IT IS SO INTERESTING TO SEE how some of us have different perceptions of how to cover news. While people were only too eager to criticize CNN for a U.S. or Euro-centric attitude toward news coverage, I thought: “How much coverage do these same people who live in the metropolis tend to give to their far-flung districts? Let alone free coverage that they would give them without editorializing?” For example in Bahrain, how much coverage does the Sunni minority let the Shiite majority have? Would they let the Shites have two hours a week of unfettered airtime on Bahrain TV? It’s always an eye-opening experience at each [contributors] conference. It’s nice to see the big shots, but for me the more valuable experience is to see my [World Report] colleagues. A fellow from the Middle East, who told me he is the Larry King of the Middle East, was sitting next to me and says, “Larry King is great. He is my idol and I love him. But don’t you think he is a little bit too Jewish?” I am Jewish. How can I answer him? I look forward to those kinds of gems.

Stewart Krohn
General Manager, TV Channel 5, Belize

7

CNN’s International Partners

They say CNN is not about the building or about Atlanta, because it just goes to show, they can give you news from any part of the world, right? They have a satellite in an attache case and that’s it! They can broadcast from all over the world, so it’s irrelevant where you are.1

On December 17, 1996, a Tuesday evening, the Japanese ambassador to Peru was hosting a reception at his residence in Lima. Some 500 distinguished guests, mainly from the business and diplomatic community of Lima, were celebrating with their Japanese hosts the birthday of Emperor Hirohito. As the party was in full swing, but soon after the U.S. ambassador had left, the Japanese ambassador’s residence was surrounded by an armed group of Peruvian rebels of the Tupac Amaru Revolutionary Movement. All guests were taken hostage.

Yan Mei and Chris Turner were on the International Desk at CNN in Atlanta when news of the hostage situation in Peru broke. Recognizing the story’s importance, they called their senior editor Stephen Cassidy at home. Cassidy immediately went to CNN Center to begin wrestling with how best to cover the story. When he began receiving calls from TV Asahi in Japan, he understood that the events transpiring in Lima were significant to CNN not only for their intrinsic news value, but because the story was of great importance to one of the oldest and most valued affiliates of CNN.

1 Karen Davila (reporter, GMA-TV7 Philippines), interview (August 1996).
At about 6 A.M., Cassidy strode over to the satellites and circuits desk, situated on the perimeter of the newsroom, and told Duty Manager Libby Barnett he was thinking of sending one of the CNN fly-aways and a crew to Peru. He needed to know whether CNN could get good pictures out of Peru and, if so, which space segments could be reserved for satellite transmission. Barnett promptly called the Washington office of Intelsat and the Atlanta office of PanAmSat, the two international space communication operators working in the region. With some difficulty, she secured satellite capacity.

Cassidy meanwhile had brought in Eason Jordan, who would need to sign off on the considerable expenditures entailed by the satellite time and the travel, maintenance, and overtime costs of the crew for a stay of indefinite duration. There was no way of knowing whether the hostage crisis would last one day or ten or a hundred. The fact that CNN’s Japanese partner TV Asahi had a vital interest in the story was a factor in the decision to commit to a week’s lease on an Intelsat transponder.

CNN shortly afterward learned that Pan-Tel TV, a regional consortium of broadcasters, already was covering the story. Pan-Tel had a link via its own dish aimed at the PanAmSat satellite and was able to feed pictures to CNN until the Atlanta-based news organization could get its own crews and equipment into the country. Barnett immediately began the tortuous process of calling and telexing the Peruvian state regulatory and customs agencies. The staff of the CNN Spanish channel helped her deal with those in Peru having approval authority over CNN camera and satellite equipment entering the country and making use of the national airwaves.

It was almost 36 hours before the equipment and crew arrived in Lima. Even though the approvals came relatively quickly, the CNN crew and its 25 cases of equipment were stuck in Houston, unable to fit onto a commercial airliner. Jordan approved the charter of a plane that could accommodate all equipment and the crew. Once in Peru, the crew took less than two hours to set up and transmit the first pictures back to Atlanta. In Atlanta, the news of the hostage crisis was quickly packaged for airing on the various CNN networks, and CNN NewsSource prepared video material for distribution to CNN’s 380 domestic and 200 international affiliates.

CNN Affiliates

Two weeks later, with the hostage situation still unresolved, Eason Jordan reflected on recent events:

This is a huge story for TV Asahi. It is the ambassador’s residence and many Japanese officials and citizens are involved. In this unique case, I don’t know if there is another [CNN-affiliate relationship] with which it can be compared. We are giving TV Asahi priority access to the dish, even ahead of CNN. TV Asahi, just within the past week, has probably done more than 100 live and taped transmissions via that portable CNN uplink in Lima.3

Jordan explained that CNN’s relationship with TV Asahi, the largest private and commercial broadcaster in Japan, goes back to 1982, just two years after the launch of the CNN 24-hour news channel in the United States. According to Jordan, although CNN has many strong partners around the world, its relationship with TV Asahi is unique because of the faith that TV Asahi showed in us in the early days of CNN when there were not many believers. Because the roots were planted so long ago, and have grown over time to a wide-ranging relationship, it would be fair to say that TV Asahi is our most important and valued affiliate internationally. In the sense that the relationship has many facets to it including the sharing of a bureau in Bangkok, Thailand and sharing of newsgathering facilities on various stories around the world on an ad hoc basis. TV Asahi is the only international affiliate with an office and full-time representation in CNN headquarters here in Atlanta. And TV Asahi is a shareholder in a Japanese cable company called JCTV which distributes CNN programs in Japan. So it is a multi-faceted relationship that is much to the benefit of both organizations.3

3 Eason Jordan (senior vice president, CNN), interview (December 1996).
3 Ibid.
As for TV Asahi’s use of the CNN uplink in Peru, Jordan said that

had we been charging full-rate the cost could have been
upwards of a half-million dollars in the last week or so. But
TV Asahi is an important affiliate of CNN and will receive
substantial discounts. CNN will simply defray its very sub-
stantial cost; it will not seek to make a profit.⁴

Barnett noted that another important CNN affiliate, n-TV
(Germany), used CNN’s uplink in Peru, as did SBS-Seoul, and
that discounts are frequently given by management in such cases
because they are CNN’s partners.

One other reason, perhaps less obvious, why CNN went out of
its way to accommodate the Japanese broadcaster in covering its
international story-of-the-year in South America is that Rupert
Murdoch has bought into the parent company of TV Asahi. In
1996, Softbank Corp. of Japan and Murdoch’s News Corp. estab-
lished a joint venture, owned equally by the two parties, which
has acquired the Obunsha Media Co., Ltd., a Japanese media
company that holds about 25 percent of the shares of Asahi Na-
tional Broadcasting Company.⁵

The CNN Connection

It is clear why CNN would wish to establish relationships with
broadcasters around the world. It is perhaps less well-understood
how local broadcasters benefit and what their motivations are for
joining the CNN family, either contractually as an affiliate, as a
World Report contributor, or both. Answers to these questions are
not straightforward, for there are almost as many reasons as there
are CNN affiliates and World Report contributors. It should be
noted that CNN has about the same number of international af-
filates as World Report has contributing stations—about 200 in
each case. About half of the affiliates are World Report contrib-
utors, meaning that approximately 100 stations around the world

⁴ Jordan, interview (January 1997).


have two connections with CNN—one with CNNI and one with
World Report.

