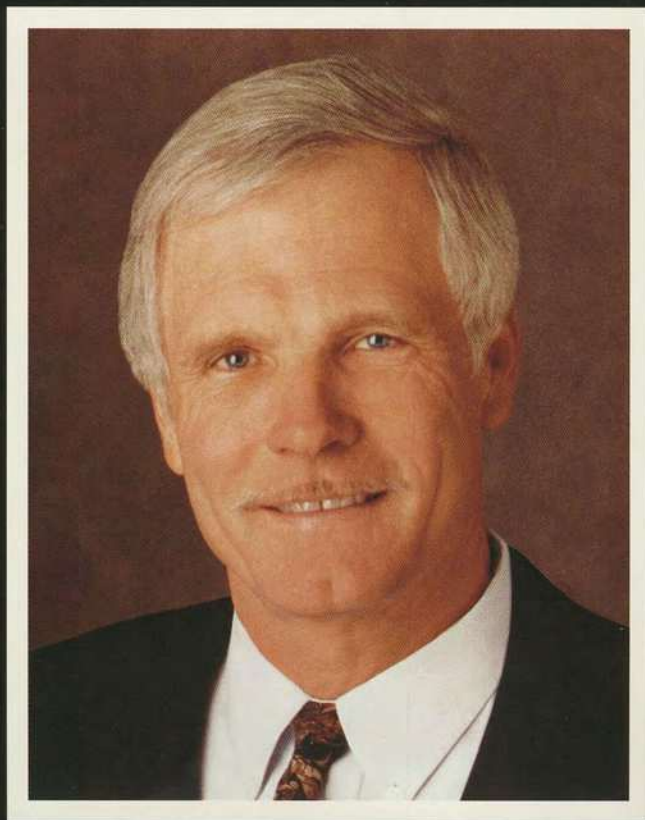


R.E. "Ted" Turner



RECIPIENT OF THE JIMMY AND ROSALYNN CARTER AWARD FOR HUMANITARIAN

CONTRIBUTIONS TO THE HEALTH OF HUMANKIND 2000



There are as many ways to use one's wealth as there are to acquire it. Robert Edward Turner, III-this year's Jimmy and Rosalynn Carter awardee for Humanitarian Contributions to the Health of Humankind-is using his accumulated wealth to improve the well-being not only of humankind, but of the very planet on which we live.

In 1997, Ted Turner, as he is universally known, established the United Nations Foundation and through it has committed one billion dollars over a 10-year period to advance specific United Nations projects. They include programs with direct influence on health such as disease prevention and eradication, landmine destruction, and programs that ultimately affect health such as refugee assistance, education, global warming and peace keeping efforts in general.

"Giving away money is almost as difficult and complicated as making it," says Mr. Turner. "You have to hire people to do it and they've got to analyze things really carefully. It's a game. Just like making money is a game." In an interesting aside on the business of philanthropy, Mr. Turner said that originally he intended to give the money directly to the UN. When he discovered the UN cannot accept funds from individuals he created the Foundation, which in turn allocates the funds and administers the programs.

While this support is both needed and welcome, the results and impact of these programs will be measured in the future. However, one major impact of Mr. Turner's commitment to the UN may have been to influence Congress to reverse its failure for many years to pay our nation's UN dues.

The UN Foundation is actively defining how to allocate most effectively approximately \$20 million a year to benefit the world's neediest children. Former President Jimmy Carter

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notes that the Foundation has made children's health one of its highest priorities. Initial target areas, according to Mr. Carter, include preventing human immunodeficiency virus (HIV) infections, new approaches to delivering effective public health interventions such as vaccines to those who otherwise do not have access to such services, and preventing tobacco use.

