

**The Competitive Edge: Conference Explores U.S. Role in World Marketplace**

America's ability to compete in the world marketplace was the topic of the "Consultation on Competitiveness" held at the Center April 25-26. The results of the conference were passed on to President-elect George Bush as part of the American Agenda, a bipartisan set of recommendations from a group of former administration officials headed by former Presidents Jimmy Carter and Gerald Ford.

At the first session of the two-day conference, co-chairs Jimmy Carter and Ann McLaughlin, Secretary of Labor, challenged the more than 100 participants to come up with specific solutions to various aspects of the competitiveness problem. Former Federal Reserve Chairman Paul Volcker, who delivered the keynote address, called for "fiscal restraint" when addressing economic and competitiveness issues. Conference participants then compiled a list of bipartisan recommendations focusing on six vital areas that affect competitiveness.

Business and labor leaders, educators and economists, researchers and scientists, and politicians and policy-makers from throughout the country attended the symposium, which was coordinated by Sidney Topol, Chairman, Scientific-Atlanta. Speakers and panelists included Roy Ash, Vice Chairman, CED National Economic Status; Derek Bok, President, Harvard University; Robert Forrester, President, The Federal Reserve Bank of Atlanta; Robert Galvin, Chairman, Motorola, Inc.; Sidney Harman, Chairman, Harman International; William McGowan, Chairman and CEO, MCI Communications; U.S. Senator Sam Nunn, Georgia; Albert Shanker, President, American Federation of Teachers; and An Wang, Chairman and CEO, Wang Laboratories.

Through a series of small, interactive workshops and large-group sessions, consultation participants identified several overarching national strategies for helping U.S. companies and workers compete more effectively:

Individuals and institutions must become more flexible; barriers between and within organizations must be reduced and new partnerships formed between colleges and public schools, between management and workers, and among business, labor, education and government; and business must begin to think long-term, beyond the next quarter, semester or collective bargaining agreement. More specifically, conference participants identified six priorities for action. Within each area, specific suggestions were offered:

**Education and Human Resources**

It was agreed that the nation must improve its schools and expand its lifelong training programs, and that teachers and principals should be given the authority and autonomy to attempt to transform the schools — and be held accountable for the results. Participants offered a number of suggestions for achieving these goals, including: establishing a minimum of 2,000 model schools nationwide as laboratories for educational change in the next three years; offering all four-year-olds who need assistance a Head Start-type preschool experience; and ensuring that lifelong learning and retraining programs are made universally available to U.S. workers.

**Research and Development**

American know-how must be focused on technological development, and more specifically, on moving U.S. inventions from laboratory to marketplace. It was suggested that the next president should revitalize the Office of Science and Technology, appoint a science advisor early and expand that office's work on competitiveness. To facilitate a more market-driven approach to technology research and development, corporations should better integrate their

research, development, production and marketing functions. Universities should provide expanded licensing and royalty payments to encourage faculty entrepreneurship. Both sectors must increase incentives and rewards to encourage the development of young scientists and engineers.

### **Manufacturing**

Despite recent talk about a services-driven, post-industrial society, the manufacturing sector remains the mainstay of the U.S. economy. Manufacturers were urged to tighten product cycles, to maintain productivity growth of at least 2 percent per year, and to commit their organizations to total quality control. Suggestions for top priorities: to improve teamwork between managers and employees and to expand the use of computer-aided design and manufacturing technology. Above all, participants urged manufacturers to get closer to their markets, thinking globally but treating their customers as if they were right around the corner.

### **Global Markets**

American businesses, workers and government must make a national commitment to think globally and to pursue international sales aggressively. It was suggested that government's role should be to encourage U.S. exports — mainly by ensuring stable exchange rates, rigorously enforcing existing trade laws and aggressively seeking to open foreign markets to U.S. firms. Businesses need to identify niche markets abroad and establish foreign alliances when necessary. To facilitate these changes, American business needs to be retrained from the top down — with CEOs committing their organizations to foreign expansion and mid-level managers becoming better versed in foreign languages and culture.

### **Fiscal and Monetary Policy**

Improving American productivity and quality will require a significant national investment in the nation's competitive infrastructure: education and training programs, R&D facilities, manufacturing plants and global marketing operations. It was suggested that to make such investments possible, the national savings rate must increase from 3-4 percent to 8-9 percent a year. Moreover, the cost of capital in the U.S. relative to trading competitors remains high. To ensure a commitment to investment economics, government fiscal policy needs to be restructured. And the main strategy is to reduce the federal deficit substantially by 1993 — with \$60 billion in spending cuts in the next five years, split roughly in thirds among defense, entitlement and other programs. It was generally agreed that these reductions most likely will need to be combined with some sort of revenue increase. Of the options considered, consumption taxes were the preferred alternative, with an emphasis on raising cigarette, alcohol and gasoline taxes. Although some experts supported a national value-added tax (VAT), it was agreed that more thought needs to be given to the regressive nature of a VAT if consensus is to be forthcoming.

### **Leadership**

America's public and private leaders must assume responsibility for raising public awareness of the competitiveness crisis, for developing a pragmatic series of solutions and for selling those ideas to their various constituencies. Restoring America's ability to compete must become a national priority.

Following the conference, The Carter Center published "Common Sense on Competitiveness," a summary report on the findings of the conference that includes specific strategies for improving American competitiveness. Copies of this report are available through the Center's Publication Office (see box on page 8 for more information).

### **American Agenda Offers Bipartisan Advice to President-Elect**

Former Presidents Jimmy Carter and Gerald Ford met with President-elect George Bush November 18 to present the American Agenda Report, a bipartisan study of the most pressing foreign, domestic and economic issues faced by the next administration.

The American Agenda group is composed of over 350 distinguished experts, including senior officials from past administrations, business, labor and civil rights leaders. The group made recommendations in the following areas: White House organization, economic relations, the Arab-Israeli conflict, the Persian Gulf, Latin America, China, Southern Africa, energy and health policy. The report included articles submitted by CCEU Latin American and Caribbean Studies fellow Robert Pastor on Central America and by Carter Center Executive Director William H. Foege on AIDS. The American Agenda Report is available to the public and will be distributed through the Book of the Month Club after the first of the year.