The reasons for teaming with CNN certainly include extended
coverage, which the well-positioned CNN can provide for the
local, national, or regional broadcaster. International affiliated
stations, such as TV Asahi, that have established formal contracts,
own rights to excerpt material from CNN international broad-
casts. They are given special rights to receive CNN’s International
Newsource, a twice-a-day regionally customized video feed of in-
ternational news, or draw on CNN staffing, equipment, and other
resources, as in the case of the crisis in Peru, to extend their cov-
erage across the global field.

Less visible are the stations that have something to say but
whose news nobody wants. CNN has demonstrated over the
years that it is willing to accept news from out-of-the-mainstream
broadcasters, that it is willing to carry that news alongside its
own, and make it available for others to use. These are the long-
standing World Report partners, such as SABC-South Africa,
whose voice only CNN would carry during the days of apart-
heid;⁶ state broadcasters such as MTV-Hungary, whose reason for
affiliation with CNN is, in part, to reach the international dias-
pora of ethnic Hungarians with news of home; and non-
governmental organizations (NGOs), such as the United Nations
and the U.N.’s Relief and Works Agency, which have no direct
means of communicating to the general public what they are or
do.

Some partner stations, both in the public and private sector,
make regular local use of stories collected and broadcast by World
Report. Like many other contributors, Cubavision-Cuba and CMT-
Venezuela contribute to World Report in part to portray to the
global community what life is like in their countries. But they also
learn how other stations handle news stories, thereby building the
local news organization while enhancing the professional stan-
dards of their respective staffs. There also are instances of the in-
dividual entrepreneur with a particular story to promote or a

⁶ SABC is now a CNN affiliate.
theme to advance, who has convinced her or his station to seek the CNN relationship.

International Visibility

SABC, South Africa

The South African Broadcasting Corporation is now a CNN affiliate, rebroadcasting up to twelve hours daily of CNNI programming on two channels. There was a time, however, when such a contract would have been impossible. At the time Ted Turner issued his invitation to the world’s broadcasters to join the World Report newscast and news exchange, economic sanctions were in place against South Africa. For its national racial policies, the country had few friends. With some disbelief and much enthusiasm for the project, the SABC began making regular contributions on the CNN channel. Hein Ungerer, a producer/correspondent for Channel Africa, the overseas news service of the SABC, was one of those assigned the job of preparing reports. Ungerer recalled that

Those were the days of strict editorial control emanating from state control of the broadcaster. Channel Africa was fully funded by the South African Department of Foreign Affairs and we were therefore editorially required to follow the official government line rigidly. In some cases even stricter than normal SABC internal broadcasts.

Individual contributions were viewed by senior editorial staff to ensure that they carried “the right message.” Although individual producers used to try and see what we could “get away with” under the censors, we succeeded infrequently. We tried to steer clear of the heavy political stories as much as possible, preferring to show conditions on the ground and leaving it up to the viewers to draw their own conclusions but from time to time we were instructed to cover certain stories. If our scripts were not “correct” enough they would be rewritten by senior editorial staff.

We became aware that the CNN World Report broadcasts were being closely monitored by the South African Embassy in Washington because on several occasions we were hauled through to Pretoria, the country’s seat of government, for “overstepping the line” or not carrying the “right message.”

The participation of South Africa in the CNN-initiated international newscast and news exchange did cause problems back at CNN Center, not as a result of staff or even viewer complaints but because other African countries such as Nigeria declared they would not participate if South Africa was a member. Managing this stand-off, and another like it that involved the politically divided country of Cyprus, put the diplomatic skills of executive producer Stuart Loory to the test. When the issue came to the fore at the first contributors conference, Loory sought to explain CNN’s position to those gathered:

It is the philosophy of the CNN World Report that we be as inclusive as possible, rather than exclusive. That means we are trying to create a true marketplace of viewpoints and perspectives on the news around the world. We have material from South African Broadcasting Corporation. That is the single, sole, legitimate broadcaster in South Africa. We also take material, as you know, from an organization called South Africa Now/Globalvision, which is headquartered in New York City. South Africa Now/Globalvision meets the kind of criteria that we are talking about. It serves to give the audience of the CNN World Report an alternative point of view. Suppose we were to exclude South Africa Now?

I have had some problems, as a matter of fact, with some organizations that have not joined the CNN World Report because they do not want to take part in a program that recognizes the SABC as a legitimate, news gathering, news dissemination organization. I have to say to those organizations, “I am sorry, but I cannot be exclusive to accommodate you.”

The correspondent from South Africa, in looking back on those days, said that the inclusion of the South African reports in World Report impressed him greatly, given the circumstances.

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7 Hein Ungerer (producer, Channel Africa/SABC), interview (October 1996).
Contributions actually helped the staff at Channel Africa to do a more critical job. The reporter, Hein Ungerer, remembered that an almighty row erupted on the day we first tried to use the words ‘universally hated apartheid system’. It did not escape the censor’s attention but having been exposed to the South Africa Now contributions gave us a solidarity with a fellow group of South Africans based in New York.

The authors, who attended the first World Report Contributors Conference in 1989, reminded Ungerer of the evening that conference participants were taken to visit the Martin Luther King Jr. Memorial in Atlanta. The South African reporter was observed standing alone for much of the outing. Ungerer remembered the evening, and the conference as a whole, all too well.

I wish more people had spoken to me at the 1989 conference. It was probably one of the most difficult things I ever did, representing the SABC. At that conference the climate was still very hostile, although I must add immediately that from the organizer’s side the welcome was warm. I was treated like everyone else. I was probably also oversensitive as I was quite uncomfortable being associated with the SABC but happy to be among broadcasters. It was a great revelation to me, meeting fellow broadcasters from all over the world, and it was exciting to be part of the then-brand-new idea of airing contributions with local flavour intact.

One year later, at the 1990 World Report conference, Ungerer was put on the program and invited to talk about the changes in South Africa and the future of SABC.

This happened just after the unbannings. . . . The SABC was very much the flavour of the month at this conference and my acceptance was greatly due to the whole apartheid era’s end having been announced. . . . Few of us at that stage thought of the great difficulty still facing us to transform the repressiveness of the white rule era to the rainbow nation democracy we were aiming at.

I moved out of the external services onto mainline South African television shortly after the 1990 Contributors Conference. I joined one of the new “progressive” current affairs shows called Agenda. . . . This was an exciting time in the SABC as we were slaughtering holy cows all over the place. The program had live debates on abortion, communism vs. capitalism, censorship—themes the SABC had never handled before, least of all live.

When I spoke at the 1990 Contributors Conference, I pointed out that the broadcasting of CNN overall in South Africa started a television news revolution by South Africans for the first time being allowed to see live and uncensored broadcasting. It set a new standard for television journalists and was the beginning of the end for state control. With the unbanning of the liberation movements in the same year the wheel started turning in all earnest and by 1993 we had trainers from the Canadian and Australian Broadcasting Corporations teaching SABC journalists.

