

Professor Elisabeth Mann Borgese
Department of Political Science
Dalhousie University
Halifax, N.S. B3H 4H6
Canada

Dear Professor Borgese,

I regret that you were asked to subscribe; you are -- or at least were supposed to be -- on my mailing list. You are so listed now.

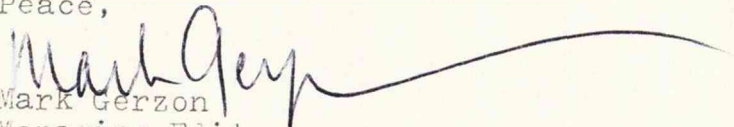
And you are right --I'd love it if you would write for us. You were almost invited to do so for the January/February issue, on the subject of the oceans and the 1980s, but I decided to wait until we had room for an issue that could focus on the subject.

At our upcoming Associate Editor meeting in Geneva in March, we will be deciding the future cover subjects, and I venture a guess that The Oceans will be near the top of the list. If so, would you write for that issue? And what would you like to write? A broad-ranging "lead" essay? Or an in-depth look at one particular facet of the issue?

Please let me know in the next week or so, if you can. And let me invite you, in your letter, to briefly describe how you, thinking as an editor, might design a Cover Story on the Oceans for WorldPaper. I would be honored to have your advice. (Please suggest any other subjects which may intrigue you as well.)

I look forward to hearing from you, and appreciate your congratulations on our progress.

Peace,


Mark Gerzon
Managing Editor

DEPARTMENT OF POLITICAL SCIENCE

DALHOUSIE UNIVERSITY
HALIFAX, N.S. CANADA
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CENTRE FOR FOREIGN POLICY STUDIES

June 13, 1980.

Ms Nancy Lyons
World Paper
8 Arlington Street
Boston, Mass 02116
USA

Dear Ms Lyons:

Belated thanks for your letter of April 11, for the check, and for WORLD PAPER. It has been a frightfully hectic time. I was in Europe, then, on April 25, my mother died, and everything, sort of, fell behind....

The article looked nice. The only difficulty that I had was that, in the cut version, it sounded more presimistic than I had intended it to be.

If there is anything I can do for you in the future, let me know.

With all good wishes,

Yours cordially,


Elisabeth Mann Borgese.

May 2, 1980

Elizabeth Mann Borgese
Department of Political Science
Dalhousie University
Halifax, N.S. B3H 4H6
CANADA

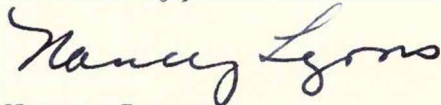
Dear Ms. Borgese:

Enclosed is a copy of the issue -- hot off the press--
with your article, and a small check.

I hope you are pleased with the presentation. I
particularly like the artwork that goes with your piece.

Mark sends his very best wishes. He is leaving for
China tomorrow and is a bit snowed under getting his
desk cleared before the trip.

Sincerely,



Nancy Lyons

P.S. I was saddened to read of your mother's death
and send my sympathies to you.

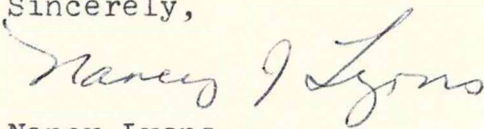
April 11, 1980

Professor Elizabeth Mann Borgese
Political Science Department
Dalhousie University
Halifax, Nova Scotia
CANADA

Dear Professor Borgese:

I am enclosing the edited copy of your article as it went off to the typesetter. As you can see, we had to cut it somewhat, but otherwise most of the changes are minor stylistic ones. I did write a new lead because I wanted to avoid New York and the presidential election here and get right into the sea (as it were!).

Sincerely,



Nancy Lyons



October 30, 1978

Elisabeth Mann Borgese
Department of Political Science
Dalhousie University
Halifax, Nova Scotia

Dear Elisabeth Mann Borgese:

Thanks for your note. I am sorry that Boston wasn't on your path, but I am glad that it will be soon.

I am too busy working on the first issue to even hope to visit Nova Scotia, but I trust that you will let me know when you're coming here so that we can have lunch together and examine the exciting possibilities of our global newspaper.

