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Report to the Inter-Agency Committee for WETV

by

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Just as the splitting of the atom can immensely enrich humanity in a thousand and one ways and, at the same time, can also threaten it with destruction, so television can have both good and evil consequences. Quickly, suggestively, and to an unprecedented degree, it can disseminate the spirit of understanding, humanity, human solidarity and spirituality, or it can stupefy whole nations and continents. And just as our use of atomic energy depends solely on our sense of responsibility, so the proper use of television's power to enter practically every household and every human mind depends on our senses of responsibility as well.

Vaclav Havel

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Introduction

WETV has been created to fill a world-wide market niche for an alternative service.

Mission

To promote sustainable development and the expression of cultural diversity through the creative use of new and existing communications media.

Vision

A global access television network based on sound business principles which entertains and enlightens a world-wide audience with innovative television programs designed to celebrate the world's cultural and social diversity and explore key issues of concern for our common future.

Current Status

After three years of intense development and two major previews in connection with the United Nations Fourth World Conference on Women and Habitat II, WETV launched regular programming on October 15.

WETV's partner broadcasters are now receiving a mix of informative and entertaining programs including some of the best and latest documentary videos on development themes produced by various United Nations agencies and other international organizations and independent producers.

WETV is providing nineteen hours of programs in English and Spanish to participating broadcasters between October and March of next year. This initial package will enable partners to schedule one hour of WETV programming each week.

Overview

WETV is a unique broadcast television service which combines the best of the commercial and public broadcast approaches in a hybrid service. It capitalizes on the convergence of television and new multimedia communications technologies, and new needs that have emerged in the 1990's.

As the new technologies encompass the world, there is a danger of an under-representation of some of the world's regions, and an unbalanced exposure of some of the world's most important issues. While the creative contribution of north America and Europe blanket the world, many cultures including those in Asia, Africa, Latin America, Caribbean and Eastern Europe, are not well represented on the global broadcast scene. At the same time, international agencies who have been involved in human development for the last fifty years are seeking new ways to achieve broad exposure of the key issues and opportunities facing our planet.

WETV is uniquely designed to provide access on a global scale to both under-represented countries and cultures. It is an opportunity for international agencies to broadcast entertaining but educational programming on matters of global concern.

WETV represents a unique opportunity to put public and private funding together, and to build positively on the partnership of public agencies, private institutions, broadcasters, cable systems and non-governmental organizations.

WETV is an independent, private broadcast operation designed to inform, educate and entertain as the world enters the new millennium.

Research & Development Findings

The Research & Development phase of the WETV initiative, supported by the International Development Research Centre of Canada and 22 other agencies listed in Appendix 7, concluded that demand for such a service was strongest from international agencies and television audiences in developing countries.

While the key research findings are presented more fully in Appendix 8, the concerns of these two main constituencies can be summarized as:

- international agencies who support social and economic development need access to television in the 1990's to better communicate their messages on the issues of sustainable development.
- audiences in developing regions want access to more diverse programming than is available in a North American-dominated television environment, particularly programs that originate from the world's regions through their independent producers and broadcasters; that is, through their eyes and from their perspectives.

Network Design

The WETV broadcast signal is transmitted to its broadcast affiliates using the latest in satellite technologies. A network of existing broadcasters (including cable and DBS systems) from around the world, with huge and rapidly expanding local audiences, comprise the network nodes of the WETV Network.

Affiliate agreements provide a long term program supply arrangement to over-the-air broadcasters in many developing countries, and as program production increases to greater than four hours per day, WETV will be creating cable and DBS channels in its own right.

In addition to reaching audiences through the medium of television, WETV is expanding its network through convergence with the World Wide Web, bringing television to the Internet. Working in partnership with Apple Computers, WETV has created and implemented a model for greatly expanding the reach of special event television.

Programming Schedule

The program schedule combines two elements: programming from Mosaic Partners about the key issues of sustainable development, and Cornerstone programming.

Cornerstone programming is from independent producers in WETV affiliate countries who need an outlet to the rest of the world. WETV's network identity is an alternative to the more western dominated viewpoints presented by established networks. Together, the Mosaic Partners' programming and selections of Cornerstone programming from affiliate broadcasters and independent producers combine to make a program schedule which achieves the mission and vision of the network.

