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ПОМОШНИКУ ПРЕЗИДЕНТА РОССИЙСКОЙ ФЕДЕРАЦИИ
Д.Б.РЮРИКОВУ

Бывший президент США Дж.Картер обратился к Президенту Российской Федерации Б.Н.Ельцину с предложением (перевод прилагается) принять участие в телевизионной кампании, направленной на обеспечение международной поддержки Конференции ООН по окружающей среде и развитию (Рио-де-Жанейро, I-II июня 1992 г.). Аналогичные обращения направлены еще ряду руководителей государств и политических деятелей, включая М.С.Горбачева и Э.А.Шеварднадзе. Предполагается создание серии тридцатиминутных интервью по проблемам окружающей среды и развития, которые будут транслироваться по каналам американской телекомпании "Си-Эн-Эн".

По мнению МИД, участие Президента Российской Федерации в этой акции, организуемой бывшим президентом США, вряд ли целесообразно, особенно с учетом того, что вся программа кампании строится прямолинейно пропагандистски и рекламирует прежде всего инициативы возглавляемого Дж.Картером исследовательского центра.



"20" марта 1992 года
Ис. 5473/00-не

№2854

С-та Президента РФ

1-4564	20.03.92
Администрация Президента Российской Федерации	
Время выдачи: 19:53:54	

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Джимми Картер

16 декабря 1991 года

Президенту Борису Ельцину

Прошу Вас принять вместе со мной участие в единственной в своем роде глобальной телевизионной кампании, преследующей цель с помощью международных усилий укрепить дух сотрудничества на Конференции Организации Объединенных Наций по окружающей среде и развитию (ЮНСЕД) в Рио-де-Жанейро в июне 1992 года.

Главным элементом этой кампании станет цикл пропагандистских телевизионных передач, которые будут транслироваться по всему миру телекомпанией Си-эн-эн в течение нынешней зимы и весны. Владелец компании Си-эн-эн Тэд Тернер великодушно предоставил эфирное время, и мы проведем совместную пропагандистскую акцию в целях поддержки нового глобального сотрудничества для решения наиболее острых мировых проблем в области окружающей среды и развития.

Основой для проведения этой кампании послужил призыв, с которым я выступил на американско-японской конференции по окружающей среде в городе Атланте летом 1991 года. На этот призыв откликнулись Глобальная программа "2000" Центра Картера, а также представители Технологического института штата Джорджия, Японской организации внешней торговли и компании Си-эн-эн, разработавшие данный цикл передач.

Для успешного проведения этой кампании нам нужна Ваша помощь. Продюсеры и я едины во мнении, что для придания большего веса этим передачам в них необходимо отразить Вашу точку зрения по указанным проблемам. Я надеюсь, что Вы согласитесь дать короткое интервью - не более 30 минут, - которое будет включено в эту пропагандистскую кампанию. Пожалуйста, по возможности скорее дайте ответ на это предложение, заполнив прилагаемый формуляр и направив его в Технологический институт штата Джорджия на имя г-на Бэрри Уокера. Если Вам требуется дополнительная информация, Вы можете связаться с Бэрри непосредственно по телефону 404-853-0870 или по телефаксу 404-853-9187. Для своевременного осуществления этого проекта нам необходимо в январе - начале февраля снять на пленку Ваше интервью в том месте, которое Вы выберете.

Я уверен, что вместе мы можем значительно углубить понимание жизненно важных проблем окружающей среды и развития, с тем чтобы оказать позитивное воздействие на ЮНСЕД и последующие мероприятия.

Искренне Ваш,

Джимми Картер

Его Превосходительству
Борису Ельцину
Президенту России

Перевел:

Забел

JIMMY CARTER

16 December 1991

To President Boris Yeltsin

Please join me in a unique global television campaign to generate international support for a cooperative spirit at the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro next June.

