WETV - THE GLOBAL ACCESS TELEVISION SERVICE

Update to the Board of Governors

I.D.R.C.

March 1994
WETV - THE GLOBAL ACCESS TELEVISION SERVICE

INTRODUCTION

The objective of WETV's first year of endeavours as presented to the IDRC Board of Governors were as follows:

1. Consolidate partnership funding
2. Create an IDRC-based Secretariat
3. Research and development for
   ♦ WETV structural options
   ♦ WETV technological options
   ♦ Policy alternatives
   ♦ Program sources and support
   ♦ Financial formula
4. Roundtable constituency building
5. Strategic planning with partners on board

These objectives have been realized, forming the basis of the second year’s objectives also presented to the IDRC Board of Governors as follows:

1. Establish start-up funding
2. Establish country agreements
3. Convene partners for negotiation and planning
4. Additional R&D needs
5. Formalize WETV company
6. Begin process of transfer from Secretariat to WETV Inc.

The network of partnerships, affiliations and associations, the technical research and analyses, and the development on a number of fronts that have been achieved so far are the prerequisite to a workable model of operation that is to be consolidated and financed in the second year.

All of this is to achieve the fundamental goals of social and cultural self-expression in a rapidly changing age, for purposes of regional development, and for the global sharing of information, particularly in matters of sustainable development.

Please refer to WETV Mission Statement, following Appendix III.

The following is a summary of WETV progress for the fiscal period 1993-94.
Year 1 in the development phase of WETV - the Global Access Television Service - has been invigorating and challenging. With the approval of the basic core funding by the Governing Board of IDRC, in March 1993, WETV embarked upon a voyage of discovery in the rapidly evolving world of global satellite communication and television. Our advance research had projected the feasibility of the concept: to launch a global satellite television service which would truly make a difference in people’s attitudes and actions on issues of the environment and sustainable development. The past 12 months has sought to confirm three assumptions:

- the community of nations which stressed the urgent need to raise public awareness on these issues, at the Rio "World Summit", would support this initiative -- firstly, with the modest funds required for research and development, and secondly to seek the larger, but still relatively modest, start-up funding;

- the broadcasting industry, in industrialized and developing countries, would recognize the importance of such a concept and welcome WETV, and in some cases, invest in it as an instrument for its realization, and,

- sufficient high-quality television programming exists or can be produced to support such a global service.

Before broaching these issues, WETV created a small, tightly-managed Secretariat, and developed its financial and administrative procedures. With the support of IDRC and the dedication of a small group of highly-qualified staff and experienced consultants, the WETV Secretariat became fully operational within three months.

A. FUNDING PARTNERS

There are currently 13 funding partners including IDRC for the 2-year WETV development initiative: International Institute for Sustainable Development (IISD), Commonwealth of Learning (COL), CIDA, Heritage Canada, UNEP, UNICEF, UNESCO, World Bank, International Union for Conservation of Nature (IUCN), World Health Organization (WHO), Caribbean Institute of Mass Communications (CARIMAC) - University of the West Indies, and the Baha’i World Centre, with a value in cash and commitments of $1.8 M.

1. The approach has been to ask a number of organizations to contribute small amounts for the dual purpose of helping fund the two-year development process, and equally important, to secure long-term commitment to the establishment of the WETV - The Global Access Television Service. In fact, a good deal of the discussion has been on long term participation and commitment to the proposed satellite service. Part of that commitment includes the purchase of blocks of time on the service (Mosaic airtime) and support of the training, fundraising, management, and research needs of developing world independent producers and broadcasters.
2. Some participating agencies are providing both cash and in-kind services toward the start-up of WETV. For example, the International Institute for Sustainable Development (IISD) is providing $25,000 a year, plus $25,000 worth of activities relating to program development and promotion of the service. Heritage Canada is providing the salary of high-level official to work on secondment to WETV. The International Union for the Conservation of Nature (IUCN) is providing in excess of $25,000 worth of promotion to its thousands of members around the world, while also providing support to and delivery of programs that relate to conservation. The formula for funding participants that has provided guidelines for their contributions is as follows:

- $50,000 Basic annual WETV membership fee for multilateral and government agencies, commercial partners, and foundations
- $25,000 Basic annual WETV membership fee for international and national NGOs, LDC governments, and national broadcasters and carriers

3. Benefits for early participation through contributions of this kind for the development process (1993-95) include:

A. Voting membership on the Steering Committee;
B. Ownership in shaping the structure and operation of the development process, and thereby the resulting program service (WETV);
C. Preferential access to WETV;
D. Guaranteed program repeats on WETV;
E. First call on a variety of services and resources provided by the network;
F. First cut in any returns to investment in the start-up of the service (Mosaic program services), and,
G. Subscription to a WETV newsletter and related materials.