The network provides executive production expertise, creative ideas, funding and context to ensure that many different cultural identities see themselves on the network. The network understands the ingredients of good television, and provides training, mentoring, and award programs to help to develop the capabilities of television production in developing countries.

Production

WETV plans to use independent producers from around the world to produce, line produce under an executive producer at WETV, or co-produce with WETV, to achieve balance and access from the developing countries.

Such a production plan will be less costly than having it all produced in North America, and will assure that WETV achieves its mission and vision in its on-air look and feel. WETV has production expertise in its programming staff to ensure that any contextual programming required to tie together short productions on the same subject from different perspectives is done. This allows many more producers and productions to be seen on television as WETV programming is prepared in such a way as to fit into a television schedule and deliver value-added entertaining interest.

Affiliates

WETV aired two special event transmissions as part of its Research & Development phase. Potential affiliate broadcasters were approached to register their interest in carrying the programming. This was followed by a Letter of Intent to become an affiliate of the network and carry the programming that would be delivered via satellite on an on-going basis. These two special events, the Fourth World Conference on Women and Habitat II, are described on pages 10 and 11 following.

The potential affiliate broadcasters have been categorized according to a number of criteria (whether they carry advertising, language, region, received letter of intent, etc.). WETV has developed a phased plan of bringing the affiliates into a contractual relationship. The first phase, implemented in October 1996, consists of an affiliate agreement, 19 hours of programming (1 hour per week for 19 weeks to the end of March 1997) sponsored by Mosaic Partners—as an incentive to sign with the network—and a very attractive plan for the next five years of affiliation. Priority has been given to

partners in Latin America, the Caribbean, and English-speaking Africa, although several broadcasters in Asia and North America are also participating. Twenty broadcasters in these regions were on the first list. That will be augmented with another ten, including broadcasters in Southeast Asia, by the end of March—when Eastern Europe and additional Asian broadcasters are expected to join in.

The affiliates need time to open a WETV time slot in their program schedule. They need to develop confidence that WETV will be on-time with its programming promises and with information about the programming it is sending. They also need to put in place the necessary receive infrastructure for satellite reception. WETV needs to develop a relationship with each affiliate it brings into the network, and understand each from both a technological perspective and also from a cultural perspective.

WETV anticipates that by April 1997, the next phase of affiliate canvassing will be implemented. French-speaking Africa and additional partners in Europe and the Middle East will be added, and by the end of next up year WETV will have approximately 40 affiliates under contract, and the start of some stand-alone cable channels in Europe. Over the first three years of the business plan, affiliate relations will concentrate on building the network and expanding the number of affiliates. By the end of the five years, it is anticipated that more than 60 affiliates and broadcast undertakings will comprise the WETV Network in all regions of the world. Many of these will be stand-alone cable or DBS Channels of WETV.

Revenue Sources

Mosaic Partners

Mosaic Partners are WETV's unique strength and what makes this television service different from anything else that exists today. They are the source of core funding grants, and they are long term sources of Mosaic time sales and Mosaic programming. These partners have been responsible for providing the funding for the Research & Development phase of the network. They are now providing the early funding in the form of core grants to get the network launched, and will sustain the long term growth and development of the network by their purchase of airtime in which they will exhibit their made-for-television public information and educational documentaries.

Corporate Sponsors

Corporate sponsors provide key funding for the production of programming to be aired in Cornerstone time periods. This opportunity is most attractive to socially responsible multi-national and transnational companies who want to be identified as being excellent corporate and world citizens on the issues of sustainable development and cultural expression.

Advertising

WETV is good television with a global infrastructure and relationship with developing countries. It is an attractive and an efficient buy for corporate advertising dollars. Cost per thousand viewers is extremely low and reach is high. As the network expands, advertisers who develop an early relationship with the network will gain significantly as advertising availability is limited. Twelve minutes of advertising are available per hour of Cornerstone programming. Six minutes are retained by the affiliates for their use. Six are retained by WETV. As the network expands, WETV will provide an excellent buy, service and research to corporate advertising clients.