The centerpiece of the campaign will be a series of television advertisements broadcast around the world by CNN this winter and spring. CNN owner Ted Turner has generously donated the broadcast time, and we will launch a concurrent public relations effort to create support for a new global partnership to resolve the world's critical environmental and development problems.

The genesis of this campaign was a challenge I presented to a U.S.-Japan environmental conference in Atlanta last summer. The Carter Center's Global 2000 program, along with representatives from the Georgia Institute of Technology, the Japan External Trade Organization, and CNN have all responded to that challenge by developing this series of ads.

To make this campaign a success, we need your help. The producers and I agree that it is important to include your perspective on these issues to make the ads credible. I hope you will agree to a short interview--no more than 30 minutes--to be included in the ad campaign. Please respond by filling out the attached form and returning it to Mr. Barry Walker at Georgia Tech as soon as possible. If you need more information, you can reach Barry directly at 404-853-0870 or by fax at 404-853-9187. In order to complete this project on time, we need to film your interview at the location of your choice in January or early February.

I feel certain that, together, we can significantly raise the awareness of vital environmental and development issues in time to have a positive impact on UNCED and beyond.

Sincerely,



His Excellency
Boris Yeltsin
President of Russia

K-62 5/2/3000

K 70344 2108

С-101 Президента РФ

Полное наименование: 06.04.95. Копия

1-4569	20.03.92
Администрация Президента Российской Федерации	
Время выдачи: 20:05:15	

03 АПР 1995 * 02864

SUMMARY: EARTH SUMMIT GLOBAL TELEVISION CAMPAIGN ON CNN

The Earth Summit Global Television campaign will use the worldwide reach of CNN International to deliver a positive message of international cooperation, technology transfer and wise and just natural resource management, especially of rainforests, to the potential delegates to the United Nations Conference on Environment and Development (UNCED). The campaign calls for a series of between 7 and 10 advertorials (editorial commercials) of up to 60 seconds in length, with Jimmy Carter and other world leaders calling for serious consideration of the concept that positive international cooperation is the key to both successful environmental protection and development. The advertorials will focus on cooperation in the fields of technology transfer, foreign aid, and resource management.

Each will address one of these key points:

- The solutions to the world's most challenging environment and development problems will benefit every nation; environment and development are two sides of the same issue.
- Industrialized nations have a unique opportunity and a responsibility to take the lead in solving global environmental problems.
- With access to the latest and most appropriate replacements for outmoded and inefficient technologies, nations which face the most challenging environmental problems can overcome them.
- Investment in environmentally sound infrastructure for development in industrializing nations is a good investment for industrialized nations; it will produce prosperity for all.

Advertorials will consist of taped statements from world leaders, interspersed with visuals that will hold the audience's attention. The campaign will begin in February and run through the end of May, when the Earth Summit opens in Brazil. The advertorials will be run on CNN International in conjunction with the "Save the Earth Campaign" being launched next year. It will also be seen on news programs in the U. S.

The campaign is co-sponsored by:

- The Georgia Institute of Technology
- The Carter Center and the Global 2000 Program of the Carter Center
- The Global Industrial and Social and Progress Research Institute, Japan
- The Sierra Club is also considering sponsorship

QUESTIONS AND ANSWERS ABOUT THE INTERNATIONAL ADVERTORIAL CAMPAIGN FOR THE EARTH SUMMIT

WHAT IS THE PURPOSE OF THE CAMPAIGN?

To encourage the delegates to the June 1992 United Nations Conference on Environment and Development (UNCED - also called "The Earth Summit"), to seriously consider an agenda that stresses cooperation, technology transfer, coordinated foreign aid, stimulation the development of environmental solutions, development of environmentally sound infrastructure in developing countries, and mutually beneficial protection of resources like rain forests and oceans.

WHAT IS AN ADVERTORIAL?

Literally an editorial on television. Advertorials advocate a position or give information on an issue and may ask the viewer to do something. This advertorial campaign is "informational" only-- it will not ask the viewer to take an immediate action, but to support the UNCED process and, if the viewer will be attending UNCED, to consider the agenda described in the advertorials.

