

university level programs in Canada — has been offering courses in international reporting for students in the bachelors, masters, and one-year graduate diploma programs for several years now. Meanwhile, a joint program for international development reporting was set up in 1977 at the University of Western Ontario and Laval University. One aspect of it is an annual conference on an important international subject for professional journalists. At Ryerson Polytechnical Institute, the Third World Centre has established an international development-oriented newspaper, *Connections*, which several journalism students help produce.

Another development-oriented publication is the British-based monthly magazine, the *New Internationalist*. It now has a Canadian on its editorial staff, and there is increased Canadian content and circulation within Canada (see *Reports* Vol. 7 no. 2).

The Development Education Centre, a nonprofit organization in Toronto, produces a weekly radio program dealing with global issues and distributes it to several radio stations. It is also involved in book publishing and film production. An Ottawa development agency, Inter Pares, attempts to put together packages of items from around the world and distributes them to FM radio stations on a commercial basis, but disappointingly few stations have purchased the material.

Five major Canadian churches run an interchurch public information program called "Ten Days for World Development". Its scope has expanded steadily since it was begun in 1973. The Canadian Institute of International Affairs publishes several periodicals on international topics and encourages related research. A relatively new research group specializing in international development issues is the North-South Institute. It has published several reports and is increasing its contacts with the news media and the public.

Many public international development agencies in Canada also have extensive information programs. The Canadian International Development Agency (CIDA) and the IDRC are the two main public agencies. CIDA has a variety of public information programs of its own and also funds nongovernmental groups. The IDRC publishes a wide range of technical reports based on research projects it supports, and it also produces publications and films for a more general audience.

Two of the largest nongovernmental agencies, the Red Cross and UNICEF, this year launched an ambitious \$1.7 million project tied in with the International Year of the Child. The project, which aims to reach every school classroom in Canada, received financial assistance from CIDA and has the blessing of all provincial education departments in Canada. It could be a major breakthrough in introducing more international development education into Canadian schools.

Although many of these organizations are good alternatives, the primary sources of information about what is happening in the world are still the daily newspaper, radio, and television. It would certainly be beneficial for the average reader and viewer if the news media developed closer ties with, and drew on, the resources of these alternative sources that are available in Canada.

The international alternatives to the wire services also need support and encouragement. A Third World news pool linking national news agencies is in the formative stages, and a few Third World-based news services are already in existence. They are unlikely to replace existing news sources, but they could furnish news media in the West with a different perspective to the news.

In the face of major technological changes in the communications industry and the ever-increasing flood of information, the news media have to learn how to do their jobs better. The "global village" is becoming the "wired city", and it could be crucially important for Canadians that the news media do more for the development of a new world information order. □

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World Paper

Journal Mondial

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Mark Gerzon

The idea of a world newspaper came to him "out of the blue" as he was gazing out on the Atlantic Ocean one September morning in 1976, remembers Harry Hollins, founder of *WorldPaper*. Now, three years later, *WorldPaper* is being distributed to more than one million people on five continents. "Still far from the goal," says Harry candidly, "but a good beginning."

Harry wants *WorldPaper* to be a "global community newspaper" in which the voices of the world can speak for themselves and be heard worldwide. Publisher Crocker Snow and I, who have worked with Harry from the beginning, are committed to this same goal.

WorldPaper is unique in that its eleven Associate Editors, in all corners of the world, are outstanding journalists who report from their regions. They are not correspondents or stringers who have been parachuted into a specific location to cover newsworthy events. They are experienced resident journalists who have witnessed and participated in the struggles and achievements of their countries — the processes of development. They do not write the homogenized prose of the multinational news magazines. Their writing is marked by the clear and unmistakable authenticity of their own cultures.

In addition to writing for *WorldPaper*, these editors assign stories within their regions, contribute to the "Global Editorial" page, and select the major topics to be covered. Through constant correspondence as well as regular meetings, they work with those of us at the Boston headquarters to make *WorldPaper* a forum for unbiased discussion of international issues.