Affiliates

Each affiliate has a tailor-made contract which ensures that an inability to pay fees for programming does not stand in the way of participation in the network, especially for those in emerging economies. Affiliates can participate a number of ways, including purchase of programming, in-kind provision of programming, sharing of programming fees, and in the case of subscription services, the provision of a small fee to WETV for the programming service. In cable systems and DBS systems where WETV is a stand-alone channel, subscriber fees will be collected from the system as viewership develops.

Program Sales

WETV expects to sell some of its Cornerstone programming. As the WETV program library grows, program sales will be a source of revenue by year three, especially to broadcasters who are not affiliates, but wish to carry some of the programming which has been particularly successful in attracting audience.

WETV Organization

WETV has created a unique structure to meet its mandate as a private television network with a public-spirited mission. The network has associated with it an international foundation, which in turn has a network of national and regional foundations.

WETV Network Organization

A for-profit organization to carry out the start-up functions of building the network is in place to expand the network affiliate base, design the program schedule and select the programming to be issued to the affiliates, and manage the overhead functions of being in business. As the business expands, this organization will be augmented with a small number of highly qualified individuals in programming, sales and marketing and accounting before the end of next year).

WETV Foundations

The non-profit WETV foundations are mechanisms created to:

- receive funds from governmental agencies who cannot give grants directly to WETV Network and from private sources who wish to donate, rather than invest.
- ensure that WETV programming meets its mission through the interpretation and application of a Code of Ethics and Program Practices, monitored by an advisory committee. Membership on this committee is comprised of Mosaic airtime buyers, and representatives from the national/regional foundations augmented by representatives from the international foundation.
- conduct research and carry out training to ensure that Mosaic and WETV partners have the knowledge, skills and understanding of the new media and technologies to be able to use WETV network to its best for their purposes.
- develop new formats for television and the convergence with the Internet.

- host an annual awards gala for independent producers who have contributed to the mission and vision of WETV and host an annual round table for heads of agencies and WETV investors and donors to meet and discuss a range of critical issues pertinent to the mission of WETV.

The WETV foundations are in development. WETV Foundation - International will be based in Liechtenstein, while the first national foundation to be formed is WETV Foundation - Canada. Several other national/regional foundations are in development.

Inter-Agency Committee for WETV

In Agenda 21 it is noted that, "countries in cooperation with the scientific community should establish ways of employing modern communication technologies for effective public outreach".

Elizabeth Dowdeswell, United Nations Under-Secretary-General and Executive Director of the United Nations Environment Programme, approached several of her colleagues to suggest that one of the most important responses to this challenge has been the creation of WETV. She noted that it, "represents a means by which the specialized agencies and programs of the United Nations can elevate communications to a sectoral level, which is ultimately the only way we will be able to fully integrate communications into sustainable development."

In consultation with the WETV Secretariat, Elizabeth Dowdeswell proposed the creation of a committee to be called the *Inter-Agency Committee for WETV*. It is designed to have two levels, 1) the heads of specialized agencies and programs and other key senior officials, and 2) the appropriate professional communications and public affairs specialists within each agency.

Goals and Objectives of the Committee

The goal of the committee is to support expanded communication and information world-wide on matters of interest and concern for human development; and in this regard to review and determine the best means of participating with WETV and its partners.

The specific objectives of the committee are:

- to encourage development agencies within and outside the UN system to regard communication and information as a sectoral matter worthy of significant levels of effort and funding;
- to identify and support the means of securing funds for increased coverage on WETV of issues of import to UN specialized agencies and the World Bank; and
- to encourage all development agencies to provide their film and television productions to WETV for global exposure.