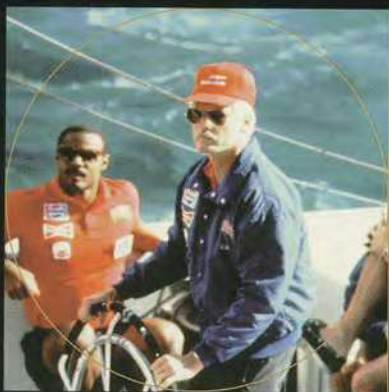
Late last year, the UN Foundation announced it would donate \$28 million toward the global effort to eradicate polio by the end of 2000. The gift was matched by the Bill and Melinda Gates Foundation, which will give an additional \$50 million to the effort. The philanthropists challenged other foundations, and governments as well, to further increase funding for the international campaign.

"This is wonderful news," said Dr. Stephen L. Cochi, who directs the CDC's anti-polio programs. "It is a big boost to the eradication effort to have two new partners in the global fight against polio."

Mr. Turner concurs. "I am a great admirer of the tremendous philanthropic leadership [Bill Gates] has shown in recent years. Bill and Melinda Gates are part of a new breed of philanthropists who are taking on the world's toughest challenges, and we are very pleased to be working with them. I have always believed that, if we work together, we are that much more likely to be effective.

"Attacking polio is the right thing to do for a couple of reasons. First, it is a great opportunity to knock a challenge off the global agenda. Ninety percent of the world is polio-free, and we can wipe out this disease in just a few years, if we keep our eyes on the prize of a polio free world. Polio eradication also makes good economic sense. If we win this fight, the world will save \$1.5 billion a year, which can be directed toward other health concerns."

In 1998 Mr. Turner made a grant in excess of \$4 million to the United Nations Population Fund. The funds are advancing education, health care services, and reproductive and sexual health for adolescents. Hailing the donation, Dr. Nafis Sadik, Executive Director of the Fund, said that the gift proves the sincerity of Mr. Turner's belief that "if we can first assist the key development areas for children, refugees, population, and the environment we will create a better world for all people. As a result



of his generosity many millions will be able to have a happy and productive future, full of hope and opportunity.”

Ted Turner was born in Cincinnati, Ohio on November 19, 1938. When he was 9 years of age his family moved to Savannah, Georgia. He attended Brown University and after graduating, joined his father’s advertising business at the bottom—selling billboard space.

In 1970 Mr. Turner purchased Rice Communications, owner of a money-losing UHF television station in Atlanta, and renamed the company the Turner Broadcasting System. Mr. Turner’s purchase of the Atlanta Braves and Hawks teams gave the station’s viewers a distinctive programming flavor. In 1976 Mr. Turner began beaming his programs to an orbiting satellite and back to local cable companies across the country: Audience figures soared and national advertising revenue with it.

In 1980 he established Cable News Network, a 24-hour news service which gained news industry respect, as well as large audiences, with its coverage of the 1991 Persian Gulf War. Mr. Turner has since merged his holdings with Time Warner Inc., where he is currently vice chairman. CNN has continued to distinguish itself as the flagship all-news television outlet in the U.S.

“Giving back” is one of Mr. Turner’s maxims. In 1990, along with his family, he founded the Turner Foundation which to date has granted \$25 million to some 450 groups for environmental and population research. He wants to encourage the development of policies and practices that will reduce population growth. He is concerned that the world’s population (it passed 6 billion late last year) is too large to support life.

Mr. Turner wrote on this topic in an article published last year in *E-The Environmental Magazine*: “We have to do everything we can to reduce the growth in human numbers. The simplest answer is that that the world’s population should be about 2 billion. I haven’t done the actuarial tables but if every woman in the world voluntarily stepped up and said: ‘I’ll only have one child’ and if they did that for the next 80 to 100 years then that would reduce the kind of suffering we’re having. Right now one out of every four people doesn’t have enough to eat and doesn’t have access to clean drinking water.

Mr. Turner believes that the greatest reward comes from helping others. There’s a touch of Adam Smith as he quotes his father, calling this enlightened self-interest. It makes the world a better place, he says. And it’s a world-view. “We cannot be nationalistic,” he says. “If we keep doing shortsighted nationalistic things rather than thinking about what’s best for the whole planet and thinking long term, then we’re going to become just as extinct as the dodo. We’re headed for catastrophe.” If that catastrophe is avoided, it will be due in no small measure to the vision and example of Ted Turner.