Peace,

Mark Gerzon
Managing Editor

MG:d1

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Public Affairs,
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Pacem in Maribus

202-338-8940

Please Reply to:
Box 4716
Santa Barbara, California 93103

August 7, 1978

Mr. Mark Gerzon
Managing Editor
World Paper
8 Arlington Street
Boston, Massachusetts 02116

Dear Mr. Gerzon:

Back from Europe I find here your letter of June 21. I should be delighted to see you and to discuss the World Paper with you. It is an exciting idea.

I shall be in New York to attend the Law of the Sea Conference session from August 21 to September 15 and can be reached through the Austrian Mission to the U.N. Perhaps we could get together at that time.

With all good wishes,

Yours sincerely,

Elisabeth Mann Borgese
Elisabeth Mann Borgese
Chairman, Planning Council

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POTENTIAL STORIES: 1st Issue, January 1979

CENTERPIECE: GLOBAL COMMUNICATIONS

Information Malnutrition: Tarzie Vittachi on the epidemic of "news hunger," due to an imbalanced news diet, that afflicts most of mankind. Sidebars:

- + Profile of two families (in "developed" and "developing" country) showing how the information they receive on a global subject is scanty, ethnocentric, or otherwise "twisted."
- + Arthur C. Clarke on communications technology and the future of satellite communications.
- + Arun Chacko on the impact of satellite communications on an Indian village.
- + Semi-culture: the danger of half-knowledge as transmitted through TV exports, and the abuse of McLuhan's "medium is message" idea.

ARTICLES:

The Firewood Crisis. The global shortage of firewood; new demand for an old fuel; the ecological price of deforestation. (Peru, India, Korea, etc.)

In A Country Called Chess. Donald Woods on chess as a universal language. How chess players around the world see the game and what it means to them. How the world of chess masters is a country without borders: a country of the mind. Forecast of an upcoming chess match between a chess master and a computer.

Rock Around the World. How rock and roll serves as a cultural Trojan horse, carrying in its belly values which threaten tradition. Views pro and con about how rock culture affects the world's cultures and consumer tastes.

My House and Family. A selection of children's drawings from around the world depicting their home and family. The revealing differences of a common theme.

REGULAR FEATURES:

One Voice
Keeping it Running

Currents
1000 Words

This is to acquaint you with the fundamentals of WorldPaper, a new global publication that will be carried as a supplement in newspapers around the world.

The initial financing of \$305,000 for the Pilot Issue and the preparatory year of operation has come from ten individual American investors. True to the international character of WorldPaper, we intend no more than 30 per cent of the ownership to be American. Accordingly, a private offering will go out shortly to a select list of non-US citizens for the placement of \$50,000 and \$100,000 five-year, unsecured eight per cent convertible debentures to raise the remainder of approximately \$1,300,000 capital required.

Publications are like a table resting on four legs: editorial, advertising, production and distribution. WorldPaper's four legs can be characterized simply:

Editorial: WorldPaper is conceived and designed as a global publication to be carried as a supplement in newspapers around the world. Its character and content will be based on the active participation of twelve Associate Editors located around the world and representing different nationalities and points of view. They will report directly for WorldPaper on common, universal topics, and locate others in their regions for particular editorial assignments. WorldPaper will thus offer the voices of the world speaking for themselves.

Advertising: WorldPaper projects the sale of advertising space as a primary source of revenue. Initial analysis indicates such advertising will come mainly from major international companies involved in image or institutional advertising. Secondary ad sales are anticipated from globally oriented non-profit institutions, and from national governments and tourist agencies. WorldPaper will also promote a worldwide classified ad section for global dealings. Present planning projects a

range of 20-40 per cent of the publication for advertising.

Production: WorldPaper will be a 32-page, tabloid size publication prepared in full in Boston. For those host newspapers that so choose, it will be printed regionally and provided in bulk for insertion on schedule. For those newspapers prepared to print themselves, the negatives of the complete pages will be provided for their platemaking, printing and insertion automatically. In either case, the printing will be at cost to those newspapers that run WorldPaper. The supplement will be prepared in English. Translations, where necessary, will be done from the prepared pages under conditions agreed upon by World Times, Inc. and the host newspaper.

Distribution: WorldPaper will be distributed as an insert or supplement in host newspapers around the world. WorldPaper's total circulation will thus be the total of the several host newspapers.

In essence, WorldPaper will provide in packaged form the first two legs for this new publication -- the editorial matter and the primary advertising content. The host newspapers will provide, and pay for, the other two legs -- the production and the circulation systems. There will be no exchange of currency under terms of the contract for quarterly publication in 1979.