The Membership

Those who currently serve on the committee are:

- **Carol Bellamy**
Executive Director, United Nations Children's Fund (UNICEF)
- **Nitin Desai**
Under-Secretary-General, Department of Policy Coordination and Sustainable Development
- **Jacques Diouf**
Director-General, Food and Agriculture Organization
- **Elizabeth Dowdeswell**
Under-Secretary-General and
Executive Director, United Nations Environment Programme (UNEP)
- **Noeleen Heyzer**
Director, United Nations Development Fund for Women (UNIFEM)
- **Jose Ayala Lasso**
United Nations High Commissioner for Human Rights
- **Federico Mayor**
Director-General, UNESCO
- **Wally N'Dow**
Assistant-Secretary-General, United Nations Centre
for Human Settlements (UNCHS) and Secretary-General of Habitat II
- **Nafis Sadik**
Executive Director of the United Nations Population Fund
- **Samir Sanbar**
Assistant Secretary-General for Public Information
- **James Gustave Speth**
Administrator, United Nations Development Programme (UNDP)
- **Mark Malloch Brown**
Vice President of External Relations and UN Affairs, The World Bank

Operations

The secretariat of the Inter-Agency Committee for WETV is provided by WETV. Hugh Locke, WETV Director of Special Events and Representative to the United Nations, serves as coordinator of the committee. The address for the committee is:

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WETV 1995-96 Broadcast Review

Since September, 1995 there have been four distinct periods during which UN and World Bank-produced programming has been distributed via WETV and aired by broadcast affiliates around the world.

Beijing Project / September 1995

During September of 1995, WETV offered a preview of its service on the occasion of the United Nations Fourth World Conference on Women. WETV's all-woman team in Beijing produced 12 daily programs in English and Spanish, focusing on the key themes of the conference and the related NGO Forum. Additionally, WETV pre-packaged and distributed 15 programs in English, eight in Spanish and eight in French. Funding came from the Canadian International Development Agency, International Development Research Centre (Canada) and other WETV Mosaic Partners.

Beijing Project programming by WETV was carried by the following 33 broadcasters—several of which are satellite networks serving several countries in their region—and seen in approximately 50 countries:

country	distributors
Argentina	OMEGA
Argentina	Omega SA
Australia	SBS
Barbados	CBU
Belize	5 Great Belize
Bolivia	Channel 7
Brazil	TV Cultura
	SENAC
Canada	TVNC
	TV5
	Vision TV
Cuba	ICRT
Denmark	DR-TV
Ghana	GBC
Greenland	KNR-TV
Guyana	TV Broadcasting
Haiti	Tele7
India	Doordarshan
Jamaica	CARIMAC
	JBC
Kenya	KTN
Latin America/Caribbean	TV5 *
Malaysia	RTM
Mexico	Channel 22
	ILCE
Nicaragua	Canal 4
Papua New Guinea	EMTV
South Africa	SABC
St. Lucia	Helen TV
Tanzania	ITV
Trinidad & Tobago	TTT
Uganda	UTV
USA	Scola
Zimbabwe	ZBC

* continent-wide satellite

Habitat II / June 1996

This was an example of the multi-media special event programming that WETV is building in as a key component of the network. In this instance, WETV offered its broadcast partners a wide variety of programs in English and Spanish (and some in French) on the themes of Habitat II; programs were drawn from various United Nations agencies, non-governmental organizations and independent producers. The programming was aired to coincide with the conference, and delivered by satellite or videotape, according to the needs of individual broadcasters.

Habitat II programming and the following Summer Schedule were funded largely by the Ministry of Foreign Affairs of the Netherlands.

WETV teamed with Apple Computer to create an interactive website that dealt exclusively with the issues related to Habitat II (see page 15 and Appendix 2).

WETV commissioned the production of two half-hour programs about Habitat II. The resulting documentaries by independent producers Banyan Productions of Trinidad & Tobago are being aired currently.

Habitat II programming by WETV, including programs from UN sources, was carried during June 1996 by the following 26 broadcasters—several of which are satellite networks serving several countries in their region—and seen in approximately 40 countries:

country	distributors
Barbados	CBU
Belize	5 Great Belize
Brazil	TV Cultura
Canada	TVNC
	TV5
	Vision TV
Columbia	ETNOS
Ghana	GBC
Guyana	TV Broadcasting
Haiti	Tele7
Kenya	KTN
Mexico	Guadalajara
Namibia	NBC
Peru	RTP-Canal 7
	TV UNSA
Puerto Rico	Canal 36
	Canal 14
St. Lucia	Helen TV
Tanzania	ITV
Trinidad & Tobago	TTT
Uganda	UTV
Uruguay	Canal 5
Uruguay	Maxima Vision
USA	Scola
Zimbabwe	ZBC

Limited Summer Schedule / June to September 1996

For the Summer months, WETV offered a limited schedule in English and Spanish as the network continued to consolidate a core group of affiliates and develop a strategy for the network's launch in October. The programming by WETV during the Summer, including a number of programs from UN sources, was carried by the same group of 26 broadcast affiliates listed in connection with Habitat II. As several of these affiliates are satellite networks serving several countries in their region, the programs were seen in approximately 40 countries.