WHO ARE THE CAMPAIGN CO-SPONSORS?

The Georgia Institute of Technology, the Carter Center and the Global 2000 Program of the Carter Center, the Global Industrial and Social Progress Research Institute of Japan (affiliated with MITI). The Sierra Club is working on the campaign and is considering sponsorship.

WHO WILL SEE THE CAMPAIGN?

The campaign will be broadcast on CNN International, which reaches over 120 countries. Some of the advertorials may also be seen in the United States. The campaign itself will be the object of global news coverage -- this will be the first time global television has been used to inform influential decision makers who may participate an international forum like UNCED. The audience for CNN International includes heads of state and ministers from virtually every country, staffs of national and international organizations and non-governmental organizations, most embassies and consulates, other news organizations around the world, and business leaders from international corporations.

WHAT IS CNN'S INVOLVEMENT IN THIS CAMPAIGN?

Ted Turner has donated the advertising time to the campaign co-sponsors and staff from the worldwide "Save the Earth Campaign" being launched next year by Turner Broadcasting. TBS staff are working with the campaign's co-sponsors, on the visual elements and editorial elements of the campaign. The statements of those who appear in the campaign are not necessarily endorsed by CNN, Turner Broadcasting or any of its affiliates or sponsors.

WHEN WILL IT BE BROADCAST?

We plan to broadcast the first ad in the second week of February, 1992, and run the campaign through the end of May, 1992. The ads will run at times and frequently enough to engage the attention of government officials and business leaders around the world.

WHY DO YOU WANT ME IN ONE OF THE ADS?

As a respected world leader, your words carry an extraordinary amount of authority and influence. Your appearance will also signal that your country is a leader in humanity's quest for development that both sustains the environment for all people and is fair and beneficial to all nations.

HOW WILL YOU TAPE ME -- WHAT WILL HAPPEN?

You will be interviewed for 20-30 minutes on camera in your office or other location you chose. The interviewers will ask you a list of specific questions on an aspect of the environment and development themes that you have previously selected as the topic you want to address (i.e., technology transfer, cooperation between East and West and North and South, coordinated foreign aid, etc.). You will answer in your own words and part of your interview will be used in a final ad.

WILL I GET THE QUESTIONS IN ADVANCE?

Yes..

WILL I READ FROM A SCRIPT?

Not unless you want to. Generally, you can answer the questions in your own words. We will give you a briefing sheet in advance that indicates the basic points we wish to stress; the answers and the words are yours.

WHAT LANGUAGE WILL THE INTERVIEW BE IN? WHAT LANGUAGE WILL THE AD BE IN?

You may specify that you want to be interviewed in either your native language or English. We will work with a translator if necessary. The ads will be run in English because that is the only language common to most viewers of CNN International. The translation will be subtitled, not dubbed, and you and your staff can approve the translation.

WHO WILL SHOOT THE TAPE?

Depending on the timing and the location, a crew from Georgia Tech, CNN, or a locally-hired crew will do the actual taping. You may also require that your own crew do the taping, using our interviewers.

HOW LONG WILL THE INTERVIEW TAKE?

No more than 30 minutes from the time you sit down in front of the camera to the time you leave.

WHO WILL INTERVIEW ME?

Generally, a two-person team including at least one person from our group. Depending on the timing and location, the second person may be from Georgia Tech, a translator from your staff, a CNN reporter or other Turner Broadcasting employee or cooperating correspondent, or a locally hired reporter. The interviewer will not appear on camera.

CAN I EDIT OUT ANY WORDS I DON'T LIKE AFTER THE INTERVIEW?

Yes. We can replay the interview for you just after it is finished and you can tell us if there is anything on it you don't want used.

CAN I DETERMINE WHO ELSE WILL APPEAR ON THE AD WITH ME?

You can let us know if there is anyone on President Carter's invitation list you do not want to appear with and we will honor that request.