According to President Ford, the group sought "to forge a realistic bipartisan consensus on what needs to be done about the major issues...and to help the 41st president address these issues in a systematic and effective way while his political powers are at their peak."

President Carter noted that while the project represents an "unprecedented attempt to build a bridge between the experience of the past and the challenges of the future, we would not presume to attempt to impose our views on the next president, but we do believe these studies will prove a useful context for him and his advisors."

Jimmy Carter and Gerald Ford served as co-chairmen of the project. The executive directors were James M. Cannon and Stuart E. Eizenstat, Domestic Policy Council directors in the Ford and Carter administrations respectively. Executive Committee members included such former Washington officials as Henry A. Kissinger, Edmund Muskie and Warren Christopher (State Department), Donald Rumsfeld and Brent Scowcroft (Defense Department), Carla Hills (Housing and Urban Development Department), Michael Blumenthal (Treasury Department), Robert Strauss (U.S. Trade Representative), and Paul O'Neill and Alice Rivlin (Budget Department).

### **Caribbean Leaders Re-examine Human Rights Commitment**

Two prime ministers and several high government officials were among the participants in the Center's October conference "The English-Speaking Caribbean and the Inter-American Human Rights System."

The goal of the conference, which was co-sponsored by The Carter Center of Emory University's Human Rights program and The Inter-American Institute of Human Rights, was to familiarize the legal and political communities in the region with the American Convention on Human Rights and to urge its adoption. Topics of discussion included: civil and political rights under the Convention; the legal and constitutional implications of Convention ratification; and the functions and powers of the Inter-American Commission and Court of Human Rights. Thomas Buergenthal, director of CCEU's Human Rights program, is a judge and former president of the Court.

A major focus of the conference was on the unique contribution that increased participation by the English-speaking Caribbean nations could make to the Inter-American human rights system. In this regard, the conference was highly successful as a number of the participants indicated that their governments would now look with much greater interest on the possibility of ratifying the Convention and submitting themselves to the jurisdiction of the Inter-American Court. One of the prime ministers in attendance committed to raising the issue of ratification with four other governments in the region.

Participants included Jimmy Carter, John G.M. Compton, Prime Minister, St. Lucia; Erskine Sandiford, Prime Minister, Barbados; Maurice King, Attorney General, Barbados; Val T. McComie, Deputy Secretary-General, Organization of American States; Sir Denys Williams, Chief Justice, Barbados; and Edward Zacca, Chief Justice, Jamaica.

## **THE CARTER CENTER**

### **In Perspective: A Continent at Risk**

The interrelatedness of activities may be self-evident to some, but most of us tend to focus on single issues until the relationships are made obvious. Polybius made the point 2000 years ago when he said the world must be seen as an organic whole where everything affects everything else.

Our hope, of course, is that the effect of our actions here at The Carter Center is not only positive but that the final product is greater than the sum of the parts. To focus on Africa, for example, many feel that the problems of development on that continent are the most difficult faced anywhere in the world. The combination of population growth, disease, fragile soil systems, desertification, political instability in some areas, lack of an African economic market, low literacy rates and an inadequate infrastructure for transportation and communications all act synergistically to make development activities a challenge.

But positive actions are also synergistic. The activities covered in this and other issues complement each other. The agricultural efforts in Ghana and other countries provide hope for long-term nutritional solutions. This in turn will have favorable impacts on infant and childhood mortality, the length and seriousness of illness and the energy level of students and workers. The elimination of guinea worm will improve health, reduce school absenteeism and improve agricultural productivity. The use of the drug Mectizan will reduce the occurrence of river blindness and clear the way for agriculture in fertile but once infested areas. Well-implemented immunization programs and the sum of all preventive medicine efforts will reduce the needless bondage that keeps people from meeting their potential.

In the final analysis, development in Africa will come from Africans rather than from outsiders trying to change the continent, as is true for other regions in the world. But others can help in removing the barriers that have kept many Africans from fully using their talents and capitalizing on the possibilities in their countries and on their continent. The need for leaders who recognize the requirements of the continent and have the skills to achieve them, and the need for a populace that has the freedom, the ability and the energy to use their talents is inextricably tied to education, health, science, political science and management skills.

This is the role we attempt to play. So it is with a sense of purpose, excitement and anticipation that The Carter Center adds a new dimension to its considerable work in this region of the world with the appointment of Richard Joseph to study governance in Africa. The addition of this program will allow us to identify and analyze the needs and gaps that must be filled to facilitate development that will help the people of Africa put the pieces together. Anywhere in the world, a person or a society compromised by undernutrition, unnecessary illness, war, famine or tyrannical government realizes only a fraction of what is possible. Everything affects everything else.

## **THE CARTER CENTER OF EMORY UNIVERSITY**

### **Profile: Ellen Mickiewicz**

#### **Soviet Media and International Communications Fellow**

I have been interested for a very long time in attitudes in the Soviet Union," says Carter Center of Emory University fellow Ellen Mickiewicz, director of the Soviet Media and International Communications program. In the process of researching these attitudes, she became increasingly convinced of the growing importance of television as a relatively new player in the communications system. But it wasn't until the late 1960s when the Soviets launched their first communications satellite that television began to saturate the U.S.S.R. In 1984, Emory University became the first research institution in the United States to receive First Program, the most important Soviet National Network.

"The conclusions I was beginning to draw about the predicted role in the Soviet Union have really been borne out by the way the Gorbachev leadership has seized on this medium to play a very critical role in plans for restructuring the country," says Dr. Mickiewicz, who was recently appointed Alben W. Barkley Professor of Political Science at Emory University. She previously served as dean of the Graduate School of Arts and Sciences and has been editor of the journal *Soviet Union* since 1980.