4. It is evident that many organizations wishing to be associated with the WETV venture may be legitimately unable to contribute financing to the development process. However, they are all interested in being associated with this venture and its development in one way or another. For that reason, additional categories have been created for approval by the WETV Steering Committee, to broaden the base of organizational participation:

Partners
Partners are those organizations which have contributed financially to the WETV initiative.

Affiliates
Affiliates: Broadcasters
These are broadcasting organizations which have indicated their interest in becoming partners of WETV once it is on the air. By signing an Expression of Interest during the development period, they begin the process of negotiating their participation in WETV.

Affiliates: Institutional
These are institutions or organizations from either the private or public sector (which may include NGOs, educational institutions, governmental or intergovernmental bodies, private industry, professional associations). They may provide goods or services in-kind or free up the time of specialized personnel in support of WETV's development phase. These affiliates have signed a Memorandum of Support.
Patrons of WETV
Individuals who have been invited to lend their name and individual support to the WETV initiative in view of their interest and position in the world of development or communications.

Associates
Associates are institutions, organizations or individuals who accept to be associated with and publicly support the WETV venture but are not directly engaged in collaborative activities.

5. The response for partnerships in the first year has been outstanding. No single organization has declined involvement. The timeliness and importance of broadcasting for development, and the WETV formula are recognized. This has occurred despite the fact that the complexity of a venture of this kind can very well complicate or confound understanding or participation among agencies.

6. For the past months, an advisory group was established to help WETV think through its best corporate and private sector approach for partnership and funding. It is recognized that in the early stages of this endeavour, WETV has to be flexible in order to consider a number of structural variations which could include equity options for some corporate funders, and a rate of return that will be of interest to those corporations which can support the start-up funding of the service. At this stage, the approach has not been to seek dollars from the corporate community, but rather to seek guidance on the appropriate scale and character of the corporate approach.

7. WETV has, in addition to its advisory groups, sought counsel from three separate fundraising agencies which specialize in private sector, foundation, philanthropic funding support. Since a successful corporate approach may very well have an important and determining influence on the structure of the WETV operation, we have been moving prudently on this front.

The first assumption has been fulfilled in partial measure. Several of the major organizations which bear responsibility for implementing the educational and public information objectives of the United Nations Conference on the Environment and Development (UNCED) have yet to pronounce on the WETV venture. So, some additional funding is required to complete fully the complex studies and research necessary if WETV is to establish a sound footing. The amount of start-up funding, from the public and private sector, remains to be confirmed. However, preliminary investigations indicate that interest and support will be substantial.

WETV has yet to speak to a single broadcaster, NGO representative, U.N. officer, or corporate sector official who did not express interest and openness towards the WETV venture. Translating that into concrete support is the challenge before us in the second year of our developmental phase.

B. BROADCASTERS

There are over two dozen national broadcasters in Asia, Africa, Latin America and the Caribbean, and Northern countries that have signed on as affiliate broadcasters to WETV.

1. The following are broadcasters, by region, that have agreed to take an affiliation with WETV to the next stage:

   ♦ Asia Doordashan (India), Radio Television Malaysia (RTM), National Broadcasting Services of Thailand (NBT)
2. There are a growing number of broadcasters in the Caribbean, Latin America, Asia, Africa and the United States stating their intention to participate. Follow-up discussions are now being arranged to concretize these relationships.

3. For the foreseeable future (next 3-5 year period) in advance of rapid penetration of direct broadcast satellite (DBS) technology, it is essential to form strong relationships with existing terrestrial broadcasters, particularly in developing countries. In many instances, non-governmental, or new emerging private sector services are the most flexible and amenable to the WETV approach. The matters discussed with the broadcasters include the following (Appendix I):

   A. High quality programming
   B. Global exposure
   C. Marketing and distribution
   D. Training
   E. Fundraising
   F. Co-productions
   G. Revenue generation
   H. Support to Independent Producers
   I. Relevant research
   J. Brokering infrastructure and technical assistance

4. Appended in Appendix II is the Expression of Interest we have asked broadcasters to sign as an indication of their interest to pursue their participation with us.

5. The response from broadcasters in the first round has been very positive, and the WETV Secretariat has learned a great deal about the technical, human resource, program, and political realities as well as the opportunities that will influence WETV’s broadcast reach.

6. WETV has also been in discussion with a wide range of other broadcast-related organizations who have agreed to lend us their support. They include CBC, the Commonwealth Association of Broadcasters, Caribbean Broadcasting Union (CBU), URTNA (the African union of broadcasters), One World Broadcasters (approximately 20 European broadcasters), and the Asian Broadcasting Union. Discussions are ongoing with CNN and BBC World Service.
7. WETV will be able and willing to take second and third broadcast window on productions it helps to arrange with other partners including national broadcasters, and other satellite services like CNN and BBC World Service. WETV will be able to do this since it will not be, strictly speaking, a commercial service.