Autumn Launch of Regular Programming / October 15, 1996

Following the launch of regular programming on October 15, WETV's partner broadcasters now receive a mix of programs in English and Spanish. They will receive nineteen hours of programs in English and Spanish between October 1996 and March 1997, enabling partners to schedule one hour of WETV programming each week during that period. Funding for the Autumn program period is largely from the Canadian International Development Agency and Swiss Agency for Cooperation and Development.

The launch on October 15 marked the beginning of a phased program of formal negotiations to sign up affiliate broadcasters to transmit WETV's programming on a long-term basis. Initially affiliate packages have been sent to 42 broadcasters in 31 countries. Within the next month an additional 14 broadcasters will be approached. Next year a further 15 broadcasters in 11 countries will be approached, but with an expanded language service to include English, Spanish, French and Portuguese versioning.

At present the following broadcasters are carrying WETV programming¹, including programs from various United Nations sources. Affiliates will be added to this list on a monthly basis as negotiations and approaches continue:

country	distributors
Argentina	OMEGA
Canada	TVNC
Columbia	ETNOS
Cuba	ICRT
Ghana	GBC
Kenya	KTN
Malaysia	RTM
Mexico	ILCE
Panama	Canal 11 TV
Peru	RTP-Canal 7
	TV UNSA
Tanzania	ITV
Uganda	UTV
Uruguay	Canal 5
	Maxima Vision
USA	Scola
Zimbabwe	ZBC
Caribbean	CBU*

* includes 20 Caribbean countries

¹ this list has been updated to 9 January 1997

UN Program List

Following is a list of the programs supplied by various United Nations and World Bank sources, with an indication of which period they were distributed via WETV:

key: A Beijing Project / September 1995
 B Habitat II / June 1996
 C Summer Schedule / June - September
 D Autumn Launch / October - December 1996

DPI

Fiftieth Anniversary PSAs	A	English / Spanish / French
Women in Societies / 10 x 3 min	A	English / Spanish / French
UN in Action: Energy / 5 min	B	English
UN in Action: Recycling / 5 min	B	English

FAO

Food for All / 3 min	D	English / Spanish
Nutrition: A Global Challenge / 17 min	A	Spanish
The Forgotten Farmers / 28 min	A	English / Spanish / French
World Food Summit PSAs	D	English / Spanish

Habitat (UNCHS)

Flamingos in Nakuru / 20 min	B	English
Love Your Town Like Your Shamba* / 23 min	B	English
Malindi / 15 min	B	English
Our Land in Trust / 15 min	B	English
The Road to Istanbul / 13 min	B	English / Spanish
Waste Not, Want Not / 10 min	B	English
Zulia Mena / 12 min	A	English / Spanish

* with UNEP

UNEP

A Woman's Place / 72 min	A	English
The Alarm Rings Softly / 30 min	A	English
Love Your Town Like Your Shamba* / 23 min	B	English

* with Habitat (UNCHS)

UNDP

Bolivia: Don Rene's Vision of the Future / 9 min	B	English / French
Brazil: A Match for Sebastian / 9 min	B	English / Spanish
Brazil: The Bad Fairy Godmother / 10 min	A	English / Spanish / French
Cameroon: A Root for Life / 10 min	C	English / Spanish
Columbia: The Right to Shelter / 10 min	B	Spanish
Egypt: Children of the Nile / 10 min	A	French
Haiti: Profession of Survival / 9 min	B	English / Spanish / French
Kenya: The Dustbin Game / 9 min	B	English / Spanish / French

