

# Changes in SPAN



**Responding to readers' suggestions**, SPAN has made many changes over the past two years to improve content, design, readability and interaction. Now, 50 to 70 percent of SPAN's articles are original. Many are shorter and packages cover subjects in greater depth.

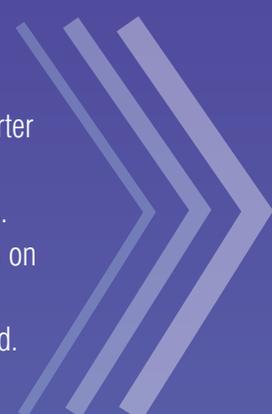
We're using more UPDATES, author profiles, quote boxes, graphics and maps. NEWS SCAPES offers up-to-date information in a quick-read format. Subject tabs on the pages help you quickly find what you want to read, and the Contents page is organized by subject. We're also letting you know which articles can be reprinted. Just look for the \*star. We've dropped that old notice that discouraged writers from offering us articles. We want to hear from you!

There are stories on TRAVEL and EDUCATION in every issue, and profiles of Indian and American ACHIEVERS are now a regular feature. We've begun point-counterpoint sections to encourage debate.

SPAN's layout has become more consistent and modern, while maintaining our tradition of designing to illustrate the story. We have new logos, more background color and photos, and our own branding—that little bridge, or span, at the end of each article. We even offered the fragrance of apple pie in our November-December 2006 issue.

Internet links within articles help you find more information, all original articles are now on our Web site, with a search tool that makes research easy, and Urdu and Hindi SPAN are there, too. Just go to <http://newdelhi.usembassy.gov/> and click on the blue SPAN button.

We have a Letters to the Editor page, Reader Surveys and an e-mail, [editorspan@state.gov](mailto:editorspan@state.gov) for you to interact with us. Please do.



## A LETTER FROM THE PUBLISHER



In a global economy that is increasingly competitive, no nation can afford to neglect the educational needs of its young people, nor can it afford to ignore the enormous contributions of women.

Karen P. Hughes, the Under Secretary of State for Public Diplomacy and Public Affairs, has written the introduction to SPAN's special section this month on Indian and American women who have made a difference in the lives of their families, communities, nations and the world. The United States strongly supports the empowerment of women around the world, an expression of our belief in democracy and human rights.

As Under Secretary Hughes writes, women are essential agents for bringing about change and are an often overlooked resource. Our series of profiles celebrates acts of courage and determination by extraordinary women, some famous, and some we believe you will be glad to get to know through reading about their lives and accomplishments.

The United States sees value and opportunities in study, research and educational cooperation with Indians. This is the purpose behind Under Secretary Hughes' visit to India in March with a delegation of U.S. higher education leaders, representing America's desire to expand educational exchanges and partnerships with Indian institutions, professors, researchers and students.

Our second special section is an in-depth look at the steps India and the United States have taken toward cooperation in research, marketing and education through the Agricultural Knowledge Initiative, signed

by President George W. Bush and Prime Minister Manmohan Singh in Washington, D.C. in July 2005 and emphasized in their New Delhi Joint Declaration a year ago. Our package of articles reviews innovations such as rice that can combat blindness, drought resistant peas and how Indians and Americans first began working together on agricultural development during the Green Revolution of the 1960s and 1970s. We're still at it, preparing for new challenges ahead.

"Back from the Brink," our cover story, gives some encouraging good news on the sometimes depressing subject of endangered species through beautiful photographs and details about offbeat methods used by ordinary people who care about animals and their environment.

This month, SPAN welcomes Deepanjali Kakati as our new associate editor. As SPAN's copy editor since October 2005, she displayed hard work, creativity and dependability and we are sure our readers will benefit from more of the same as she takes on her new duties. Born in Guwahati, Assam, Kakati

worked as a senior subeditor at *India Today* and *The Asian Age*. She was a subeditor for *The Sentinel* in Guwahati after receiving her MA in English (Honors) from Cotton College.

We've carried out many changes at SPAN over the past two years in response to the suggestions of our readers. Please take time to fill out our special Reader Survey and mail it in. We would like to hear how you think we're doing.



*Gary Adewunmi*