The second assumption was that the broadcasting industry, in both North and South, would recognize the value of this initiative and be willing to expend time, energy and resources to explore its feasibility. This assumption has been confirmed:

- Broadcasters want a WETV-like service so that the best of their programs can find a ready audience, not only in the North but in other countries of the South. They see WETV as a way of cutting through the structural, technical and financial obstacles which prevent the free exchange of programming on a South-South and South-North basis. WETV will offer Southern broadcasters a voice in the global sky!

- Television services are multiplying rapidly in industrialized countries. Pay viewers will soon have a vast choice of satellite or cable-delivered specialty channels. In such a fragmented market, will there will be an audience for WETV? Surprisingly, the proliferation of channels has increased the interest by broadcasters' interest in a service such as WETV which will draw upon and generate programming never before seen in the North. Television has a voracious appetite and the sheer number of channels coming on stream will increase the demand for quality programming of the type WETV will make available. Several existing and new channels have expressed keen interest in collaborating with WETV as a means of obtaining a reliable and continuing source of fresh, new perspective television programming.

C. WETV PROGRAM DEVELOPMENT

The program development partners include: Television Trust for the Environment (TVE), Vision TV, UNDP, Vidéazimut, Global Television Consortium (GTC), Friedrich Ebert Stiftung (FES), over 24 affiliate broadcasters, URTNA, Asian Broadcasting Union, and others.

The overall programme development effort is being coordinated through the WETV Secretariat. There are sufficient products available now, by title, to begin the first leg of the WETV service.

1. Metavidea, a Canadian production company, is assisting WETV in sketching out the first year's program schedule for WETV, based on programs now available, and based on information garnered from affiliate broadcasters contacted by WETV over the last year.

2. An advisory group made up of representatives largely from developing countries as well as from Northern public broadcast sources is helping, in the short term, to determine basic program needs, and overall editorial policy.

3. The overall editorial framework of WETV is to be a reflection of the broad social and cultural realities, particularly in developing regions, with the ethos of sustainable development and the environment.

4. Under consideration is the production of a series entitled Agenda 21, to be produced by TVE, Vision TV, TV Ontario, possibly Knowledge Network (British Columbia), and those funds to be raised through WETV. It is designed to educate on and popularize the issues and documented consensus of the 38 chapters of the Rio Earth Summit's Agenda 21.
The third assumption, that sufficient programming exists or can be generated, has been proven correct. With WETV's funding and in-kind partners, we have identified hundreds of hours of existing programming which deserves wider exposure and will receive that exposure through WETV's special arrangements. WETV has also identified a core group of highly qualified independent producers in the South - many of them women - who are eager to produce the type of engaging, meaningful programming WETV will offer. They struggle against major obstacles in pursuing their craft. Not least is the lack of financial support for independent television programs, especially documentaries on social and environmental issues. That is why WETV has created an Independent Producer's Fund to offer partial financial support to such productions. WETV hopes this will become an important means of furthering the professional development of Southern independent producers in the years to come.

D. REGIONAL COORDINATION

Seven (7) international NGOs have signed a written undertaking of strategic association (Appendix III). They are providing regional coordination services to WETV activities in the regions. They are ACCE (Africa), IPAL (Latin America), CARIMAC (Caribbean), AMIC (Asia), TVE (Europe), Vidéazimuth (North America), and The Earth Council (Costa Rica).

1. These NGOs assist in the following kinds of way:
   A. arranging meetings and discussions with national broadcasters in the region;
   B. undertaking research on technical and policy matters in the regions pertaining to satellite broadcasting;
   C. assisting WETV in determining audience taste and need;
   D. arranging regional seminars, workshops and conferences in support of WETV planning and development;
   E. seeking out independent producers and establishing their strengths and needs;
   F. reviewing the human resource development potential for WETV in the communication sector in the region; and
   G. determining and identifying private sector interest.

2. WETV is being seen as a valued agency for making appropriate use of non-government organizations that already exist in the regions, and attracting donor funding for WETV-related activities to be channeled through the NGOs in the regions. It is WETV's goal that these international NGOs become important regional long-term vehicles for WETV's operation.

3. Television Trust for the Environment (TVE) is a special case. It is an outstanding international NGO established by UNDP ten years ago. It produces and distributes, at no cost worldwide, television programming dealing with matters of the environment to conventional services. WETV and TVE are engaged in serious discussions about a merger or a joint venture. At the moment, TVE distributes its products manually to existing broadcasters. WETV takes it a step further to a global satellite electronic system.
4. Another important development has been the formation of an international coalition (Global Television Consortium - GTC), which includes a number of NGOs seeking to produce and distribute high quality programming on development issues. WETV and GTC have formulated a statement of mutual support, and are seeking program areas for collaboration.