SABC continues to contribute to World Report, but now it is the television magazine producers and not the news reporters who carry out the task. “The stories we send to CNN World Report are a shortened version of the magazine inserts,” according to Christa Cameron and Anne Hutchison, the current contributors. Their greatest difficulty is finding the time to re-edit these pieces for World Report, as this is a voluntary exercise that cannot interfere with their assigned duties in producing stories for Good Morning South Africa. According to Hutchison,

Since the transformation initiated with elections in 1994, there has been a huge interest in South Africa and its peoples, especially since the changeover was peaceful. I think our programs can reflect the harmonizing and integration that is taking place. . . . The freeing of the country has meant a freeing of the airwaves. Whereas before everything was quite literally in black and white and that was the way the world perceived our country. We are now able to report on absolutely anything that we think is of interest to a viewer, whether that be in South Africa or in the rest of the world, which is what democracies are all about.

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9 Ungerer, interview (October 1996).

10 Ibid.

11 Anne Hutchison (producer, SABC), interview (October 1996).
Both Cameron and Hutchison have participated in CNN's International Professional Program (IPP), Cameron in June 1995 and Hutchison in January 1996.

Ironically, the change in South Africa's political system has meant that the satellite services that formerly were used to get SABC's up-to-the-minute stories to Atlanta and the World Report staff—which had eagerly anticipated the arrival of such timely material for the daily and weekend shows—no longer are available. Instead, material must be sent by courier service twice a week, necessitating the contribution of less "time-bound" material, according to Hutchison.

Tseliso Leballo, newly appointed head of SABC's news bureaus in nine South African provinces including Free State and Northern Cape, was in Atlanta in December 1996. His goal was to negotiate with CNN a custom-made IPP-type training program for 24 new people, to be selected from the various bureaus. According to Tseliso,

We need to be studying the way things are done at CNN. From mid-next year SABC will have competitors. IBA [Independent Broadcast Authority] has begun deregulation, starting with the country's radio stations. SABC is preparing for competitors.\(^ {12} \)

Cubavision, Cuba

Two countries representative of those most often left out of world news are Cuba and Angola. It is noteworthy that each of these countries, one Latin American and the other African, were on the wrong side of the Cold War to earn much coverage—other than the stereotypical Soviet-puppet treatment—from the western press. To counteract such reporting, Cubavision became a contributor to World Report when it began in 1987, and since 1989 has aired its own version of World Report in Cuba. In prime time, hundreds of contributed pieces from around the world have

appeared on a dubbed 30-minute version of Sunday's CNN World Report in Havana.

Armando Jimenes, news director of Cubavision Internacional, noted with appreciation that World Report offers broadcasters such as Cubavision the means—albeit fraught with difficulty—to present to television viewers around the world stories from their unique perspective.

Present-day journalism makes people, places, events, and even wars fashionable. But, what happens when they are no longer news? We end up being as empty and ignorant as we were before. CNN World Report offers a unique opportunity to prevent this from happening. In contributing to World Report we seek to show the country the way the people see it, providing an extensive coverage that ranges from crises to daily happenings.

Sometimes it's hard for us to maintain a coherent news policy [regarding our contributions to World Report]. Even though we are one of the closest CNN contributors, geographically speaking, we cannot send our reports regularly due to the poor relations between Cuba and the United States. Therefore, immediacy is out of the question and we have to report on "timeless" stories.\(^ {13} \)

Jimenes also noted the difficulty experienced in receiving feedback on submitted reports.

On just a few occasions, we've had direct accounts of our contributions, especially when we report on scientific and technical subjects. For instance, some viewers have contacted us in order to obtain additional information on anti-drug treatment in Cuba or the cure of retinitis pigmentosa (an eye disease). We know that in the past CNN received letters referring to Cuba's contributions. An excerpt from one of those letters was published once in the mailbox section.\(^ {14} \)

The Sunday World Report program that airs on Cuba-vision is popular among viewers and Cuban media scholars. According to

\(^ {12} \) Tseliso Leballo (regional head of news bureaus, SABC), interview (December 1996).

\(^ {13} \) Armando Jimenes (news director, Cubavision), interview (October 1996).

\(^ {14} \) Stuart Loory, the founder of the program, for a time included a segment in the program when he read some of the viewer responses to contributed stories.
Jimenes, the World Report “standard out”—what reporters say at the end of their package to sign off—has even become a popular phrase that you can often hear in the streets. World Report has also aroused a lot of interest as a communications phenomenon. Journalism students at the Communications School of the University of Havana have written two theses on the show.\footnote{Jimenes, interview (October 1996). Mayra Rego Franco, “CNN World Report,” masters thesis (1990), and Roberto Cospedes and Lissette Gomez, “The News on CNN World Report,” masters thesis (1993).}

Ted Turner has said that it was Cuban President Fidel Castro who inspired him to make CNN an international service:

When I started CNN, I really didn’t have any intention to go outside the United States with the service. In fact, where I got the idea that the service was of value in other countries was from Fidel Castro in Cuba. When our film crews were in Cuba [in 1982], we were told by a member of Cuban television that President Castro would like to meet me, if there is an opportunity to do so. I accepted the invitation and went and spent a week in Cuba, seeing Cuban television and the various ministries and it was my first opportunity to visit a socialist country. I had all the same prejudices and preconceived notions that most people in the capitalist world had ten years ago, that when I went down there, I was going into where the enemy was, I might be kidnapped, never come home, and so forth and so on.

In fact, the stereotypes that had been presented to me in the media were . . . When I got to Havana, I thought I would see everybody walking around with their ball in their hand that was chained to their leg, with tanks on every corner and machine guns and a very unhappy group of people. And in fact, people were wearing different coloured outfits, there were no more police around than there are here in the United States and I had great conversations. . . . But the whole idea is Fidel Castro was watching CNN. He had a satellite dish and he was watching it and he said it was very important for him to find out what was going on in the world.\footnote{Quoted in Flournoy, 6–7.}

In August 1996, CNN received permission from Castro to become the first American-based news organization in almost 30 years to set up a full-time newsgathering operation in Havana. Regulations stemming from Washington’s economic embargo against Cuba required CNN to obtain a license from the Treasury Department to establish a permanent bureau there, permission that it received in February 1997 following an endorsement from Senator Jesse Helms.\footnote{Larry Rohter, “In Trying to Get Into Cuba, CNN Hits Snags at Home,” New York Times (13 January 1997): D1.} Earlier, Gil Kapen, staff director of the U.S. House subcommittee on the Western Hemisphere, had told a forum on “The Future of Free Press in Cuba” that he favored the opening of U.S. news bureaus in Cuba, and predicted it will happen “once the kinks are worked out.” But approval came slowly, in part, explained Kapen, because lawmakers have worried that American journalists have traded their integrity as journalists for access to Cuba. In the past, U.S. journalists have pulled their punches, failing to present an honest image of Castro’s human rights abuses in exchange for permission to work temporarily on the island.\footnote{“The Future of the Free Press in Cuba,” Columbia University Media Studies Center, Freedom Forum (20 December 1996). See: http://www.mediastudies.org.}

CNN President Tom Johnson balked at such a characterization:

CNN is a tool of information. It really does not attempt to press any agenda on the world. We are not anti-Castro or pro-Castro. We are not anti-PRC or pro-PRC, not anti-Saddam Hussein or pro-Saddam Hussein. We are trying to inform the world about the issues of the world—population issues, environmental issues, health issues, government issues, culture issues, surely issues that relate to war and peace—but [CNN’s principal mission] is to reveal to this planet the news of the planet.\footnote{Tom Johnson (president, CNN), interview with Paolo Ghilardi (December 1996).}
contributors from Cuba to attend the contributors conferences in Atlanta. He noted the difficulties CNN has had in arranging visas for contributors from Cuba, Iraq, Libya, and Vietnam.