In Gorbachev's plan of restructuring, he has found it increasingly important to mobilize the entire population, thereby using the tremendous capacity that television has to saturate the entire country.

"The important thing to remember is that many programs on Soviet television have an audience of 150 to 200 million people, which is significantly larger than the audience for the print media. For example, *Trud*, the largest newspaper in the world, has a circulation of 18½ million. The scope of television and the potential impact are absolutely unparalleled."

It follows that changes in Soviet television also have unprecedented scope.

"Last year alone the number of live television shows increased 13 times. In the past, there was only one show on Soviet television that was live and that was the news, which is very carefully controlled," she says.

The fact that many more programs are broadcast live indicates that there is greater attention to credibility, which is important in establishing the legitimacy of the medium.

"The Soviets are much more concerned now with making sure that the Soviet audience sees the story in the Soviet context first," says Dr. Mickiewicz, commenting on the new concern with timeliness of news coverage.

Through computer-assisted analysis, Dr. Mickiewicz and her research team have detected that there has been a more pronounced interest on Soviet television to present the news rapidly and to report events, such as natural disasters and accidents, which had characteristically not been reported in the past.

For example, new programs are undertaking a profound and serious examination of the plight of Soviet soldiers who returned from the war in Afghanistan.

In addition, human rights stories are getting air time in the Soviet Union these days. One recent program featured interviews with political prisoners inside psychiatric hospitals.

"These kinds of programs are related to an effort on the part of the Soviet Union to host an international human rights meeting and to prove that its human rights record has changed radically," says Dr. Mickiewicz.

Currently beginning work on another major collaborative project, Dr. Mickiewicz will be conducting the first national public opinion survey ever carried out both in the Soviet Union and

the United States. She is also working on a project analyzing the decision-making process in television programming selection both in the U.S.S.R. and Hungary based on interviews with top officials in those countries. On both of these projects she is collaborating with the Annenberg School of Communications, Moscow State University and the National Center for Public Opinion Research in Moscow.

### **Educational Reform Challenges Community College Leaders**

Calling for the need to "put education on the mantle of public awareness," U.S. Sen. Claiborne Pell recently challenged community colleges nationwide to provide course work and programs sensitive to the needs of the work force.

Speaking at "The Role of Community Colleges in Shaping the Nation" forum held October 16-18 at The Carter Center, Sen. Pell addressed the topic "Education Reform Efforts," emphasizing that in the future "the role of community colleges will be a critical one."

The goal of the three-day forum, which was sponsored by The Carter Center of Emory University (CCEU) in collaboration with The American Association of Community and Junior Colleges (AACJC) and St. Petersburg Junior College, was to develop and share strategies for preparing the nation's community colleges to help Americans meet the challenges of the 21st century.

According to Sen. Pell, who is well-known for his role in establishing a grant program that offers financial assistance to needy college students, more than 75 percent of the jobs in the year 2000 will require some post-secondary schooling. He urged the group of educators to support a 14-year educational standard instead of the current 12 years of primary and secondary schooling. He also called for more support from the federal government for student financial aid. Speakers and participants explored how community colleges can address the issues of civic responsibility, employment, international relations and at-risk populations in the United States. The educators also discussed how to generate momentum toward making Americans aware of community college resources.

A series of panel discussions generated ideas concerning education and training. The first panel featured several community college leaders who focused on "The Future of the Community College." Panelists included John Rouesche, director of the Community College Leadership program at the University of Texas, and James Wattenberger, director of the Institute of Higher Education at the University of Florida.

The discussants targeted specific areas of concern that were examined in the 1986 report of the AACJC Commission on the Future of Community Colleges. The study assessed the current status of community colleges and developed recommendations for the future.

In another session, Eugene Patterson, chairman and CEO of the St. Petersburg Times and the Times Publishing Company, spoke on "National Perspectives on the Community College." Describing the image of community colleges as negative, Dr. Patterson discussed what educators need to do in order to create a clearly established program.

The community college leaders were also given an opportunity to voice their ideas during a "Town Meeting" moderated by Carl Kuttler, president of St. Petersburg Junior College in Florida. Invited to express their views candidly, the group of educators was asked to make pragmatic suggestions to the next president of the United States if he is to have a significant impact on American community colleges.

Several of the educators strongly advised the next president to take a leadership position in developing a national program for community colleges, to link career education with welfare

programs, to appoint community college educators in the positions of Secretary of Education and Secretary of Labor, and to improve funding that would allow those in financial need to take advantage of the educational opportunities that community colleges have to offer.

The conference culminated in a discussion on the "Opportunities in America: Past Policy as Prologue," led by former Secretary of Education Shirley Hufstедler. This panel was followed by a close look at the options community colleges will be facing in the future during a forum entitled "Where Do We Go From Here?" The distinguished members of the closing panel included Jimmy Carter, Norman Brown, president of the W.K. Kellogg Foundation, Dale Pamell, president of the AACJC, and David Ponitz, chairman of the AACJC and president of Sinclair Community College in Ohio.

The conference was directed by CCEU's education program coordinator, Linda Helms.

### **Center Initiates Governance in Africa Program**

Richard Anthony Joseph joined the staff of The Carter Center of Emory University in November to head a program in African Studies.

Dr. Joseph is establishing a Governance in Africa program (G.A.P.) at the Center, which will initially specialize in the problems of governance in the English and French-speaking countries of sub-Saharan Africa. In addition, he has been appointed the Asa G. Candler Professor of Political Science at Emory University.

William H. Foege, executive director of The Carter Center, said the addition of Dr. Joseph "with his knowledge and skills in African studies, provides a complementary academic base for our current health and agriculture activities in both East and West Africa."

A longtime scholar of and political activist in African affairs, Dr. Joseph was most recently associated with the Kennedy School of Government at Harvard University where he conducted research supported by a Guggenheim Fellowship as a visiting professor. Dr. Joseph has been a lecturer and professor at the University of Khartoum, Sudan; the University of Ibadan, Nigeria; and Dartmouth College. He has held research appointments at the Institute of Development Studies, Sussex, England; the Center for International Affairs at Harvard University; and the *Ecole des Hautes Etudes en Sciences Sociales* in Paris. From 1986-88 he was a program officer in the West Africa Office of the Ford Foundation responsible for overseeing human rights, governance and international affairs.