The primary appeal of the WorldPaper package for a host newspaper is in its editorial scope and uniqueness, its staff of outstanding journalists treating global topics and its being a small link-by-association to a network of newspapers around the world. The secondary appeal is financial, through the opportunities presented a host newspaper to share in advertising revenue generated by WorldPaper and/or sell some advertising pages locally to help defray its own production costs.

In the last six months, a number of tangible steps have been taken toward achievement of the above goals:

Pilot Issue The pilot issue was published in April with bona fide articles prepared for us from around the world. Overall, the response has been quite favorable. People all over the world to whom it has been sent have reacted positively to the distinctive design. Newspaper professionals and potential advertisers have been generally intrigued and impressed with the concept and execution. We printed 3,000 copies and have now distributed about one half of them.

Associate Editors A total of seven of the required twelve Associate Editors worldwide have been selected and are now undertaking their first assignments for the first issue of WorldPaper. They are:

Mary Ellen Ayrton (South Pacific Region) -- Widely travelled social and cultural writer from Australia.

Silviu Brucan (East Europe and Soviet Union) -- Former Romanian ambassador to the UN and Editor of Bucharest magazine Scinteia.

Arun Chacko (South Asia) -- A resident of India and former Chief Reporter for The Indian Express in New Delhi.

Mochtar Lubis (Southeast Asia) -- Prominent writer and editor from Indonesia and member of UNESCO team analyzing merit of Third World News Agency.

Hilary Ng'weno (Sub-Sahara Africa) -- Versatile writer and editor of several publications in Kenya and recipient of Rockefeller Award.

Tarzie Vittachi (At Large) -- Former Director of Asian Press Foundation and Editor of The Asian from Sri Lanka. Now with the UN.

Donald Woods (At Large) -- Former Editor of South African newspaper and author of book on Steve Biko. Will be a Nieman Fellow at Harvard.

Host Newspapers As publisher, I have contacted some twenty potential host newspapers around the world with the Pilot Issue and a contract for quarterly publication in 1979. Four papers are now committed in

writing -- The Minneapolis Tribune, The Melbourne Age, The Bangkok Business Times and The Boston Globe. Five more have expressed sufficient interest so that I expect their commitment at any time - The Milwaukee Journal, Louisville Courier Journal, Straits Times (Singapore), New Straits Times (Kuala Lumpur), the Asahi or Mainichi (Tokyo). The Daily Times of Nigeria, the London Observer and Ad Dustour (Jordan) have also expressed serious interest. We are talking with The London Times, the International Herald Tribune, El Tiempo (Colombia) and the Buenos Aires Herald.

Advertising Several hundred of the most likely corporate advertisers in WorldPaper are now being approached about being charter advertisers on the strength of an initial circulation base in excess of one million. An advertising representative system is being set up for Canada, Western Europe, Latin America and East Asia. An advertising rate and rate card are being prepared.

Financing As outlined above, the initial US portion of the financing of WorldPaper has been completed with ten original investors and a total investment of \$305,000. (The first seven of the ten are listed on page 26 of the Pilot Issue.) The second stage of financing based on the placement of convertible debentures with non-U.S. citizens is now being undertaken.

WorldPaper holds promise of being the world's first truly global publication, prepared by writers around the world, distributed to newspaper readers around the world and financed by individuals around the world. The Offering Memorandum to be provided shortly will cover the many details.

Due to its uniqueness, WorldPaper represents a high risk investment opportunity. As indicated by the financial Pro Forma contained in the offering memorandum, it is one with high profit potential as well.

Crocker Snow, Jr.
Publisher

July 1978

Canada

WORLD PAPER

WorldPaper is a global periodical — written by journalists from around the world — which will be distributed with participating newspapers. A pilot issue was published in April which included contributions from many nations including Malaysia and Japan, Nigeria and Kenya, USSR and Romania as well as the United States and Europe. During the first year of publication, beginning January 1979, WorldPaper will appear quarterly, becoming bi-monthly and monthly thereafter.

The purpose of WorldPaper is to give newspaper readers around the world the opportunity to hear the authentic voices of some of the world's leading journalists. The twelve associate editors who comprise WorldPaper's Editorial Board represent most of the major regions of the world. Each of them will contribute to the paper; will take turns acting as "issue editor"; and will assign articles to others in their regions. The home editorial staff, which is located in Boston, will coordinate their contributions.