WETV sits on the board of TVE and GTC, and both TVE and GTC sit on the Steering Committee of WETV.

5. It is to be remembered that the overall approach of WETV is to form associations and partnerships with existing and emerging organizations, rather than to compete with them, or to undermine them. WETV is emerging as an important platform for coordinated effort among a number of funding partners. This provides for an economy of scale and a sharing of resources, with a minimum of bureaucracy and infrastructure.

E. TECHNICAL RESEARCH AND DEVELOPMENT

There are a number of studies on or near completion as part of the overall WETV development effort:

* Technical study (satellite, head-end, uplink) --› 5DTV Broadcast Television Group
* Fundraising study --› DS Community Relations Inc.
* Japan initiative --› Rawkins International Associates
* Five-year business plan --› Palframan Business Services
* Programme study --› Metavidea
* Policy research --› John A. Glibert and Associates
* Advertising and sponsorship --› Specialty Media Sales

1. The primary costs of a network of this kind are: (a) technical (master control, uplink, satellite, headend); (b) programming, and (c) administrative costs.

Studies to be completed on or around the end of March of this year include a 5DTV (Canada) extensive study of satellite and technical options, bargaining positions and cost cutting options which may materialize between now and start-up.

A program study is underway to compile existing programming and program titles for the start-up of the service. The study provides a costing of the start-up scenario, with the bulk of programming coming from sources provided at no or little cost.

A minimalist approach to staffing and infrastructure is being designed and costed by Palframan Business Services.

2. The overall cost will determine the total revenues needed. The potential of the Mosaic time sale, and advertising is currently under study by Specialty Media Sales of Toronto.

3. Also underway are a number of feasibility studies on the fundraising and investment potential of Japanese public and private sector agencies. These studies include proposed systematic approach to these agencies.

4. Under the direction of John Gilbert and Associates, the review of policy and policy options, particularly relating to regional broadcast participation in the service, is underway.
5. All these studies and the ongoing development process of the Secretariat will culminate around the end of March in a five-year business plan scenario which will provide the basis for the second year of development and financing.

F. ADVISORY GROUPS

WETV has set up a number of advisory groups as it plans and undertakes development in the areas of:

* Gender
  Participants: Marion Dewar, Marnie Girvan, Cynthia King, Maureen O'Neil, Linda Rankin, Glenda Simms (to date)

* Education
  Coordination: Commonwealth of Learning (see point 3)
  Participants: UNICEF, UNESCO, IDRC, OISE, National Defense College, Distance Education Specialists

* Corporate Business Partners
  Participants: Jay Acton, Lorraine Flaherty, Cedric Nowell, Elizabeth Ostiguy, Len Ptechin, Don Thornton

* Programming (Broadcasters)
  Participants: Vision TV, TV Ontario, TVE (Europe), Why Not Productions, Metavideo, Open Learning Agency, CIDA, Probe Production (Philippines), Octavio Bezerra (Latin America), Banyan Ltd. (Caribbean)

* Technology Options
  Participants: David Balson, Marcel Charette, Paul Fournier, John Gilbert, Jim Hamilton

These are in addition to WETV’s Steering Committee which includes funding partners and international advisors.

1. These advisory groups provide another means of participation and input.

2. They are ad hoc and are meant to provide genuine needed advice and perspectives from a diversity of regions and institutional centre settings.

3. The Commonwealth of Learning (COL) is playing a special role in development WETV’s educational role. It has conducted a process of consultation leading to a policy document on global education through WETV. It is assuming responsibility for coordinating the participation of a range of educational institutions and distance learning agencies to put together a WETV Cornerstone educational programming stream.
4. The WETV Secretariat reports to an international Steering Committee made up of funding partners and members at large who represent the regions, and a number of sectors important to the WETV endeavour. Current institutional members include: IDRC (Pierre Beemans), CIDA (Theresa Keleher), Commonwealth of Learning (Richard Simpson), International Institute of Sustainable Development (IISD) (Arthur Hanson), World Bank (Peter Knight), UNEP (Tore Brevik), TVE (Robert Lamb), and Global Television Consortium (Arne Fjortoft). Current members at large include Maurice Strong (Chair, Ontario Hydro), The Honourable Flora MacDonald, Anita Anand (Director, Women’s Feature Services, India), Cecilia Lazaro (President, Probe Productions, Philippines), Kevin Doyle (Senior Fellow - IISD), Alan Thomas (Chair, Adult Education, OISE), Arthur Campeau (former Ambassador of the Environment and Sustainable Development, Ministry of Foreign Affairs), Rafael Roncogiolo (Director, Instituto para America Latina-IPAL, Peru), Ritchie Cogan (Director, One World Group), Nahum Gorelick (Director, Namibian Broadcasting Corporation), Rex Nettleford (Vice Chancellor, University of the West Indies), Somsakdi Xuto (Chair, M. Information Group Co. Ltd), and Bernard Ostry (former President of TVO - currently an advisor the Canadian government on the “electronic highway”).