The journalists have been attracted to *WorldPaper* because in it their work can appear alongside that of writers from any other nation. Their ideas will not be screened or rejected because of any single nation's political or cultural biases. In particular, Third World journalists are offered an opportunity to be read in the developed world, not by a small select group of scholars or foreign policy specialists, but by millions of regular newspaper subscribers. We hope this will help to reverse the one-way, North-South flow of news. Finally, we offer journalists everywhere a professional challenge: to write on subjects of global relevance for a worldwide audience.

WorldPaper's readership is also international. With the cooperation of innovative and farsighted metropolitan newspapers on five continents — including, very recently, one Canadian daily — we have devised a decentralized and efficient distribution method. In these papers we appear as a bimonthly magazine supplement. More than 1.5 million readers thus

have access to *WorldPaper* through home delivery or newsstands.

No one, including our editors and our readers, is foolish enough to believe that we have found a magic formula for a world paper. "We haven't reached our goal yet by any means," one of our Associate Editors said recently, "But it is such a difficult goal that we must be patient." In a "Letter to the Editor" published in our second issue, a reader from Australia agreed: "*WorldPaper* is a major and welcome step forward," he wrote. "Nothing is easier than to knock it and its self-evident imperfections and present limitations. But it is there, where a few years ago the very idea of such an enterprise would have been utopian."

To make this contribution to world journalism last, progress is still needed on four major fronts.

First are investors: we want *WorldPaper* to be owned by individual investors from as many regions of the world as possible. This will ensure that our stockholders and board of directors represent a variety of global constituencies and strengthen the paper's independence.

Second, we want to find many more newspapers around the world that recognize the need to broaden their global news coverage. We intend to increase our readership in the continents where we already appear, and are now extending into Europe and the Middle East. *WorldPaper* provides the complete page negatives to host newspapers, which print the supplement at their own expense and insert and distribute it. There is no exchange of currency.

Our revenue comes from the sale of advertising — our third need. Both multinational corporations and international organizations are finding our pages to be especially useful for reaching a global audience. The *WorldPaper* staff generates corporate advertising and global classified ads. A host paper can replace several designated editorial pages with locally generated ads and keep that revenue to help defray its own production costs.

Finally, we believe that ultimately, our readers will write *WorldPaper*. We seek out and encourage reports, photographs, experiences, etc., from non-professional writers. Short articles are particularly welcome as is any information our readers feel to be particularly newsworthy and deserving of greater global attention. We encourage criticism and suggestions for future articles from anyone concerned about global issues.

For years people throughout the world have recognized that we can no longer afford to have issues of global significance defined and debated in news media dominated by single nations or regions. Both North and South, journalists are trying to develop new structures to make the currents in the global news flow represent genuinely the diversity and richness of world opinion. In this spirit, *WorldPaper* was conceived. □



Winding along the road from the relative coolness of Guatemala city to the hot, humid Pacific lowlands, Dr Fernando Viteri, Chief of the Human Biology and Nutrition Division in the Institute of Nutrition for Central America and Panama (INCAP), explains a basic fact of rural life in Guatemala: "Just as children may have their own dog, their own cat, they may also have their own shigella, their own salmonella."

Studies have shown, in fact, that 96 percent of rural people in Guatemala harbour one or more species of parasitic worms or protozoa, or both. Even a high percentage of apparently healthy children have been found to be infected with shigella or salmonella organisms (see *Reports* Vol. 8 no. 1).

This continuous contamination of the gastrointestinal tract is a major health problem in Guatemala, as it is in many other developing countries. And a major agent in this contamination is the home environment itself.

Living conditions in rural areas are precarious in more than economic terms: water supplies and sanitary facilities are inadequate, and sanitation practices are poor or nonexistent. These favour the perpetuation of a highly contaminated environment, reflected in the persistence of intestinal parasitism and chronic intestinal infections. Dr Viteri puts it more simply: "In a highly contaminated home, people have contaminated guts."

Starting from the hypothesis that the home was an extensively contaminated environment, and that mothers played a key role as "spreading agents" of contamination, INCAP researchers, with IDRC support, began a project in 1977 to evaluate and pinpoint within-the-home contamination, the magnitude of the problem, and to design a sanitary education program to combat it.

Two villages about an hour's drive from Guatemala City were chosen for the study. Las Chapernas and Florida Aceituno are typical of communities in the Pacific lowlands. Both were founded about 20 years ago on the sites of