I think it is unfortunate that they continue to deny visas to a conference such as this. If there is anything that would seem to serve the cause of a better world it is communications.20

He described with some pride the occasion during the May 1994 World Report Contributors Conference when a Cuban reporter asked a question of President Bill Clinton during the Global Forum.

This was the first time since before the [Cuban] revolution that a Cuban reporter has been able to ask a question of the president of the United States. It happened here.21

TPA-Angola

Angola was, until the late 19th century, a major embarkation port for the slave trade on the west coast of Africa, and until 1975 a colonial holding of the Portuguese. When it gained independence, Angola almost immediately was trapped in a regional conflict that was an outgrowth of the Cold War. Having aligned itself with the Soviet Union, Angola found itself the target of western powers, led by the United States, who expended enormous financial and military capital to support a rebel leader who controlled much of the interior of the country. For 17 years, the Cold War was waged as a hot, brutal battle on the bloodfields of Angola. With the fall of the Soviet Union in 1991, the United States began the process of officially recognizing the government of Jose Eduardo dos Santos—in effect changing sides in the conflict—bringing into the newly-democratized government Joseph Savimbi, whose U.S.- and South African-backed forces had done so much to destroy the country and its economy.

Leif Biureborgh, a longtime Swedish consultant to the state broadcaster, TPA-Angola, brought Angola into the CNN family

by helping it make contributions to the World Report program beginning in 1988. Biureborgh remembered that

At that time Angola was still a one-party state. In December 1988 the Angolan government signed the New York accords together with Cuba and South Africa. These accords gave independence to Namibia and started the withdrawal of the Cuban troops in Angola. The international atmosphere was then strongly influenced by perestroika in the Soviet Union which also was reflected on the societal climate in Angola.

The contacts with the World Report came at the right moment, and could then inspire and give impetus to a new and open style of journalism, thus abandoning the old Pravda style which hitherto had prevailed. I am fortunate to have assisted in this very important change. The World Report linkage contributed immensely, and also even legalized the general sweeping use of parabolic antennas which definitely opened the country for the international media. In the first row was CNN, introduced via CNN World Report.22

Biureborgh noted that the TPA contributions to World Report have increased through the years in quantity as well as improving in quality, so that by the end of 1994 there was a contribution nearly every week.

These contributions had to compensate for the lack of interest shown by international media for the Angolan civil war whose tragic dimensions have been too frequently overshadowed by the conflicts in Bosnia and in the Middle East. All this despite the fact that the United Nation's largest peace operation in the world is since 1994 being carried out in Angola.23

As one who has frequently attended the World Report conferences in Atlanta, often with the minister of information and the director of TPA-Angola, he said he is convinced that the frequency and quality of the TPA contributions have had some impact on the awareness of the existence of Angola among the CNN/CNNI/TBS personnel and their global audience. It is also very positive that such

20 Johnson, interview with authors (December 1996).
21 Ibid.
22 Leif Biureborgh (consultant, TPA-Angola), interview (July 1996).
23 Ibid.
excellent personal relationships have been developed with a variety of persons on all levels in the whole of the CNN organization.24

He said he is convinced that viewers in the United States and in Europe are warming up to the World Report, and that the TPA contributions are being observed and appreciated. . . The reason for the popularity of the World Report is that it represents diversity and variety in views and perspective in comparison to the big news agencies who all try to look the same all over the world. It is clear that the media niche that the World Report represents is both unique and authentic and consequently attracts a growing global audience.25

What is remarkable about the Angolan contributions is that they have been achieved despite the ongoing problems facing the TPA-Angola staff in Luanda.

Angola is a country with weak infrastructures. Consequently transports, communications, logistics systems and a chaotic economy combined with the uncertainty of a yet not resolved civil conflict are daily obstacles. An important difficulty is the lack of qualified personnel in translating from English to Portuguese; vice versa is still more difficult.26

Cyprus (North and South)

Neither Bayrak-TV, North Cyprus, nor CYBC-TV Greek Cyprus is a contractual affiliate of CNN. Yet, almost every week for ten years, they have each contributed stories from their perspective to CNN World Report. 1996 was an eventful year for the two stations, as tensions escalated sharply on the politically divided island and, more often than not, they were the only ones there to report the news.

The history of the Cyprus conflict is an old one based on cultural and language differences between the island's ethnic Greek population and its Turkish minority. In 1974, the island became divided when Turkey invaded and proclaimed an independent republic in the north, an act which was condemned by the U.N. Security Council. As of 1997, U.N. peacekeepers remain stationed on the "green belt" dividing north and south.

The issue of who would be eligible to represent Cyprus in World Report was publicly, and heatedly, aired in 1989 at the first World Report Contributors Conference in Atlanta. Themis Themistocleous, the contributor from CYBC-TV, declared to Executive Producer Stuart Loory and those gathered at the conference that

There is no Turkish Cyprus, as there is no Greek Cyprus. There is no North, as there is no South. No Arctic Cyprus, as there is no Antarctic Cyprus. There is one state, one country, the Republic of Cyprus, part of which is under foreign occupation. This position is confirmed by the United Nations, the Non-Aligned movement, the Commonwealth, the European Community, the Council of Europe and the community of nations with the exception of one country, Turkey, which is the occupation power. [We appreciate that CNN] is free to invite anyone. We only want to point out that CNN is, regrettably we believe, being taken advantage of in this case by an illegal regime to promote itself via its station.27

Loory responded by arguing that CNN was not in the business of recognizing or not recognizing political jurisdictions. In the case of Cyprus, he said, CNN acknowledged that the Turkish Republic of Northern Cyprus is recognized only by one other country in the world and that is Turkey.

We also understand that Bayrak Television is an organization that meets two criteria that we have for inclusion in the CNN World Report. One is that it has a group of people who are known as professional journalists, who are preparing news reports and in some way disseminating those reports. The other criteria is that it has some way of taking the CNN World Report [for further use and dissemination]. . . Yours is not the only situation in which we have problems. And I ask you, as you make your protest and as we recognize that protest, to also recognize that there are many other

24 Ibid.
25 Ibid.
26 Ibid.
27 Quoted in Flournoy, 25.
situations around the world where something like this can come up. 28

Henry Schuster, a World Report producer at the time, recently recalled that Loory and staff struggled long over how to handle the deep and historic political differences of opinion among contributing stations. “We were clear this was not about governments, this was about broadcasters,” Schuster said:

For a time we were getting dueling pieces from the Turks and the Bulgarians, about the whole issue of ethnic Turks living in Bulgaria, about how they were treated. One of the legacies of the Ottoman Empire was that there were a lot of Turks living in Bulgaria. It had been the practice of the Bulgarian government to try to wipe away their Turkish heritage by making them change their names, by not letting them identify with things Turkish. These sorts of ethnic conflicts we were getting a taste of before the Cold War was over.

