, Greece, Guatemala, Jamaica, Lebanon, Mexico, Pakistan, Paraguay, Peru, Romania, Switzerland, Thailand, Turkey, Turkmenistan, the United Arab Emirates, Uzbekistan, and Vietnam.

¹ Parker, Edward (1998). *Ecuador, Peru, Bolivia* Raintree Publishers p. 37.

² Tai, Katherine, United States Trade Representative (USTR) (2021). *2021 Special 301 Report (final).pdf*.

³ Ibid p. 64.

⁴ Ibid p. 67.

⁵ Ibid p. 77.