WorldPaper's global perspective will appeal to anyone who is curious and concerned about other human beings. Designed to serve as a global community newspaper, WorldPaper's focus will be more on the processes that shape our lives than on events. Beneath the stories that make the headlines are the realities of life — having children, protecting our health, making a living. WorldPaper will focus on the essential experiences of our shared humanity: on what unites us as well as what divides us from each other.

Our editorial policy is best illustrated by our editorial page. Each of the associate editors will write a concise, personal statement giving personal responses to a vital question raised by one of the major articles in that issue. These commentaries will be our "global editorial": not one voice from one culture, but many voices from many cultures. Our feature articles will also take this multi-cultural approach. In one article in the pilot issue, for example, mothers from ten countries around the world spoke about their hopes and fears for their children's futures. They were interviewed by journalists from their own countries who conveyed the mothers' feelings with sensitivity and insight.

The concept of a global newspaper is not new. 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 which will make the currents in the global news flow genuinely represent the diversity and richness of world opinion. WorldPaper was conceived in this spirit.

We offer journalists a medium in which their work can appear side-by-side with writers from any other nation. They can be assured that their ideas will not be screened or rejected by WorldPaper because of any single nation's national or cultural biases. In particular, we offer Third World journalists an unparalleled opportunity to be read in the homes of the developed world — not by a small select group of scholars or foreign policy specialists, but ultimately by millions of regular newspaper subscribers. This is an important contribution to reversing 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 global audience. Our contributors cannot write as if they were addressing the audience of a single metropolitan newspaper or national news magazine. They must write for everyone.

This is why we have attracted, for example, such outstanding Associate Editors as Mochtar Lubis and Hilary Ng'weno (representing Southeast Asia and Sub-Sahara Africa respectively) and Donald Woods and Tarzie Vittachi (both Associate Editors-at-Large). They want WorldPaper to avoid making, as Mochtar Lubis said in our Pilot Issue, "the same mistakes made by many editors of international magazines — to filter, rewrite and slant contributions from other parts of the world to suit their own views and interests." Instead, they are determined that the contributors to WorldPaper be able to "speak for themselves."

The fresh views of regional writers, who have spent their lives learning about the people and problems in their part of the world, provide perspectives which are essential to developing a deeper understanding of the lives of human beings around the world. "The contrast of points of view of Associate Editors," wrote Jose Antonio Martinez Soler from Madrid, "may deliciously surprise a world accustomed to receiving massive and selected news from the great international news agencies." To further promote diversity WorldPaper will frequently carry responses to controversial articles by journalists from regions with opposing viewpoints. Readers not only will be able to follow these spirited dialogues, but can participate in them by writing letters for publication in a regular section of WorldPaper.

Along with its global editorial orientation, WorldPaper is designed to be truly international in ownership and distribution. Though incorporated in the U.S.A. and financed by private investors, no more than 30 per cent of the

ownership will be American. The international distribution will come through the host newspapers worldwide.

Some twenty major newspapers worldwide have been approached about running four issues of WorldPaper in 1979. Five, including three in the U.S., one in Australia and one in Thailand are committed. Strong interest has been expressed by those contracted in Argentina, Britain, France, Nigeria, Kuala Lumpur, Singapore, Hong Kong and Tokyo. WorldPaper projections were for one million worldwide circulation for the first issue in January 1979. This projection has already been surpassed.

WorldPaper will provide the complete page negatives to host newspapers which, at their expense, will print it on their presses and insert and distribute it to their full circulation. There is no exchange of currency. The WorldPaper staff will generate 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.

Where the host newspaper does not publish in English, translation will be undertaken from the English language page negatives or veloxes provided.

WorldPaper will rely on advertising revenue as the primary basis of its income. Initial emphasis will be on display advertising from major international corporations from as many different regions as possible. WorldPaper will also develop its unique potential for cross-national classified advertising. A mix of big companies and small enterprises, governments and independent organizations, local and global groups, will also stimulate our readers.

In every respect, WorldPaper will strive to be a global forum. As long as members of different nations read only their own national publications, they

will never have a common ground on which to meet as informed equals. A community newspaper, after all, is nothing more than a forum for people who care about their community. What makes WorldPaper unique is that, for both its writers and its readers, community means more than city or nation. It means earth itself.