[In their reports] Bulgarian TV was placing great emphasis on how the Turkish minorities were not interested in their Turkish heritage and that they were well-integrated into the mainstream of Bulgarian life. And how there were provocations from the Turkish government. Whereas, you would get pieces in the same timeframe from Turkish TV taking the side of the ethnic minority and reporting on the exodus from Bulgaria into Turkey. 29

Schuster said the most famous of those exiting Bulgaria was the Olympic weightlifter who reportedly was paid something approaching US$1 million to go over to Turkey.

We were seeing this drama played out, two governments, two sides, and by the clash of their reports began to get some insight as to what was driving the conflict between them... Through the eyes of Bulgarian TV you would

have seen that there were some disgruntled people who were not being good Bulgarians and who were being provoked externally. From the eyes of Turkish TV you saw the persecution of the Turkish minority.

In a larger sense, you were seeing a nationalist trend that has now reached full blossom. We are seeing it in the Soviet Union, a reaction to the suppression of nationalist feelings. We were seeing this happen beforehand quite vividly on World Report. One week we would get a piece from the Czechs out of Prague and another week we would get a piece out of Bratislava. 30

Schuster said the World Report staff always thought the audience benefited from hearing these different points of view; the benefits gained by CNN were obvious as well, in that

By airing all these events worldwide it helped to enhance CNN’s credibility because we had the confidence to air them... Did it enflame things? I don’t know. The Greek and Turkish Cypriots were already in conflict. In some sense, it may have also raised people’s sensitivities to it, therefore allowing it to be resolved. 31

In the case of Cyprus, as in numerous other cases involving more than one side to an issue, World Report staffers began taking a proactive role in helping each side—whatever its point of view—to make the best case possible. Octavia Nasr, longtime World Report assignment editor and co-anchor, remembered that

We were getting great stories from CYBC-Greek Cyprus. Crisp video, excellent English, great natural sound. We were getting bad video from Bayrak-TV, English that was okay, but not as strong as the CYBC packages. [The Turkish side] had opinions but they did not know how to express them, to compete with what we were getting from CYBC. Because of the intimidation, they wouldn’t send us stories. I kept calling them, kept sending them faxes. I didn’t want them to drop [out]. I got a lot of help from their representative in Washington and he would communicate back to Cyprus.

28 Ibid., 26.

29 Henry Schuster (senior executive producer, CNN), interview (August 1996). In his opening comments at the 1989 Contributors Conference, Ted Turner only half jokingly said that fighting among contributors must be suspended for the conference in favor of talking. Later, he proclaimed that “We’ve finally got ‘em talkin’ to each other instead of fightin.” Quoted in Hank Whittemore, CNN: The Inside Story (Boston: Little, Brown and Co., 1990): 276.

30 Ibid.

31 Ibid.
One of my recommendations to Bayrak-TV was to get someone who is as fluent in English as Vivienne [Lymbouris-Loizides]. She is Greek Cypriot. She works for the government station on the Greek side. She is going to give that point of view. She is very articulate, very clear, very straightforward. If you want to compete with her, get someone of that caliber to represent your point of view. This is exactly what happened between the two, between Ece Umar and Vivienne Lymbouris-Loizides, they were equal.

Octavia had recently scheduled live interviews for the World Report program in which both sides appeared. It was the week of October 7, 1996, when there were violent clashes at the border in which several persons were killed. In her role as anchor,

I started the interview with the reporter from Northern Cyprus telling us their side of the story. Then we let it all out for the two to tell us this side and that. The whole world is condemning the Turkish Cypriots for killing the Greek Cypriots, but no one is talking about how it all happened. There was a provocation. Now does that mean you shoot someone in the head or beat them to death, which was my question. Does this explain the killing? Why not arrest them? Then the [Northern Cyprus] reporter is telling us that warnings were given. The guy climbing the flag pole was told he would be shot.

The next morning IBA-TV [in Israel] picked up the entire segment and aired it in their Good Morning Israel show translated into Hebrew. That was one piece of TV that was relevant not only for World Report contributors but to an entire region. On the same show they heard both sides of the story.

When you have a story like this you always have one party that calls and says thank you. In this case it wasn't the Greek Cypriot station that called. It was the Turkish side. And someone here at CNN who is Turkish also sent me an e-mail thanking me for doing this.

32 Octavia Nasr (assignment editor, World Report), interview (December 1996).
33 Ibid.

34 Ibid.
Development, and not-for-profit organizations that had an audio-visual section and wanted to contribute.36

Eventually, with the growth in the number of World Report contributors, the "broadcaster only" policy was enacted, which allowed existing NGO contributors to continue participating but barred new ones, the exceptions being the addition of other U.N. agencies, including UNESCO, which was "a Ted Turner thing," according to Nasr.

Later on, UNRWA37 became a separate contributor. Actually, that was a deal made with the Israelis, because they had a problem with PLO-TV being on the show... [So now we] take UNRWA as the voice of the Palestinians under the wing of the U.N.38

In the same way that CNN has remained loyal to international broadcasting partners like TV Asahi, World Report has been loyal to UNTV, and UNTV in turn has been loyal to World Report, according to Nasr.

They stayed with us. They never miss a show. They are helpful, give us a lot of support. Like last year when we did the U.N. anniversary, we did it up in New York. They helped with everything, the facilities, guidance, information, research. When we did the thing with Boutros Boutros-Ghali—two consecutive years on the World Report conference. This year they provided us with four separate reports on U.N. activities around the world to support our coverage. They are a very important part of World Report.39

RNTV, Netherlands

Several World Report contributing stations, including SwissTV-SRI and Radio TV Netherlands, are public diplomacy broadcasters. Such stations have been established to convey to viewers (and

listeners) abroad the news of Switzerland and Holland. These organizations, using visual media, function much in the way that radio services such as the Voice of America and BBC World Radio Service have operated for decades. The advantage that being connected to CNN bring, especially the connection with CNN World Report, is that their reports have an automatic global audience.

RNTV has been contributing stories to the CNN World Report almost from the beginning. The RNTV World Report production unit has a budget and three reporters are assigned specifically to produce material for the program. When one of them covers a story, it is produced exclusively for airing on World Report. Each week, the three reporters come up with story ideas, which then are scripted, produced, and sent off to Atlanta on a consistent schedule.

Linda van Dort is one of RNTV's contributors to CNN World Report. "What Radio Netherlands is about is to present the Netherlands to the rest of the world," she said. "That's in our mandate. . . . 99 percent of it is never broadcasted in the Netherlands." The topics often are the same topics covered by the local stations, but the way we go about a story is different, because we know that these stories will be received in other countries, such as in Saudi Arabia. Of course the background of what the Netherlands is about and what the prime minister is about, or whatever, we know is not commonly known in the world, so we take that into consideration.40

"The beauty of this program," she said of the World Report, is that the reports are not re-edited by CNN before airing.

