

TURNER BROADCASTING SYSTEM, INC.  
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Thomas K. Aubyn  
Gomoa National Composting Afforestation and Recycling Works  
Office of Parliament  
Parliament House  
Accra Ghana

May 28, 1998

Dear Mr. Aubyn,

Thank you for your letter and interest in our series PEOPLE COUNT. In fact, the relationship that was nurtured between you and Wes is one we hold in high regard. We use your partnership to demonstrate the potential of our programming to create a transfer of technology. I thought you would be interested in reading a portion of our funding report where we mention you:

*We have every reason to believe that we are making a tremendous difference with these programs, and that we are on the cutting edge of using television for positive purposes. For example, in a small Midwestern town, a county commissioner named Wes Adell heads one of the most successful recycling and composting efforts in the world. Soon after a television station in Ghana aired the People Count program that told his story, we were contacted by Thomas Aubyn, a member of Parliament in Accra, Ghana. We put him in touch with Adell. Mr. Aubyn actually traveled to Lindsborg, Kansas to see the operation in action and receive training and encouragement from Wes Adell. Mr. Aubyn's specific interests are composting and tree planting. After a successful visit, Mr. Adell was invited to Ghana.*

*The following week, Adell presented a workshop on municipal composting in Illinois, sponsored by a manufacturer of composting equipment, Midwest Biosystems. When the company president heard Adell was invited to Ghana to assist in replicating this successful formula, he offered to pay all expenses for Adell's trip because of the tremendous educational value. Three months later, Adell traveled to Africa for the first time and provided hands-on training to scores of people in Mr. Aubyn's community. Obviously, a powerful friendship was also made and the two men remain in close communication.*

*This is the kind of person-to-person success story we strive to duplicate again and again. Our only limitation to expand distribution of the project to dozens of programs each year for years to come, is a visionary financial partner that understands the unique and innovative opportunity we offer.*

The Turner Environment Division presents timely environmental, population and social issues in its ongoing series, PEOPLE COUNT, launched in 1993 by Barbara Pyle, Vice President Environmental Policy and CNN's Environment Editor.

PEOPLE COUNT specials air on TBS, CNN and CNNI twice a year. They give a human face to the complex subjects under debate at United Nations Conferences and Summits. The program focuses on

remarkable people who are impacting their communities in many areas including population growth, sustainable development and agriculture, conservation and the empowerment of women.

To capitalize on television's power to teach, the PEOPLE COUNT International Distribution Project was launched in 1995. Each original program is expanded with the goal of inspiring and educating viewers around the world to learn from these innovative projects and replicate the success in their own communities. To further strengthen the program, the host is Jane Fonda, who is personally committed to the issues.

Pyle has always operated on this simple premise: Negative television programs impact viewers negatively and positive programming impacts them positively.

The only payment we ask for is feedback. Audience reach and comments are critical information for both our team and for our funders! Let us know how or if the programs inspired action in your community.

For more information contact the PEOPLE COUNT website at: <http://www.enn.com/peoplecount/>

Or write: Turner Environment Division, One CNN Center, 6 North  
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Kind regards,



Kristine Lohr  
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