Dr. Joseph received a B.A. degree from Dartmouth College in 1965, and was a Fulbright Scholar at the University of Grenoble, France, and a Rhodes Scholar at Oxford University. In 1970 he returned to Oxford to complete his doctoral degree. He has written extensively on modern African history and politics and has published books on Cameroon and Nigeria.

### **Southern Africa Briefing Dispels Myths, Seeks Solutions**

The Conflict Resolution program hosted a policy briefing on southern Africa in March, chaired by former President Jimmy Carter and former Michigan Governor William Milliken. "Myth, Reality, and the Future in Southern Africa: Challenges for a New Administration" brought together representatives of the presidential candidates, government leaders, and experts on the region to discuss United States policy options toward southern Africa.

Participants examined the conflicts in Angola, Mozambique, Namibia, and South Africa, as well as the interrelationships of those countries. Among the discussants: Bernt Carlsson, United Nations Commissioner for Namibia; Michael Clough, Council on Foreign Relations; James Jonah, Assistant Secretary-General of the United Nations; S.T. Ketlogetswe, Ambassador,

Republic of Botswana; Anthony Lewis, *The New York Times*; and Atlanta Mayor Andrew Young, former U.N. Ambassador.

The papers from the briefing will be distributed to those who compose the leadership of the next U.S. administration in the hope of furthering discussion and efforts to resolve the bloody conflicts in southern Africa.

### **Latin American Leaders Promote Development as Key to Peace**

Over 400 students, faculty and interested spectators filled Emory University's Law School auditorium October 21 to hear three Latin American leaders and former President Jimmy Carter address the topic "The United States and Latin America: The Next Administration."

The panel included Rafael Caldera, former president of Venezuela; Daniel Oduber, former president of Costa Rica; and George Price, former prime minister of Belize. All three are members of the executive committee of the Council of Freely-Elected Heads of Government, an organization formed at The Carter Center in 1986 to promote democracy in the Americas.

Each member of the panel gave a brief statement outlining his perspective on inter-American relations at present and for the next decade. The panelists emphasized that with 20 different elections scheduled in the Western Hemisphere before 1990, in addition to the U.S. presidential election, policy objectives must promote democracy and development. "The new name of peace is development," said Mr. Price.

All three leaders urged the next U.S. administration to give the problems of Latin America high priority.

The forum followed an all-day preparatory meeting at The Carter Center for the New Hemispheric Agenda, a project to reassess inter-American relations and make proposals to new administrations in the hemisphere. President Carter and the other panelists were joined by Prime Minister Erskine Sandiford of Barbados and others to discuss issues on the agenda for the hemisphere in the next decade: the debt crisis, democracy, Central America, the inter-American system, Cuba, drugs and human rights. Also participating in The Carter Center meeting were representatives from the Bush and Dukakis campaigns and from former President Gerald Ford's administration, as well as representatives of two Venezuelan presidential candidates and from the administrations of President Alfonsin of Argentina and President Arias of Costa Rica.

This initial gathering will be followed with a second meeting of hemispheric leaders at The Carter Center early in 1989 to seek a new consensus for a cooperative, multilateral approach to these issues.

### **Nearly 1,500 Organizations Join HRA Network**

The revised HEALTHIER PEOPLE Health Risk Appraisal (HRA), which was introduced in September 1987, is a preventive tool used by health care professionals to evaluate an individual's risk of developing life-threatening disease. This sophisticated, computerized questionnaire inventories health and lifestyle habits to determine an individual's overall well-being.

One of the main goals of CCEU's program is the rapid and widespread dissemination of the HRA computer program and supporting materials. Since distribution began in January 1988, about 1,200 agencies, organizations, or individuals have registered with the Users Network (the network is composed of the parties involved in the dissemination and evaluation process). Edwin Hutchins, director of the program, predicts that there will be close to 1,500 users by the end of the first year of distribution if the present rate of registration continues.

CCEU's HRA program is working to expand and develop the Users Network by involving a variety of government and community organizations. For example, as a result of dissemination of the HRA to the Army, within two to three years some 900,000 enlisted personnel can be expected to take the computerized assessment. Later the HRA will be given to Army Reserve and National Guard members and eventually to dependents, retired personnel, and civilian employees, totaling about two and a half million people. As another example, the Native American population equals about 1.2 million. The Indian Health Service in a three-year period sees 90% of this population in its clinics. For these individuals the HRA report ultimately may become a regular addition to their medical record.

Another targeted population is rural Americans, who are typically underserved with regard to their health care needs. A common contact that almost all of them have is with their electric company. Carter Center staff are working with the National Rural Electric Cooperative Association to find new and creative means for disseminating the HRA and other health promotion information.

## **Center Programs and Public-Policy Initiatives**

### **Conflict Resolution**

#### **INN Planning Continues Worldwide**

The Conflict Resolution program held a meeting for members of the advisory group of the International Negotiation Network (INN) in September, chaired by Jimmy Carter. The meeting focused on the structure and function of the Network as a neutral third party support group to aid in the resolution of conflicts. In addition, the group examined the role played by The Carter Center of Emory University as the core institution involved in this initiative.

In October, the program and President Carter convened a second planning group of the INN, which included top researchers in the field of conflict resolution from around the world. One of the strategies for the working session was to expand Network participation by international non-governmental organizations, universities, and American foundations. Eleven such groups were represented, including the Center for Strategic and International Studies (CSIS), George Mason University, Harvard Law School's Program on Negotiation, the Hungarian Institute of International Affairs, the Norwegian Institute of International Affairs, Parliamentarians Global Action, the Peace Research Institute in Oslo, the United Nations, Upsala University in Sweden, and World Women Parliamentarians for Peace.