We bring stories that we know we would never be able to air, let's say in Saudi Arabia, because it's a particular female subject, or drugs, or whatever. . . . It might be shocking or offensive to other countries, while it is not in the Netherlands. We realize this. Sometimes we don't state things as shockingly as we would be able, in our own country. If it's too shocking, we won't get our message across.

The Netherlands is a country where you can openly discuss issues like drugs and prostitution. You can get a

36 Ibid.

37 The United Nations Relief and Works Agency, headquartered in Vienna, Austria.

38 Nasr, interview (December 1996).

39 Ibid.

40 Linda van Dort (RNTV), interview (August 1996).
prostitute on the screen and a drug shooter on screen. It's a very open society... I did a report on gay marriages, where two men kissed when they got married, you know, homosexuals, and everybody was like: "What? Unbelievable."

But van Dort also noted there are certain types of stories that she will not report.

CNN asked us to do a story on euthanasia. A man was in the news, a reporter all his life, and he was going to die of cancer. He knew the end was coming and wanted to shorten it, so he taped it all, his death, everything. There was quite a turmoil in Europe. After many discussions we decided not to [send in a story to World Report], because about all we could broadcast in two and a half minutes was the actual shot. There would not be enough time to put it into context. If I can't bring it into a good perspective that I can live with, I had rather not touch it.

MTV-Hungary

Hungarian state television has, as part of its mission, to maintain communication with Hungarians outside the country. Robert Kotroczó, a correspondent for Hungarian television who has attended an IPP training session at CNN, is one of those preparing Hungarian news bulletins for viewers in the United States, news aired weekly on cable channels in places with large Hungarian communities. Cleveland and some parts of California are examples. World Report is one of the outlets for news about Hungary prepared by his station.

My colleagues say that we are just doing propaganda for the government. Which, in a way, is true and not true at the same time. My story on the gulag communism looked pretty good. So I didn't feel bad about that. But, am I going to ask tough questions of the prime minister? I said, "See, we are looking for news, we are interested in NATO, we are interested in the European Union and all that." I am not going to ask him about his new house in the mountains, because I am not interested and probably the world's audience would not be interested either... We do think about the country's image.

TV Channel 5, Belize

Stewart Krohn is the news director and manager of a broadcast outlet in Belize. His station is not a CNN client but he airs the full two-hour Sunday World Report show live. Although he was a reluctant participant in the beginning, he is now pleased with the CNN relationship.

At the same time that we started contributing to the show, we also started airing the show. Previously, one of our competitors was airing it, but the show never generated much excitement. When we started airing it, our stuff would regularly appear.

The audience really liked the idea of our stuff appearing on one of the world's top news networks. And while it didn't really faze us, because we knew what a mess the show was; to the uninitiated viewer, if you were on CNN, you were on CNN. Whether it was... Larry King Live or World Report, it's CNN.

It really did increase our standing locally. That put us right up there in the big leagues. It's funny. Basically, all those stories that ran on CNN were stories that we had run on our own news. A nice piece that we would run on our own evening newscast, two weeks later shows up on CNN World Report. While no one that I know would comment on the newscast, the day after that piece ran on CNN World Report, I would run into three people who would tell me: Hey, I saw that story on World Report. It was really a good story.

I have to laugh. If you like the two-and-a-half-minute version, you would have really liked the six-minute version that we showed two weeks ago and you never told me anything about. It says something about human nature, I think. You may see your next-door neighbor every day and

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41 Ibid.
42 Ibid.
never think how good-looking she is, but when you see her on TV on the arm of Sylvester Stallone, suddenly she looks great.

Whatever it is, by being on the show it tends to make us a member of a fraternity of world broadcasters that commands a certain amount of respect. If Ted Turner thinks my work is good enough to show to the world, it certainly commands respect in Belize. It had that hidden bonus for us.

While we initially decided to participate because somebody asked us nicely, we have since come to see several advantages to it. A second advantage is that, as a private non-governmental broadcaster affected by the vagaries of politics in a small country, having or seeming to have high-powered friends abroad, makes those in power, who might want to make life exceedingly difficult for you, think twice before they do what they are inclined to do. That is not a benefit that we can quantify, but it is there.\(^{44}\)

Krohn, like other World Report contributors, has wondered at times why a commercial broadcaster like CNN has attempted to reverse the flow of news in the world by building a news exchange which lets everybody participate;

I have no idea why Ted Turner did that. It has certainly made him a world of friends. If something earth-shattering ever did happen here, just because of the relationship, CNN would be the first one I would call. Certainly not NBC, ABC, or CBS, though I have worked with those esteemed networks many times. CNN just asks nicely.\(^{45}\)

Artear Channel 13, Argentina

Argentina’s Channel 13 is an important client of CNN. The station has sent at least two employees to the IPP training program, including senior reporter Juan Micelli. In Micelli’s view, that any station in the world can gain prestige by working with CNN, and

\(^{44}\) Stewart Krohn (general manager and news director, TV Channel 5, Belize), interview (August 1996).

\(^{45}\) Ibid.

in turn the stations give prestige to CNN. There is great mutual benefit in being part of an international network that gathers reporters from all over the world on a single show.

For me personally, in my career it is prestigious to have on my resume that I collaborate with CNN World Report. It also gives me a chance to improve my professional talent. Recently, I joined the Turner family as a member of the IPP. It was very positive to be at CNN and exchange experiences with them about how [the news business] works. I appreciated very much the structure and the resources they have. On this side of the world we are more used to improvise than they are at CNN. They are too organized from my point of view. You know, we Latins like to be at the edge every once in a while.

What I am trying to do is to combine these two aspects. To be more organized. And also have some passion in the job. These two aspects combined makes a good combination. . . . It was a hard time. When I came back, many people told me: what do you think this is, CNN? This is Argentina. We are Latins and Channel 13. Slowly I am trying to change little things that might improve our news department.

I would say it’s prestigious to work with CNN. It is a big opportunity to learn. After all, television was invented by the United States. It was very good for me to see how it works.\(^{46}\)

TV Globo, Brazil

TV Globo of Brazil is the fourth-largest commercial TV network in the world and an important client of CNN. In the early 1990s, largely because Paulo Henrique Amorim, the network’s New York bureau chief at the time, talked TV Globo executives into it, the South American broadcaster began contributing to World Report. Since that time it has won Contributor Awards for Best Feature story, and has sent at least four staff people to the IPP

\(^{46}\) Juan Micelli (senior reporter, Artear Channel 13, Argentina), interview (August 1996).
training program. The participation of Globo did not go unnoticed in the Brazilian media, according to Amorim.