CAN I HAVE A COPY OF THE FINAL TAPE?

Yes, we will be happy to provide you with a copy before it is broadcast for your information and use.

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WILL THE CAMPAIGN BE CONTROVERSIAL?

Perhaps, but that is not its intent. The issues at UNCED are being seriously debated in the preparatory meetings. The approach we are advocating is positive and stresses cooperation for mutual benefit and should not arouse controversy, but there is always the possibility that someone, somewhere will object. Change often involves controversy.

HOW MUCH OF THE INTERVIEW WILL ACTUALLY BE USED?

Up to a minute of the actual tape could be used.

**CNN-INTERNATIONAL ENVIRONMENT/DEVELOPMENT ADVERTISEMENTS
CENTRAL CAMPAIGN THEMES**

1. **THE SOLUTIONS TO THE WORLD'S MOST CHALLENGING ENVIRONMENT AND DEVELOPMENT PROBLEMS WILL BENEFIT EVERY NATION ON EARTH.** The solution of any of these problems anywhere in the world benefits everyone everywhere in the world.
2. **INDUSTRIALIZED NATIONS HAVE A UNIQUE OPPORTUNITY, AND A SPECIAL RESPONSIBILITY, TO TAKE THE LEAD IN SOLVING GLOBAL ENVIRONMENTAL PROBLEMS.** These nations can make two important contributions: (1) They can set their own environmental houses in order; and (2) They can share their best energy-efficient and resource-conserving technologies, expertise, information and training programs with the nations that need them the most.
3. **AN ENTIRELY NEW GLOBAL PARTNERSHIP CAN SOLVE THE WORLD'S ENVIRONMENT/DEVELOPMENT PROBLEMS.** When all parties can participate as equal members of the team, working hard, each sharing the responsibilities and the costs in its own way, all nations will reap the rewards together.
4. **WITH ACCESS TO THE VERY LATEST REPLACEMENTS FOR OUTMODDED AND INEFFICIENT TECHNOLOGIES, NATIONS WHICH FACE THE MOST CHALLENGING ENVIRONMENTAL PROBLEMS CAN OVERCOME THOSE PROBLEMS.** With help from our neighbors, and access to such technologies, we can meet these challenges and become a full partner in the global effort to protect the world's environment.
5. **MOST NATIONS ARE WILLING TO JOIN THE INTERNATIONAL EFFORT TO PROTECT THE ENVIRONMENT, BUT MANY NEED ASSISTANCE TO PARTICIPATE.** We are ready and willing to join in international efforts to clean up the global environment and protect the world's forests, but we will need help from all of our neighbors to meet the challenge.
6. **BECAUSE ENVIRONMENT AND DEVELOPMENT PROBLEMS ARE CLOSELY INTERCONNECTED, THEY CAN BE SOLVED TOGETHER.** Because environment and development problems are two sides of the same coin, and because poverty is one of the greatest threats to the global environment, the solution of these problems is a matter of universal survival.
7. **OFTEN THE BEST STRATEGY FOR SOLVING CERTAIN PROBLEMS IS GREATER INVESTMENT IN SOME OF THE WORLD'S MOST BASIC TECHNOLOGIES.** Improvements in the sustainable management and protection of forests is one of the best examples of such an investment.
8. **AN INVESTMENT IN THE GLOBAL ENVIRONMENT IS ALSO AN INVESTMENT IN THE ECONOMIC PROSPERITY OF EVERYONE ON EARTH.** Investing in protection and restoration of the environment is essential to the maintenance of sustainable economies. Such an investment will create many new, exciting and profitable opportunities for the citizens of every nation.