In examining the top international conflicts where it was determined the INN could be most effective, participants focused on conflicts in Central America, China/Tibet, Ethiopia/Eritrea, Nicaragua, southern Africa, and the Sudan. In the months to come, new Network participants will focus their research efforts on these conflicts and devise strategies for pre-mediation efforts by the INN. Women's Summit for Peace

Conflict Resolution fellow Dayle E. Powell traveled to Greece in April to act as a facilitator in discussions aimed at promoting disarmament issues prior to the U.S.-Soviet summit in Geneva. "The Women's Meaningful Summit," sponsored by Women for a Meaningful Summit-International and the Dana McLean Greeley Foundation for Peace and Justice, utilized specific mediation methods to structure discussion on strategies for nonviolent action, common security, the non-weaponization of space, alternative defense structures, and the non-use of chemical and biological weapons. Participants included Margarita Papandreou, First Lady of Greece; Coretta Scott King, CEO of the Martin Luther King, Jr. Center for Nonviolent Social Change; and Via Artmane, member of the Supreme Soviet of Latvia.

## **Health Policy**

### **Disease Eradication Task Force Formed**

An International Task Force for Disease Eradication has been established at The Carter Center of Emory University. The network's primary goals are to promote the eradication of guinea worm and polio and to systematically evaluate other diseases as to their actual or potential eradicability. More specifically, the Task Force will move to catalyze, implement, and coordinate international efforts to eradicate both guinea worm and polio.

"The scientific base has continued to improve with new vaccine developments, breakthroughs in medicine and better understanding of disease transmission and disease vulnerabilities," said Health Policy fellow William H. Foege. "At the same time," he continued, "the social and political climate has improved, as demonstrated by the unprecedented contributions of Rotary International toward polio elimination, social mobilization in many countries to provide childhood immunizations and the involvement of politicians in child survival activities and guinea worm eradication efforts. The time is right for bold steps to look forward to a 21st century that has fewer disease risks than this century."

The Task Force will also recommend specific priority areas for research that will identify promising new candidates for eradication, such as yaws, measles, rabies, onchocerciasis (river blindness), tuberculosis and leprosy.

The new Task Force for Disease Eradication will draw on resources available at the Center as well as bring together representatives from key international development agencies, international philanthropists, and corporate producers of medicine, vaccines or other materials needed for one or more of the campaigns. The Task Force will be headed by Dr. Foege and Donald Hopkins, who heads the Global 2000 guinea worm eradication efforts.

## **Human Rights**

### **East/West Meet On Human Rights**

In June, the Human Rights program hosted the first planning session for the De Burght Conference, which drew a diverse group of prominent citizens from Eastern and Western bloc countries to work on establishing an East/West dialogue on human rights. During the planning meeting, participants voiced unanimous support for establishing a De Burght Group that would meet regularly to discuss human rights issues with a particular initial emphasis on religious and ethnic freedom.

Rosalynn Carter and Feodor Burlatsky, chairman of the official Human Rights Commission in the Soviet Union, were elected to co-chair the group, and Jimmy Carter was appointed honorary president. The Conference adopted, as its ultimate mandate, the implementation of the Universal Declaration of Human Rights, and decided to meet in Moscow in January 1989 to plan for a major consultation on religious and ethnic freedom in Eastern and Western bloc nations to be held at The Carter Center in May of next year.

### **Development of Protection Program**

The Human Rights program is currently researching human rights conditions in a number of countries and is working to halt abuses. For example, prior to a late summer visit to Ethiopia by President Carter, the program, headed by Human Rights fellow Thomas Buergenthal, outlined the situation in that country and provided background information and specific recommendations for his meeting with President Mengistu Haile Mariam. President Carter raised with President Mengistu his concerns about Ethiopia's observance of internationally recognized standards of human rights, including the detention and possible mistreatment of a number of political prisoners, the restriction of relief activity in several areas of the country, and alleged substandard

conditions in the refugee camps bordering on the Sudan and Somalia. Among the definitive outcomes of that discussion: President Mengistu agreed to consider using President Carter to facilitate an agreement between the Ethiopian government and the international community that could result in the expansion of assistance activities carried out by Ethiopian relief workers. President Mengistu also expressed a willingness to develop a formula that would allow independent monitoring of these relief operations. In addition, President Carter inquired into the imprisonment of Somalian POWs, Ethiopian Jews and certain members of the Selassie Family, and upon his return to the United States it was confirmed that the Somalian POWs and Ethiopian Jews had been released. Dr. Buergethal and his staff continue to follow up with officials in Ethiopia and with members of the international relief community to encourage that government's commitment to human rights.

### **Latin American and Caribbean**

#### **Democracy Promoted through Film, Education**

Georgia Public Television (GPTV) recently used valuable film footage from The Carter Center of Emory University's 1986 "Reinforcing Democracy in the Americas" consultation to produce a documentary called "Latin American Democracy: The Rules of the Game." The film was described in a GPTV summary as "informative and powerful . . . giving viewers a rare opportunity to learn how Latin American and Caribbean leaders view democracy in their countries and how it impacts the United States."

In March, the Latin American and Caribbean Studies program helped the Emory University student team prepare for the Model Organization of American States (OAS) meeting in Washington, D.C. At the meeting, students represented OAS countries in a mock General Assembly.

The program also sponsored several public lectures last spring. Ernesto Betancourt, former member of the Castro government and current director of Radio Marti, and William LeoGrande, professor of government at American University, argued the pros and cons of the U.S. normalizing relations with Cuba. In another session, the Brazilian Ambassador to the U.S., Marcilio Marques Moreira, spoke on U.S.-Brazil relations. Finally, Christian Science Monitor reporter Chris Norton discussed the recent elections in El Salvador and the implications for the future.

In October, the program hosted a group of former Latin American presidents and prime ministers to discuss U.S. and Latin America relationships under a new administration (see page 8 for more information).