[I have been invited] a couple of times to be interviewed by CNN when there were big things going on in Brazil like elections or the corrections crisis. I remember that an important Brazilian paper made a story on how TV Globo was now trying to convey their perception of Brazilian problems worldwide [through World Report]. This gives you some idea of the impact of CNN on Brazilian viewers.47

Amorim said contributing to World Report also has given him visibility in the United States, which has opened doors for him when covering stories there. He often has called upon the World Report office in Atlanta for video and World Report has frequently helped him gain access to editing space during his travels within and outside the United States. The most significant advantage of his World Report affiliation was none of these, however, according to Amorim:

You know cable is something very new in my country, but it reaches the elite crowd in Brazil, the cream of the crop, the ones who call the shots. The minute I got on the air with World Report, the way this elite perceived me and my work, the way TV Globo's work in New York City was perceived, changed for the better. It helped Globo tell the Brazilian audience that we were ready to participate in a joint effort like World Report on a [professional] basis, doing good stories with good text and pictures. According to international standards, they saw that we could do a good job. So the first impact was in Brazil, how TV Globo and I myself were perceived in Brazil.48

Amorim told about a time he was covering a story in Cuba. The World Report assignment editor in Atlanta, Debra Daugherty, had helped him with contacts at Cubavision, from whom he got technical help with editing and feeding the TV Globo satellite signal.

I was in Cohena, a beach outside of Havana, at the peak of the [Cuban refugee exodus], where the Cubans were trying to reach the south of Florida by any kind of boat they could get. When we arrived at this beach—which incidentally is the place where the main character of Hemingway's Old Man and the Sea lived—there were a bunch of TV crews already there. I remember that one of the [Cuban] guys who was putting together a boat, he looked around and said, "I will talk to all of you. But first I will talk to this guy from CNN."

I said, "I am with Globo." He said, "No, no, I saw you on CNN."49

He told of a similar incident in Mexico. He was covering the story of a Chinese boat that was on its way to the United States. The U.S. Coast Guard prevented it from entering U.S. territorial waters. The boat had gone to Mexico and had stopped in Ensenada. One of the Mexican public officials approached him and said, "I will talk to you in private because you are from CNN." Amorim told him, "No, no, the guy from CNN is over there." He said, "I know you are from Globo but you are from CNN as well. So I will talk to you."50

Also, in Africa, when there was an outbreak of cholera during the refugee crisis in Rwanda. The fact that I was a World Report contributor helped me get an interview with the organization, Doctors Without Borders, operating in one of the refugee camps in Zaire. A woman doctor from Holland working there recognized me because she had seen me on CNN World Report when she was stationed in Angola. She could speak some Portuguese so we used Portuguese as a way of communicating.51

Daugherty noted that Amorim conducted one of the early interviews with Sub-comandante Marcos, the guerrilla leader in Chiapas, Mexico, who had given his first interview with the Mexican station, Televisa. The second to get access to him was ABC News, and Globo was third, ahead of CNN. The World

47 Paulo Henrique Amorim (former New York bureau chief, TV Globo, Brazil), interview (August 1996).
48 Ibid.
49 Ibid.
50 Ibid.
51 Ibid.
Report staff pitched Amorim’s video to CNN Spanish and CNN used some of it as well.

But TV Globo’s foreign news editor, Simone Duarte, noted that the impact of her station’s relationship with CNN goes beyond the acquisition of any single, specific story; rather,

It’s a unique way [for CNN] to have a different perspective, an international perspective. When I was at CNN I talked with Tom Johnson and I said to him, “It’s not enough to have different faces in your program, like one anchor is Chinese, the other anchor is Lebanese, the other anchor is from Pakistan. If you don’t have people thinking internationally, if everybody is American or everybody is Chinese, you have to have other people that have responsibility to put things on the air that think differently. In way, the World Report is the only original program that you have this.”

GMA-TV7, Philippines

Karen Davila, a reporter for GMA-TV7 in the Philippines and a World Report contributor, said the CNN connection helped her get inside to cover a story that received great play in the international press. Sara Balabagan was a domestic worker who had gone to the United Arab Emirates to seek employment. She was raped, after which she stabbed and killed her employer. Her death sentence was commuted under great international pressure and, after a year, she returned home to Manila. Davila recalled that

I was there assigned to do the story for the station I work for. There were all these big journalists grabbing for a one-on-one interview that same day. I have to admit I was feeling I won’t get this, that type of thing. So what I did was, I passed through the kitchen door in the back and immediately saw Ambassador Roy Seneres, he’s the Filipino ambassador to the UAE. I said, “Sir, I’m Karen Davila, I know we’ve never met…” He says, “No, I know you. You’re famous.” I’m like, “Huh? My local program gets to the UAE?” And he says, “No, I see you on CNN.” He freaked me out.

We talked about it, then he told me, “Yeah, you can have the one-on-one interview.” So I got it.

STAR-TV, Greece

Demi Hadji is a reporter for Star-TV, Greece, and said she began submitting news items to World Report because she thought it was important that the world get a more complete view of issues affecting Greece from the point of view of the Greeks. The international news agencies seemed always to present the news from the point of view of an outsider. According to Hadji,

The international news agencies are the basic source of international news which informs us, yet, the World Report is a significant source for one to understand how each nation views a thing concretely. Of special value to me is the opportunity which arises when World Report airs two reports on the same topic. For example, when the confrontation arose between the Greeks and the Turks over the Greek island that the Turks wanted to claim. I was happy when World Report used both pieces, mine and the Turkish one. That way, the people throughout the world can see both sides of the story and arrive at their own conclusions.

At the station where I work, there does not exist censorship. I pick whatever events I consider to be relevant or of interest so that the television viewers all over the world can see them. This is what I send. Rarely do I pick some political story except if it affects Greece, or if it involves some controversy relating to a foreign land, as in the case of the Turks. I avoid those stories because I feel that the internal politics of one nation does not concern other nations. I try to select soft news themes which will show the distinctive character of Greece, to help foreigners acquire a taste of Greece, to have them become acquainted with her even though she may be thousands of kilometers distant.

52 Simone Duarte (foreign editor, TV Globo), interview (October 1996).
53 Karen Davila (reporter, GMA-TV7 Philippines), interview (August 1996).
54 Demi Hadji (reporter, Star-TV Greece), interview (July 1996).
55 Ibid.
Hadji is typical of a group of contributors who, if they wish to send reports in to World Report, must do it on their own time and sometimes at their own expense.

The problems which I face are many. First, because I am not paid for the World Report stories I produce, I must do them in my own free time. There is no way I can do them during my work hours at the station, at least not officially. Writing, shooting, and editing therefore must be performed after hours. The station cannot offer me a crew so I am obliged to make 10 or more stand-ups all at one time so that I will have enough to use in all the reports submitted over a three-to-four-month period. That is why sometimes it seems a bit comical when I make a report on the fires in the forest while the stand-up is in front of the Acropolis and I am well dressed and all made up.

Also I am often obliged to take work which someone else has reported, which means that I am working on secondhand material. If the reporter has not done a good job, has not conducted a good interview, then I am not able to do the kind of job I would like to do. I prefer to have been in the place where the story takes place. I prefer to do the interviews myself and all the other work involved. In relation to sending the reports to Atlanta, from the moment that I have produced the report and it is ready, at least two days are required.

I appreciate the World Report because it gives me the possibility of seeing firsthand what is taking place throughout the world. I like the reports as they are presented without any intervention from the international news agencies. The local stations can present their stories as they want them. Clean straightforward content. I too wish to understand the precise meaning of what happens, to know the conditions of the country, what the government wants to do [if the story has been sent from a national channel]. I especially like reports concerning people from lands which I do not know, learning how the people live there and their customs. I like also very much when there are special reports. For example, to see how a wedding takes place in 20 different lands, and how funerals are conducted, and so on.\footnote{Ibid.}

CMT-TV, Venezuela

The Turner idea that television can and should be used as a force for good has its proponents among the contributors, many of whom are attracted to the World Report for that very reason. These are the journalists who follow principles of “development” or “civic” journalism, a constructive approach to helping solve community problems using the media—whether print or broadcast—to give voice to signs of hope.