5. WETV seeks full participation in all regions being served. In the short term, participation is through small contracts and advisory groups, and in the long-term, operational employment.

G. RELATED PROGRESS

1. Secretariat

Following the approval of the venture by the Board of Governors of IDRC, a provisional secretariat was replaced with a permanent unit comprising an Executive Director, Deputy Executive Director, Administrative and R&D Coordinator, Information Officer, and a senior advisor (seconded from the Heritage Canada and based in Vancouver). An agreement was concluded with IDRC for the provision of office space and certain financial, administrative and legal services. WETV gratefully acknowledges the full cooperation of IDRC and its staff. The five full-time staff positions were filled in the first quarter of the year, and the WETV financial and administrative systems were fully operational by the end of the second quarter. A small cadre of senior consultants assist the Secretariat in specific activities. The Partnership Development and Fundraising activities required senior staff to travel extensively throughout the year.

2. Conferences, Seminars, Roundtables

Instituto para América Latina (IPAL) and Friedrich Ebert Stiftung (FES) organized with WETV, a pre-conference preceeding of the annual meeting of the International Institute for Communications, Mexico City, September, 1993. This brought together 50 communications specialists to consider the impact of satellite communications in developing countries and in particular, the need for curbing violence on television. WETV staff and consultants took part in numerous other international fora as part of the partnership-building process, including the International Conference on Telecommunications and Development (Buenos Aires), Women Empowering Communication (Bangkok), and the Videazimuth-CENDIT International Conference on Communications in Asia (New Delhi). Additionally, WETV participated in a variety of seminars and roundtables directly related to its objective of raising awareness on issues of sustainable development and the environment. These included several meetings of international broadcasters and Communications Directors of the United Nations system, leading to concerted action to address such issues.
3. Publications and Audio-visuals

As a new initiative, the project created a WETV logo and corporate signature letterheads, etc., and a comprehensive information kit in English, French and Spanish. It comprises a WETV information pamphlet, presentation document and appropriate fact sheets. These were revised throughout the year to ensure delivery of timely information to partners and prospective supporters. The first edition of the WETV newsletter was published and distributed to 400 contacts. In the audio-visual field, a 50-slide program was produced to support WETV presentations to potential supporters. A WETV promotional video is now being produced by Sleeping Giant Productions. Preliminary work has also begun to identify programming for the eventual WETV service. A number of broadcasters have been encouraged to earmark funds for special programs on the environment and development and preliminary work has been done to create an Independent Producer’s Fund, for the support of independent television productions on WETV’s key themes.
H. WETV PRIORITIES FOR FISCAL PERIOD 1994-95

I. Corporate, private sector funding

II. Broadcast agreements

III. Five-year business plan

IV. Completed programme plan

V. Completed technological arrangements

1. The WETV development process is on schedule according to the plan presented in March 1993. Year 2, beginning April 1st, represents the launch of a serious corporate and funding campaign, based on the projections of a 5-year business plan which covers start-up costs and operational cushion.

2. Broadcast agreements are to be finalized with approximately twelve (12) countries, which will be linked up in the first year of operation. Starting with a small number of countries in the first year, the process is to experiment and to allow for opening jitters and mistakes. A twelve country arrangement will also provide demonstration to other countries, potential donors and sponsors on the nature and viability of the service.

3. The initial scale of the operation and the final model of the service will be adjusted over the next year, while the satellite, program options, financial arrangements and other technical matters are finalized.

I. WHEN WILL WETV LAUNCH?

WETV has set September 1995 as a goal to launch, on an experimental basis, in association with the UN 4th World Conference on Women: Equality, Development and Peace in Beijing, China.


2. At the same time, the Secretariat is in negotiation with the planners of the Beijing conference to arrive at a mutually acceptable agreement on the use of this conference as the site for the experimental launch of the WETV service. The broadcast will include selected country broadcasters linked by satellite. The content of the broadcast will emphasize programming by, for and about women, and where possible, these programs will emanate from developing countries.

3. Under consideration is WETV’s participation in the UN Summit on Social Development, July 1995, in Copenhagen, Denmark.

David Nøstbakken, Ph.D.
Executive Director, WETV
IDRC Secretariat
March 1994
APPENDIX I

WETV - THE GLOBAL ACCESS TELEVISION SERVICE

A Value Added Service for Affiliate Broadcasters

WETV - The Global Access Television Service - now is exploring with broadcasters world-wide options for their participation in the service as affiliates. WETV is a global television service which will provide programming from the North and South by satellite to affiliate broadcasters. Full documentation on the WETV Service is provided separately.