### **Middle Eastern Studies**

#### **Middle East Conflict Analyzed**

The Middle East program continues to promote education on the region through a combination of guest lecturers and publications and through the media. Over the last year, the program has hosted such speakers as Gideon Remez of the Israeli Broadcasting Authority, Reinhard Schultze of the University of Bonn, and Meir Zamir, visiting professor at Cornell University.

Efforts are also focused on the concept of an international Middle East peace conference as a potential negotiating vehicle in the Arab-Israeli conflict. A research team — composed of visiting scholars, and graduate and undergraduate students — is compiling data on the origins and development of previous Middle East negotiating conferences. Finally, assessments are being made of the attitudes various principals associate with the conflict.

#### **Visiting Scholar to Join Program**

Kenneth Stein, director of the Middle East program, traveled to Jordan, Egypt, Israel and the West Bank in October of this year to meet with leading political leaders and members of the academic community. Partly as a result of Dr. Stein's visit, a Jordanian scholar will join the Middle East program in January 1989. As a visiting fellow, Kamel Abu Jaber will contribute to the program's ongoing research of regional political developments and efforts to find a peaceful resolution to the Arab-Israeli conflict. He will also serve as visiting professor of history and political science at Emory University. Professor Abu Jaber did his graduate work at Syracuse University, completed his post-doctoral work at Princeton University and taught at Smith College in Massachusetts. He also participated in the Center's 1983 Middle East consultation.

It is anticipated that Professor Abu Jaber will be the first of a number of visiting scholars from Egypt, Israel, and Western Europe who will hold temporary appointments with the program and with various Emory University departments.

### **Soviet Studies**

#### **Soviet Television Analyzed for Content, Balance**

The Soviet Media and International Communications program continues to monitor and analyze television news, public affairs and entertainment programs broadcast in the Soviet Union. Under the direction of Ellen Mickiewicz, the program maintains an archive of Soviet television programs and a computer database containing information about the programs. A number of analysts are focusing on specific topics such as women's and nationality issues and international security and arms control.

The program's computer database allows trained users to search through Soviet television programs for specific variables or characteristics. This enables them to analyze trends and to recognize new areas of importance in Soviet television that may reflect changes in Soviet policy. For example, the coverage of particular countries or subjects can be analyzed for speaker content, format and balance. Currently, the database contains information about the nightly news program "Vremya." In the future, smaller databases may be established for particular subject areas or for programs other than "Vremya."

#### **Soviet Law Program Studying U.S.-U.S.S.R. Trade**

Harold Berman is currently conducting a study of the experiences of American businessmen in dealing with the Soviets during the period since the signing of the U.S.-U.S.S.R. Trade Agreement in 1972. Working with Dr. Mickiewicz, he has prepared a questionnaire to be used in interviewing some 50-100 leading American businessmen who have had extensive experience in negotiating and carrying out various trade transactions with Soviet economic officials and political leaders. Partly on the basis of such interviews, Professor Berman and Dr. Mickiewicz hope to co-author a book that will analyze the Soviet decision-making process in the field of foreign trade and investment, as well as explore the policies and practices of U.S. government officials in facilitating or inhibiting U.S.-Soviet trade. Such an analysis will help form a basis for judging how such trade relations can best be structured in the future.

#### **Mental Illness and the Media:**

##### **A Rosalynn Carter Symposium**

More than 200 mental health care providers, policy-makers, concerned citizens, and members of the news media attended the annual Rosalynn Carter Mental Health Symposium held at The Carter Center in October. Experts from the media shared the spotlight with mental health professionals in a forum seeking concrete ways in which the two fields can better work together.

"Mental Illness and the Media: The Next Step" is the fourth in a series of symposia intended to focus national attention on critical issues in health policy. The series is sponsored by

the Gannett Foundation and chaired by Mrs. Carter, who is well-known as a leader in the movement to address mental health problems. Said Mrs. Carter in her opening address, "The media has such an impact on the way people feel about mental illness. To have the support and interest of people and organizations in the news media can help make a significant change in the public's consciousness and attitudes."

Panelists and participants addressed the question of how the media treats mental health issues and how mental health professionals, advocates and consumers work with the media. The first session, "Mental Health and the News Media," was led by Fred Friendly, former president of CBS National News. Everette E. Dennis, executive director of the Gannett Center for Media Studies at Columbia University, presented "When Does Mental Health Become News? A Historical Overview of Mental Illness and the News Media." Other panels included "Community Partnerships with the Media: What Works and What Doesn't?" moderated by Thomas Backer, president, Human Interaction Research Institute and Associate Clinical Professor of Medical Psychology at the UCLA School of Medicine; and "The Next Step" moderated by Thomas E. Bryant, chairman, Public Committee on Mental Health.

The symposium coordinator was Geri Scheller-Gilkey of Emory's department of psychiatry.

## **TASK FORCE FOR CHILD SURVIVAL**

### **Polio Eradication: A Fitting Gift for the 21st Century**

#### **Bellagio III**

In March 1988, 90 world leaders and public health experts gathered for the third time to assess progress toward the goal of establishing immunization programs for all of the world's children by 1990. In addition, The Task Force for Child Survival (TFCS) set forth a series of goals it hopes will be met within the next 12 years and determined its most important priority to be the global eradication of polio. "Bellagio III," named after the original convening of Task Force representatives in Bellagio, Italy in 1984, was held at the Tufts University European Center in Talloires, France. In addition to polio eradication, the "Declaration of Talloires" outlined the following objectives for the year 2000: • the virtual elimination of neonatal tetanus deaths; • a 90% reduction in measles cases and a 95% reduction in measles deaths compared to pre-immunization levels; • a 70% reduction in the 7.4 million annual deaths due to diarrhea in children under the age of five years that would occur in the year 2000 in the absence of oral rehydration therapy, and a 25% reduction in the diarrhea incidence rate; • a 25 % reduction in case/fatality rates associated with acute respiratory infection in children under five years; • reduction of infant and under-five-year-old child mortality rates in all countries by at least half (1980-2000), or to 50 and 70 respectively per 1000 live births, whichever achieves the greater reduction; • a 50% reduction in current maternal mortality rates.