Debra Daugherty pointed to Fernando Jauregui, the World Report contributor from CMT-TV, as a member of a media movement in Latin America that uses development journalism to further its purposes. “He is unique,” she said. “Very altruistic. World Report is his venue.”\footnote{57 Fernando Jauregui (CMT-TV), interview (August 1996).} According to Jauregui, the basic reason he contributes is that World Report is a window to show the world what is happening in Venezuela. I do a special kind of journalism called journalism for development. The basis is that you try to report positive things of the society. Society, [of] which the government is a part, accomplishes many things. When you have to talk about something negative, what you do is, besides point out the problem, you also point out who is working to solve that problem or show what it is possible to do to solve that problem.

That way, to an international audience, I can tell them from my point of view—through the view of journalism for development—what is happening in Venezuela. In many ways, that helps you to bring pressure on government institutions to do what they have to do.\footnote{58 Debra Daugherty (assignment editor, World Report), interview (August 1996).}

As an independent producer with clients all over the world, Jauregui has his own equipment and has worked for the international television service, World Television News (WTN), as a freelance shooter. He has worked for Kuwait TV in Venezuela, and had recently completed a one-week assignment in the Amazon with a French agency producing a documentary on native
Amazonians. The CNN Special Reports staff had referred Jauregui to her, according to Daugherty.

He does World Report as a labor of love. He went and sought out a local broadcaster willing to work with him. He produces his own Spanish-language World Report on his own time. He taped the anchor links for the Ritual Special [the World Report program on rituals around the world] in Spanish in the jungle, in the Amazon—it's a perfect setting for it.59

Jauregui works for a broadcaster who is not a CNN client. But, according to Daugherty, his contributions to World Report have prompted his station's competitor—and one of CNN's biggest clients in Latin America—to start contributing to World Report. For Jauregui, contributing to World Report is less about competition and market forces, and more about trying to improve society.

I have, I believe, a very powerful and special social tool, which is news. World Report is for me the opportunity to tell, with no censorship, without offending anybody, without being aggressive with anybody—I have no restrictions to say what I want to say—to the people of the world. Sometimes that converts into very specific actions that help people in these countries, especially those people who are in a struggle to make democracy work better, to respect human rights, and also to let people know the good things about Venezuela, which is a country in crisis, but where people are trying to work it out.

I will give you a very specific example. I did a report on the regional elections for governors and mayors and other local authorities of last December 3. I had sent a report saying how traditional politicians and parties are against decentralization of power because most of the power is being held by the president and by party authorities. In a way that is very centralized. In Venezuela, it is only very recently that you can vote for your own governor. Before, the president will choose the governor for each state.

I was complaining about that traditional system of politicians and parties. At the same time, I explained that non-government organizations were working to facilitate the process of decentralization of power. I began with something negative—the fact that there is resistance to decentralization. On the other hand, I was pointing out what was being done to solve this problem. And showing, through the report, that the government institutions that take care of the elections in this country had officially approved the participation of observers from these non-government organizations to check out that there is not any fraud in the elections.

As a result of the report, these non-governmental organizations were able to participate officially with the permission of the government. In those places where these people were observing, there was less fraud than normal. That allows me to help the people who don't have the chance to be on the air. To let the people know. I believe that when other people in other countries similar to Venezuela see the same situation, they can learn from what is being done in Venezuela. They can watch through the reports I do.

First, if people really believe I am not getting paid, with the few exceptions of people close to me, they would think I am stupid. They won't believe I do so much work. It's not only the number of reports I send. It's how much I put into them. I mean each of them for me is important so I do sound mix and everything. I really put a lot of heart into it, and they won't believe I am not getting paid for it. Actually, when people see me on CNN they think I am making a lot of money out of it, [while in truth] I am putting money out of my own pocket for the CNN World Report in Spanish because it is of value for me.

It's like having the satisfaction... of giving some people in Venezuela an alternative in information. It makes me feel good because it's like wanting a country to be better. Instead of preaching about how bad it is, you go and try to do something about it. [CNN World Report in Spanish] is one of the ways I have to do it. I hope eventually it will make some money for me.60

Jauregui said he enjoys some aspects of his work for WTN, including the competition that is part of broadcast journalism; but

59 Ibid.
60 Jauregui, interview (August 1996).
he does not always enjoy the grim realities of the hard-news arena.

Most of the times I do bad news. For example, the last breaking news I did was a riot in the jail where 26 people died by fire. I called to say this is happening, I can cover it and I will interview the security forces. [The WTN people] said “Well, we don’t want it, if it’s just a story from outside the jail.” But they found out that AP and Reuters were going to do it so they wanted me to do it. “Did you get any pictures of the bodies?” they wanted to know. I said “No, so far nobody has been able to do it. . . .” The kind of news most of the time they want is not very nice news and, because I work for WTN, I am one of the ones that sends bad news from Venezuela.

For me, it’s more important the fact that I can be a voice for Venezuela for the good and the bad things, to criticize or to help, even though some of my criticism may hurt the country. . . . We need to report that because we think it has to be covered and needs to be changed. We are going to touch very delicate points, very negative points, but we are also showing what is being done or can be done to change the situation, [hopefully encouraging] normal people [to] get involved in government business when education is a social problem.81

Affiliate–Contributor Convergence

When CNN sent its fully-equipped newsgathering team to cover the hostage crisis in Lima, Peru, in effect it was demonstrating how the task of gathering news internationally can operate in a cooperative, win-win-win environment. The affiliate station, TV Asahi, benefitted from CNN’s commitment of resources as much, if not more, than did CNN itself. Indeed, TV Asahi had full access to the equipment, anytime, day or night, even ahead of CNN’s own reporters. CNN made no money by providing the service to TV Asahi, but certainly solidified the 15-year partnership it has had with the Japanese broadcasting giant.

The same equipment that TV Asahi and CNN reporters used also was used by World Report so that one of its contributors, Josefina Townsend from Peru’s Monitor TV, could provide a live update on the hostage crisis for the Sunday World Report program. Townsend, who has contributed more than 70 reports since she began with World Report in 1991, also had been stringing for CNN Spanish (expanded and renamed CNN en Español in March 1997).82

In her accompanying videotaped report, Townsend profiled Nestor Cerpa, one of the leaders of the hostage-takers. Townsend’s taped report and live Q&A with World Report Anchor/Executive Producer Ralph Wengen illustrated how the newsgathering efforts of World Report contributors already project themselves onto CNN air, albeit within the context of the World Report program. The fact that the satellite feed was available to the World Report program reflected the change in how CNN managers view the program as a vehicle for breaking news and analysis. The convergence in Lima, Peru of CNN, TV Asahi, and the Peruvian contributing station illustrates how the viewers of news around the world can benefit when news organizations and journalists join forces to cover the news.

81 Jauregui, interview (October 1996).