Ten Benefits for Affiliate Broadcasters

The following are some of the potential benefits which affiliate broadcasters may derive from this new and innovative service:

1. **High-Quality Programming.** WETV will provide a daily menu of high-quality programming for affiliate broadcasters to choose from. These quality programs should enhance the program day of any participating broadcaster. For networks in the South, the service will be particularly attractive as at least 50 per cent of programs will be produced by developing country broadcast services or independent producers. Affiliate broadcasters will work with WETV to help determine the nature of this unique program stream.

2. **Global Exposure:** Affiliate broadcasters will have an opportunity for global exposure of their programming on the WETV service. The basis on which the participating broadcasters receive and contribute to programming is negotiated on an individual basis. The options include: a) purchase of programs by WETV; b) barter arrangements; c) co-production; d) other arrangements to be discussed on a case by case basis.

3. **Marketing and Distribution:** WETV's Distribution and Sales Division will undertake to market selected programs produced by affiliates. In some cases, the WETV service will take a second or third window of exposure on these programs, when first window exposure can be negotiated at an advantageous price with other networks or services. WETV’s sales and distribution arm will be a separate commercial service benefitting from the large number of contacts and partners we are establishing around the world and from WETV’s presence at major annual television program marketing displays and festivals.

4. **Training:** As part of its overall Mosaic program service, WETV will provide support for the training, where necessary, of producers, managers and technicians in order to ensure the high quality of programs offered to the service by affiliates. Technical assistance will also be offered in preparing co-production proposals, negotiating rights, structuring financing and related matters.

5. **Fundraising:** WETV recognizes that some broadcasters and producers have problems in finding the necessary revenue for their productions. WETV will, through its network of donor partners, seek funding and technical or training support for individual programs and special series.

6. **Co-productions:** Options for co-productions will be enhanced through any broadcaster’s participation in WETV as WETV will be continually aware of the priorities and interests of potential co-producers.
APPENDIX I (cont'd)

7. **Revenue Generation**: By supporting and improving the program schedule of affiliate broadcasters, WETV will be assisting that broadcaster to attract advertising revenue, and strengthen its business base.

8. **Support to Independent Producers**: One of the objectives of WETV is to support producers, particularly independent producers in developing countries. Funds that WETV raises for its program purposes will be distributed through an *Independent Producer's Fund* (IPF), which will directly or indirectly assist in the development of high quality programming for domestic distribution by participating broadcasters.

9. **Relevant Research**: WETV will continually undertake audience, policy and technical research relating to the production and distribution of quality programming among participating broadcasters and countries, with emphasis on the particular problems faced by broadcasters in the Southern hemisphere.

10. **Brokering Infrastructure and Technical Assistance**: WETV, through a global effort to help coordinate assistance to in the audio-visual field and its direct, ongoing relations with the international community, will draw upon donors and credit-granting institutions for support to the business and infrastructure needs of affiliate broadcasters.

WETV seeks to establish the best possible arrangement with affiliate broadcasters. In relation to its overall objective of supporting and improving the competitive capabilities of broadcasters in developing countries. At this stage, WETV is seeking to discuss with potential affiliates the options which may be appropriate in light of their infrastructure, program and policy strengths and needs.

Following an initial meeting, we should like to receive from you a letter in the form of an "expression of interest" to enable WETV to initiate follow-up efforts to seek the best possible arrangement.

Please find attached a proposed Expression of Interest.

WETV looks forward to a profitable and exciting long term relationship with its affiliate broadcasters.
APPENDIX II

EXPRESSION OF INTEREST
WETV - THE GLOBAL ACCESS TELEVISION SERVICE

The undersigned wishes to confirm an Expression of Interest in working with WETV - The Global Access Television Service - with a view toward an eventual contractual agreement.

The cooperative arrangements to be explored jointly may include, but need not be limited to, the following:

- the technical options through which the WETV service will be provided through satellite downlinks and uplinks.

- agreement on the number of hours of programming to be delivered by WETV and received from the participating broadcaster.

- agreement on handling of revenues accruing from the service.

- development of proposals for jointly-produced television programs.

- identification of ways in which independent producers may be involved in production of programs to be carried by WETV and the participating broadcaster.

- agreement on the preferential use of WETV's satellite service by Southern broadcasters for the global broadcast of their programs.

Activities involving costs or requiring additional agreements in writing will be worked out as required by the parties.

For its part, WETV will,

- afford the participating broadcaster favoured consideration in seeking funds from international agencies and the private sector for co-production of television programs and for training and technical assistance.

- keep the participating broadcaster fully informed of the development of the WETV initiative through ongoing progress reports and invitations to WETV conferences and other collaborative efforts.

- provide the participating broadcaster copies of all relevant WETV technical and programming studies, newsletters, and other WETV-related documents.