Meeting these targets, which Carter Center executive director William H. Foege called "ambitious but achievable," would result in the avoidance of tens of millions of child deaths and disabilities by the year 2000. In turn, this would promote balanced population growth as parents become more confident their children will survive and develop.

According to Dr. Foege, "The peak for births will be reached in the next 8 to 12 years, at which point we will have the first decline in the number of births recorded in recent history."

James Grant, executive director of UNICEF, agreed with Dr. Foege, pointing to substantial progress made in child health in the 1980s: "If the 1987 worldwide under-five child mortality rate had been what it was in 1980, two million more children would have died than did."

The eradication of polio would, with the eradication of smallpox, represent a fitting gift from the 20th to the 21st century."

### **TFCS Undertakes Distribution of Merck Drug**

The TFCS and Merck and Co., Inc. are collaborating to supervise the distribution of Mectizan, a drug distributed by the company to treat river blindness (onchocerciasis). River blindness, a parasitic disease, affects up to 15% of the population in large areas of east central and western Africa and more limited areas in the Americas.

An expert committee formed by the TFCS will receive requests for use of the drug, most of which come from governments of affected countries. The committee will then recommend to Merck what action should be taken in response to individual requests. Merck is donating lifetime supplies of Mectizan to all approved applicants in order to assure that those affected by river blindness will have access to the drug regardless of their ability to pay.

### **Child Survival Awards**

On October 27, The Carter Center and the Atlanta Area Committee for UNICEF co-hosted a fundraising dinner where the first International and Domestic Child Survival Awards were presented to Rotary International and the Dekalb County (Ga.) Infant Mortality Task Force. More than a quarter of a million young children die each week in the developing world from infection and undernutrition. In an effort to heighten awareness of the need for long-term support for helping children in all countries, the international and domestic awards are given to an organization or country that has made a significant contribution to child survival in the previous 12 months.

Rotary International was honored for its PolioPlus program, which has raised more than \$220 million for the immunization of 425 million children in 70 countries against polio. The Dekalb County Infant Mortality Task Force was lauded for its efforts to promote infant health in the U.S. through the development of a Low Birthweight Risk Scoring Tool and for their campaign to encourage women to seek early and continuous prenatal care.

Also on this occasion, former President Carter received the World Health Organization (WHO) Award from Carlyle Guerra de Macedo, Director of the Pan American Health Organization, for his staunch support of efforts to promote non-smoking.

## **GLOBAL 2000**

### **Feeding the Future: A Conversation with Nobel Laureate Norman Borlaug**

Norman Borlaug serves as Senior Consultant to the Global 2000 agricultural program, a series of demonstration projects designed to increase food production by teaching farmers new growing techniques. Projects are currently underway in Ghana, the Sudan and Zambia.

Q: You won the Nobel Peace Prize in 1970 for your work in India and Pakistan that spawned the so-called "Green Revolution." Is a similar revolution really possible in Africa?

A: That is why we are there. I have the feeling that Ghana is well on the way to becoming a model to show other countries what is possible.

Q: What makes you so optimistic?

A: So many people who work in academia in the developing countries or the developed affluent countries think the peasant farmer is ultraconservative and won't change. I have found this to be untrue. If you show him on his own land what an improved technology can do to increase his yield and consequently his income for his family, he is willing to change if the inputs are available — inputs like credit, fertilizer, seed and a fair price for his grain at harvest time.

Q: You have gone into the field to apply these principles. What kind of results have you gotten?

A: The outstanding success has been the Ghana project. We began in 1986 to demonstrate in one acre plots new versus traditional techniques. The first year we had 20 demonstration plots in maize and 20 in sorghum. They were highly effective, yielding two, three, and four fold increases in production. The amazing thing about this was that we only had two expatriate staff members at that time.

Q: Did you think this program would work when you started? There have been so many foreign technical assistance programs to increase food production; why does this one work?

A: Because we are very insistent on getting to the core of the problem. Science and technology can become over-sophisticated, and the more sophisticated you make it and the harder you try to pass it on to the traditional farmer, the more confusion and chaos you create. So we left all the fancy stuff out. We said there are basic things that need to be changed to increase production, including an improved variety of seed, a good stand of plants, fertilizer, and weed control.

Q: So how does that work? You actually go into a village? How do you choose the participants?

A: In Ghana, we initially made contact with the government extension services. The problem is that the research people stay in the experiment stations and don't communicate well with the extension people. The extension workers are also not given a package of viable technology they know how to manipulate.

Q: So essentially, Global 2000 signed an agreement with the government, and then acted as a coordinator between various organizations that were already in place?

A: Yes, and we also retrained the extension people. We helped them put the pieces together in the jigsaw puzzle of crop production, and then we took the program out on the farms. From the core budget, we bought the fertilizer, we bought the seed, and we supervised the planting and management during the crop season with the understanding farmers would pay back in money or in-kind at harvest. We didn't give anybody anything except our knowledge. When we began, none of the banks in Ghana would give credit because they believed small farmers were not reliable. But we found that after we made the loans and the farmers got an increase in their crop yields, every one paid back. The second year, 1987, when we started to plant, one of the private banks said they would try financing 200 farmers. They got 100% payback. In 1988, we have 16,000 farmers participating, half of whom were financed by banks, and again we are anticipating nearly 100% payback. So the idea that these farmers are not trustworthy is totally untrue.

Q: What happens now?

A: Most of the 16,000 demonstration plots we planted in 1988 have been harvested. There has also been a spinoff — many neighbors who saw the increased yield and watched the first farmers have adopted the new techniques too. So we really don't know how many farmers out there are using our techniques. But the idea was to get this spinoff, and it's working.

Q: What does the future hold for this project?

A: Next year, we are faced with problems of a different kind. We have got to get the storage capacity lined up to accommodate this huge potential increase in food crop yield. You have got to have small storage capacity in a lot of different areas because transportation systems are not good in most of these developing countries. We have to be careful not to go too fast so that the price doesn't drop out of the market either. The government must learn to buy grain at harvest, to store it, and thereby stabilize prices for the farmer. Later, when grain prices begin to increase

rapidly, some of the stored grain must be released into the marketplace to stabilize prices for the consumer.