Lesotho: Black Women's White Gold / 10 min	A	English / Spanish / French
Los Angeles: Thirsty Angel / 9 min	B	French
Mali: Sahel to Heart / 10 min	B	French
Mauritania: Children of Guinze / 8 min	B	English / Spanish / French
Mexico: Battling for Water / 10 min	B	English / French
Palestine: Peace According to Husnieh / 11 min	A	Spanish
Paraguay: Small is Beautiful / 7 min	B	English / Spanish
Philippines: The Other Volcano / 13 min	B	English / Spanish
Quito: The Heart of Ecuador / 9 min	B	English / Spanish
Tunisia: Women's Stories / 12 min	D	English / Spanish
United States: The Other Side of the Coin / 10 min	B	Spanish

UNFPA

Women: Key to the Future / 19 min	A	English / Spanish / French
UNFPA PSA	B	English
Changing Places / 20 min	B	English / Spanish / French
Little by Little / 24 min	D	English / Spanish
Almost Like Fire / 19 min	D	Spanish

UNHCR

Make a Little Difference / 14 min	A	English / Spanish
Refugee Women: Courage to Move Onward / 15 min	A	English / Spanish

UNICEF

Tomorrow We Will Finish / 25 min	A	English
Rights of Passage / 26 min	A	English
Who Will Help Paulino / 27 min	D	English / Spanish
Rwanda Features / 17 min	D	English / Spanish
Street Girls / 14 min	D	English / Spanish

UNIFEM

Not for Ourselves Alone / 24 min	A	English
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UNOPS

Development PSA	A	English
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WFP

Women Eat Last / 11 min	A	English
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WHO

Smart Women Don't Smoke / 9 min	A	English
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World Bank

Women of the Third World / 27 min	A	English
Curitiba - City of the Future / 12 min	B	English
Learning Nations (segments) / 9 min	C	English
Building Africa's Information Highway / 25 min	C	English
World Bank Minute / 1 min	B	English

UN Programs as a Percentage of WETV Broadcasts

During the four WETV broadcast periods to date, and including the remaining months of 1996, the following is a breakdown of the percentage of programming that came from United Nations and World Bank sources.

Beijing Project / *September 1995*

- 80 percent of programming in English, Spanish and French was from UN sources

Habitat II / *June 1996*

- 60 percent of English programming was from UN sources
- 43 percent of Spanish programming was from UN sources
- 50 percent of French programming was from UN sources

Summer Schedule / *June - September*

- 60 percent of English programming was from UN sources
- 43 percent of Spanish programming was from UN sources

Autumn Launch / *October - December 1996*

- 50 percent of English and Spanish programming is from UN sources

Webcast Innovation for Habitat II

Apple Computer, Inc. and WETV collaborated to combine Internet and television technology in support of Habitat II—providing an unprecedented number of citizens worldwide the opportunity to participate in the conference in Istanbul via the World Wide Web (see Appendix 2).

Apple and WETV teamed up to produce a *webcast* from Istanbul, providing daily news reports, photographs and video to a global audience. To help facilitate participation by people in developing countries who may not have access to computers and Internet, Apple experimented by setting up two pavilions in Montevideo, Uruguay and Mexico City where citizens could access the site.

Also on the webcast were electronic forums for group discussions on the issues relevant to sustainable urban management, and an online application where thousands of people throughout the Internet voted on the same issues government delegates were negotiating in Istanbul. The utility automatically tallied each vote and compared it with a running total. A question asking whether or not access to adequate shelter should be a human right solicited 84 percent in favor and 16 percent against.

The site was so successful on the Internet that the Microsoft Network nominated the webcast a “Pick of the Week.” In fact Apple was able to track the origin of 60 percent of the traffic on the site, identifying access by people from 79 countries. This unusually high number is a direct result of the banner that appeared on WETV programming aired during Habitat II that invited people to go to the website.

Internet users were able to join daily live discussions with key summit participants including Wally N'Dow and other UN and government officials, mayors, NGO leaders and experts in urban affairs. WETV had its own on-the-ground crew on site, and they turned these daily discussions into television interviews at the Istanbul end.

The Apple-WETV website can still be accessed in archival form at <http://habitat.apple.com>.

Appendices

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Press Release: Apple Computer and WETV Collaborate on First-Ever
Interactive Coverage of the UN Habitat II Summit / 2

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