__________________________________________________________
Signature

__________________________________________________________ Date:
Institution
APPENDIX III

MEMORANDUM OF SUPPORT AND AFFILIATION

In view of the common objectives of ________________ and WETV - The Global Access Televison Service - initiative, the undersigned parties agree to work together in cooperation to further sustainable approaches to development during their research and development phase of WETV, 1993-1996.

By this memorandum, the undersigned parties declare their intention to develop cooperative arrangements which may include, but need not be limited to the following:

- common efforts to raise public support for their shared objectives within the geographic area or sectors covered by ________________.

- development of research projects into the role of television in support of sustainable development.

- development of television programming proposals and projects in support of shared objectives.

- identification of WETV supporters, including independent producers, national government institutions, NGOs, and private sector interests.

- sharing of relevant information such as newsletters, contact lists, conference notices, etc.

Activities involving costs or requiring additional agreements in writing will be worked out as required by the parties.

For its part, WETV will provide the Affiliated organization the following,

- favoured consideration in requesting proposals for contractual services when appropriate to the supporting organization's geographic area or sector of coverage,

- access to WETV's global data base and to its documentation holdings on development communications,

- subscription to the WETV quarterly newsletter; copies of WETV research reports produced during the R&D phase, except where these may be commercially confidential,

- invitations to WETV seminars, conferences and workshops.
APPENDIX III (cont’d)

The signatories will meet from time to time, as convenient, to develop plans for cooperative activities. Where these require external funding, WETV may employ its good offices to request financial support by third parties, in full consultation with the supporting organization.

For ___________________________ Date:
Place:

For WETV: ___________________________ Date:
Place:
WETV MISSION STATEMENT

The Global Access Television Service

Le service de télévision mondial

El Servicio de Televisión Mundial
MISSION STATEMENT

WETV - THE GLOBAL ACCESS TELEVISION SERVICE

WETV - The Global Access Television Service - seeks to provide long-awaited answers to several central issues in broadcasting: Can television play a positive role in human evolution? Can it assist in the creation of a new community of interest based on a common concern for the future of our planet? Can it help to engender an understanding of how the world's peoples can work together to achieve the survival of our planet?

WETV's overall mission is: to support cultural and social self-expression in developing countries for human-centred development and to create a global platform for the exchange of information and knowledge in a South-North and South-South fashion, particularly in matters of the environment and sustainable development, through the use of television on a global scale.

WETV's mission and objectives take into account a number of important global realities. In order for social, cultural and economic progress to occur societies and peoples must be able to express themselves freely and openly. Sustainable development requires that people gain the ability to rapidly adapt to changing circumstances, to reach consensus, resolve conflicts, respect and value the diversity of the world's cultures, beliefs, and ideas. The rapidly developing new media technologies simultaneously threaten and offer new opportunities for self-expression.

Television has evolved into one of the most powerful and pervasive channels of modern communication. But, more than simply a channel of communication, television now plays a dominant role in the shaping of cultural and national identities, value systems, and attitudes. Thoughtfully employed, television is a powerful force for social cohesion - a medium for consensus-building - on important issues and commonly shared values.

The widely documented dominance of northern cultural industries in the distribution of mass media products has been accelerated in recent years by the rapid development of satellite delivered communications, principally television.
These tendencies explain WETV's first objective: to support cultural and social self-expression in developing countries. The goal also encompasses the aim of fostering human-centred development. Human-centred development puts people at the centre of the development equation. The welfare of people is its object and people are the means through which societies will be renewed in a way which will realize and free the highest potential of their citizens. This goal encompasses the need to create a new global society based on mutual understanding and tolerance, a more equitable distribution of the benefits of economic development, empowerment and care for the marginalized and oppressed, greater respect for human rights and an understanding of the importance of widespread popular participation in the development process. It is also consonant with tendencies toward meaningful and widespread participation in the process of governance and towards the rights of peoples to political self-determination.

The second aspect of WETV's mission is to create a global platform, through satellite television communications, for the exchange of knowledge and information on a South-North and South-South basis, particularly in matters of the environment and sustainable development. WETV will be a quality alternative broadcaster, addressing its programming to the need for a balanced presentation of issues based on strong, independent mechanisms to ensure editorial integrity, and backed by a Code of Ethics and Program Practices in tune with its overall mission.

This aspect of WETV's mission recognizes the existing imbalance in the flow of knowledge and information. The nature of television, and the costs of producing television programs means that much of the television space of the South is filled by northern productions, reflecting northern knowledge, values, and entertainment forms. The lack of a solid South-South and South-North communication infrastructure impedes the ability of the South to share its own knowledge, information and values.

As a matter of policy, WETV aims to originate at least 50 per cent of its programming (in its first year) from the South. These programs would be produced by Southern broadcasters, in particular, independent producers who often represent the most accurate view of their societies.