Q: The program in Ghana has obviously been very successful. But you mentioned that you have had the cooperation of the Ghanaian government. What do you think the chances of success are in other African countries?

A: It is my fundamental belief that the way to get government policy behind a program is to force it by way of the grass roots. I don't know how many farmers in Ghana have seen what is possible when this technology is applied on their own soil or on their neighbor's field. But it is obvious that there are many, perhaps 100,000 or 200,000 farmers, who know what can be done. Now they will go to their local ministry of agriculture representatives and say, "All right, why can't we have fertilizer, why can't we have seed, why doesn't someone help us like they helped our neighbor?" This is what needs to happen in other countries.

Q: So you are essentially working from the bottom up?

A: That's right. We have been. Our job is to show farmers what is possible. And when the heat gets turned on around the feet of the politicians, then they will listen. That is the way to change the world.

### **Expansion of Health Initiatives**

Former President Jimmy Carter recently signed a letter of intent with President Moi of Kenya for Global 2000 to collaborate with that country's Ministry of Health in the development of a protocol to assess the current technology and manufacture of artificial limbs. The protocol will also include recommendations for a modern prosthetics and delivery system to supply high quality artificial limbs at comparatively low cost; a mechanism for training, staffing and equipping facilities to produce artificial limbs; and a plan to provide a research component for a sound scientific basis on which to proceed and operate.

### **Global 2000 Joins Child Survival Efforts**

In December, Global 2000 will initiate a three-year child survival program in Pakistan that will target the training and education of Traditional Birth Attendants (TBAs) in an effort to reduce the infant and maternal mortality rates. TBAs, the women in that country who deliver 90% of the infants, are often the only socially available caregivers to mothers during labor and delivery.

Hector Traverse, a medical epidemiologist, will head the child survival program in the Global 2000 office in Islamabad.

Population surveys will be conducted during the first and the last six months of the project to document changes in the knowledge, attitudes, and practices of TBAs, as well as to assess maternal and infant mortality. Currently, it is estimated that Pakistan's infant mortality is about 90-100 deaths per 1000 births, and its maternal mortality rate, which is totally related to birthing practices, is about 6-8 deaths per 1000 live births.

Global 2000 child survival activities in Pakistan will be implemented primarily through the government's Ministry of Health, the Expanded Program on Immunization, WHO and UNICEF. Actual program operations will be directed as much as possible at the community levels. Thus, funding for the project will go almost entirely toward the work at hand rather than for overhead costs.

## **THE JIMMY CARTER LIBRARY**

### **Jimmy Carter Library Hosts Depression Era and Israeli Exhibits**

The Jimmy Carter Library and Museum continues to host traveling exhibits as part of its educational and informational programs. When feasible, the library uses its state-of-the-art technological resources to incorporate a variety of medium to tell a single story. In the past, some of the exhibits have coincided with projects sponsored by The Carter Center. For example, in February 1988 the museum mounted an exhibit on the women's suffrage movement and hosted a children's puppet show on women gaining the right to vote in conjunction with The Carter Center of Emory University's conference, "Women and the Constitution: A Bicentennial Perspective." Beginning this fall and continuing through the winter, two library exhibits will focus on the American Depression of the 1930s.

### **OFFICIAL IMAGES: NEW DEAL PHOTOGRAPHY**

November 5 — December 4, 1988

A Smithsonian traveling exhibit, "Official Images" highlights 80 photographs recorded during the Depression era by such photographers as Walker Evans, Dorothea Lange, Ben Shaw and Russell Lee. Images of farmers, children, young men and women working in federal programs, older Americans, and striking workers encompass both rural and urban settings. This exhibition not only presents a substantial body of documentary photography, but also raises important questions about the use of "official" photographs to promote government agency goals of economic and social recovery.

### **FRED SHANE**

December 23, 1988-February 22, 1989

Fred Shane, a contemporary of Thomas Hart Benton, was a prominent Regionalist artist from Kansas City, Missouri. The 1930s and '40s marked an important era in American art in the mid-West, with artists such as Benton, John Stuart Curry, Grant Wood and Fred Shane at the height of their creativity. The exhibit features Shane's paintings from 1924 to 1969 and illustrates his mid-West heritage and origins.

### **Museum Celebrates Historical Triumph**

To commemorate the tenth anniversary of the Camp David Accords, the museum will mount paintings by Israeli artists especially commissioned for the occasion. Israeli Prime Minister Menachem Begin presented President Jimmy Carter with a portfolio of 20 prints produced by ten Israeli artists. Each of these prominent artists contributed two prints, one on war and one on peace, in honor of the Camp David Accords. The prints, stylized and modernistic renderings, are representative of some of the brightest and most promising artists in Israel. **TEN ISRAELI ARTISTS ON WAR AND PEACE** will run from February 23 - April 6, 1989.

### **Film on Inaugurations Debuts at Democratic Convention**

A new documentary on the history of presidential inaugurations featuring interviews with President Ronald Reagan and former Presidents Jimmy Carter and Gerald Ford was premiered at The Carter Center during the Democratic National Convention in Atlanta last July.

"Inaugurations," narrated by Walter Cronkite, was commissioned by the Jimmy Carter Inaugural Trust. The Trust was created in 1977 with excess funds derived from the inauguration of Jimmy Carter to promote public participation in inaugurations. During the last two inaugurations, the Trust made contributions to the Smithsonian Institution to help fund greater public access to its museums during inauguration week.

The film was shown at a reception for 600 local, national and international press representatives in town for the convention, and again at a luncheon honoring those who have served in Cabinets and as Senior Advisers to the presidents of the United States.

Copies of "Inauguration" will be available for sale at the Jimmy Carter Library after the first of the year. For more information, call 404/331-3942 or write: The Jimmy Carter Library, One Copenhill, Atlanta, GA 30307.