INVITEES TO PARTICIPATE IN
GLOBAL ENVIRONMENTAL ADVERTISING CAMPAIGN

Chadli Bendjedid, President (ALGERIA)
 Carlos Menem, President (ARGENTINA)
 Paul Keating, A.C., M.P., Prime Minister (AUSTRALIA) *Hawke*
 Franz Vranitzky, Chancellor (AUSTRIA)
 Jaime PAZ Zamora, President (BOLIVIA)
 Fernando Collor, President (BRAZIL)
 Brian Mulroney, P.C., M.P., Prime Minister (CANADA)
 Patricio AYLWIN Azocar, President (CHILE)
 YANG Shangkun, President (CHINA)
 Cesar GAVIRIA Trujillo, President (COLOMBIA)
 Oscar Arias, former President (COSTA RICA) ✓
 Vaclav Havel, President (CZECHOSLOVAKIA)
 M. Ammar Hosni Mubarak, President (EGYPT)
 Francois Mitterrand, President (FRANCE)
 Dr. Helmut Kohl, Chancellor (GERMANY)
 Ft. Lt. Jerry John Rawlings, Chairman of the Provisional Nat'l Defense Council (GHANA)
 Professor Kofi Awoonor, Ambassador of Ghana - U.N. (GHANA)
 P.V. Narasimha Rao, Prime Minister (INDIA)
 Soeharto, President (INDONESIA)
 Michael Manley, M.P., P.C., Prime Minister (JAMAICA)
 Kiichi Miyazawa, Prime Minister (JAPAN)
 Noboru Takeshita, former Prime Minister (JAPAN)
 Akio Morita, Chairman, SONY Corp. (JAPAN)
 Professor Wangari Maathai (KENYA)
 Carlos SALINAS de Gortari, President (MEXICO)
 Dame Catherine Tizard, Governor General (NEW ZEALAND)
 General Olusegun Obasanjo (NIGERIA)
 Gro Harlem Buntland, Prime Minister (NORWAY)
 Margaret M. Taylor (Ambassador in D.C.) (PAPUA NEW GUINEA)
 Alberto Fujimori, President (PERU)
 Lech Walesa, President (POLAND)
 Archbishop Desmond Tutu (SOUTH AFRICA)
 Lisbet Palme, Swedish Committee for UNICEF (SWEDEN)
 Julius Nyerere, former President (TANZANIA)
 Bhumibol Adulyadej, King of Thailand (THAILAND)
 Her Majesty Beatrix, Queen of the Netherlands (THE NETHERLANDS)
 Margaret Thatcher, former Prime Minister (UNITED KINGDOM)
 John Major, M.P., Prime Minister (UNITED KINGDOM)
 Luis Alberto Lacalle, President (URUGUAY)
 Boris Yeltsin, President, Republic of Russia
 Eduard Schverdnadze, Foreign Minister (USSR)
 Mikhael Gorbachev, former President (USSR)
 Carlos Andres PEREZ, President (VENEZUELA)
 Boutros Boutros Ghali, Secretary General - United Nations *de Cuellar*
 Tommy Koh, Chair of the Preparatory Committee (UNCED Secretariat)
 Jacques Delors, President of the Commission of the European Communities (BELGIUM)

RESPONSE FORM FOR GLOBAL ENVIRONMENTAL ADVERTISING CAMPAIGN

You may use this form to respond our request. Check the appropriate boxes and return (by fax if possible) to:

Barry Walker, Director of Communications
Georgia Institute of Technology
Atlanta GA 30332-0181 USA
Phone 404-853-0852 Fax 404-853-9187

• NAME, TITLE _____

WILL BE ABLE TO PARTICIPATE: YES _____ NO _____

• CONTACT PERSON IN MY OFFICE: _____

Phone _____

DATE(S) MOST CONVENIENT FOR ME TO BE TAPED:

First _____

Second preference: _____

• I WILL _____ WILL NOT _____ BE VISITING THE UNITED STATES BETWEEN JANUARY AND MARCH AND CAN BE TAPED DURING MY VISIT

• MY PREFERRED LOCATION FOR TAPING IS _____

• THEMES I WISH TO ADDRESS (from the attached list of themes, please indicate by numbers) _____

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