The primary emphasis upon the environment recognizes that WETV is, first and foremost, an initiative in support of the objectives and Action Plan of the United Nations Conference on Environment and Communications (UNCED), held in Rio de Janeiro in June 1992. The Conference called for much greater efforts to raise awareness of the issues related to saving the planet through the enlisting of the mass media as information and educational forces.

WETV programs will be broadly educative. They will be an important strand in the web of multi-channel learning opportunities, which must be offered, if changes in awareness, attitudes and behaviour regarding the environment are to come about on a large scale. WETV's interpretation of environment encompasses both the natural and the human environments of the planet and as such, is integral to sustainable development.
Means of accomplishing the mission

WETV is a television service. Its program day will be composed of television programs of a diverse nature. Some will be documentary, educative, and sometimes advocative in nature covering the entire gamut of our world’s human and natural environment. Other programming will be entertaining, in the form of music, drama or comedy celebrating the diversity of our planet and the increasingly wide acceptance of cultural forms outside the dominant western, industrialized paradigm. WETV is not a news network. Others, for better or worse, have occupied this field. However, WETV may carry contextualized news programs and topical documentaries designed to create a wider understanding of the forces that shape contemporary world events.

How will WETV’s mission be monitored?

WETV will put in place a number of mechanisms to ensure that its programming and its policies toward partners and program producers support its overall mission.

These include a widely representative Board of Directors, a Program Management Group, Program Committee and various advisory bodies representative of citizens’ groups and non-governmental and educational institutions. The texture of WETV programming will be shaped by its Code of Ethics and Program Practices. WETV’s code will be based on several underlying principles, including:

♦ **Balance:** To enable reasonable and balanced opportunities for the expression of differing views on matters of public concern. WETV will be attuned to the voices of minorities so that its overall production schedule contains programs which express the perspectives of marginalized and disenfranchised groups, and value difference.

♦ **Diversity:** Producers will be encouraged to venture outside the well-beaten paths of documentary television production. Programs will challenge the views and images spectators regularly see, presenting a less one-sided, solution-oriented view. Paul Tillich’s perspective, which argues that diverse forms of culture both popular and traditional feed the soul, is instructive. WETV programs will celebrate the individual and the collective striving for new solutions to the problems which confront our planet.
Commitment: Other programs will cause people to question their values concerning consumerism and the environment, highlighting practical ways in which individuals and business communities are responding to the need for a renewed commitment to the common good. Programming will question widely-held views within industrialized societies of the definition of the good life. Potential corporate sponsors of WETV have noted that the corporate future in many fields of business depends upon an ability to create a bond of trust with consumers, based on integrity and good investment and business practices. WETV's Code of Ethics will require that corporate sponsors' products be consistent with WETV's style and objectives.

Participation: WETV programming will give wide exposure to the concerns, ideas and customs of all participating groups. A broad-based coalition of public interests and non-governmental or voluntary sector organizations will be invited to become associated with WETV, either as affiliates or associates or in an ad hoc capacity. Those who wish to be associated with WETV on an ongoing basis may provide continuing input through WETV's advisory committees and other mechanisms. At the national and local levels, citizens' groups will be put in contact with WETV's partner broadcasters and independent producers in order that their ideas and concerns may be incorporated in WETV programming.

Such groups will form an important avenue for reflection, advocacy and action centred around WETV programming. Special local educational or advocacy campaigns, for instance, may be organized around WETV broadcast specials such as a major documentary series on the state of the environment, or live coverage of a major world conference. Educational authorities can also be involved in a similar manner.

Unification: Modern mass media communications, particularly television, has often been characterized as more likely to create distance than understanding. At a communicators' conference in St. Lucia, a Caribbean journalist, Rickey Singh, remarked that the Caribbean is the "most media-dominated region in the world," with freely-available satellite cable television on which non-stop programming from North America can be seen daily. Another participant, referring to the over-turning of traditional cultural values in the face of the avalanche of foreign programming, remarked that it had created "a Cadillac mentality in a bicycle economy."
WETV’s partners perceive the WETV service as being built on the traditions of participatory social communication pioneered by Freire and Beltran, in experiments such as SITE in India, in the ongoing struggles of community radio in Latin America, the Philippines and elsewhere and in the widespread work in participatory video. WETV’s programming will build on the experiences of the best in public television documentaries and specialized services such as Vision TV in Canada. WETV will aim to unify through programs which deal with themes such as the human family, relationships, understanding among diverse peoples, basic human values and how they are reflected in daily life within various societies and cultures. It will explore and celebrate humankind’s potential for goodness and seek to transform communication into a form of communion among peoples.

For further information on WETV’s Mission, and Code of Ethics and Program Practices, please write to David Nostbakken, Executive Director, WETV, c/o International Development Research Centre, P.O. Box 8500, Ottawa, Canada, K1G 3H9, or FAX (613) 567-4349.