

November 26, 2006

To: Walter Anderson, World Academy of Art & Science

From: Lloyd Etheredge

Re: A Recommendation to the New UN Secretary-General

The Secretary General has a unique standing to invite the discussion of creative ideas that can benefit peoples in all countries. Well-selected study groups can solicit ideas, evaluate new opportunities, and identify potential partnerships of corporations, nonprofit institutions, and UN/national government organizations to organize initial projects. For example:

Proposal: A Cultural Affairs Cooperative and Website.

Globalization has created a possibility to organize new support for the creative and performing arts and provide new inter-cultural resources to people in all countries.

- An attractive project would be to create a Cultural Affairs Cooperative to provide \$15,000 startup/authoring grants to one leading cultural institution in each country (N=189). In turn, each participating institution would provide five hours/year of current cultural programming, in a standard digital format, to the Cultural Affairs Cooperative and its website. (For example, selections might include concerts or dance recitals; audio-slide presentations of museum or art gallery exhibits; experimental films; or lectures and symposia concerning national history and cultural heritage.) The programming would be available on the Cooperative's website, without charge, for on-demand/non-profit access by people in all countries. Thus each participating country, in return for five hours/year of programming, would obtain access for all of its citizens to 945 hours/year of the best programming from all countries. The startup grants will cost \$2,800,000 (189 x \$15,000).

A. Global Advertising by Large Corporations Exceeds \$92 Billion/Year

The marketing expenditure of the top 100 global advertisers (defined as companies advertising on three or more continents) has grown to \$92 billion/year (2005 - see attachment 1). Of these, the top 20 companies spent \$52 billion. One purpose of their annual advertising is to maintain favorable civic images and name recognition, goals that also could be partly served by support for global, and highly visible, Cultural Affairs projects.

B. Benefits to Global Corporations

Once underway, this Cooperative would become such an attractive vehicle for support from international corporations and other donors. In time, I think it is reasonable to expect that leading global advertisers might devote 1% of their annual advertising budgets (= \$900+

million/year) to support the unique work of the global Cooperative.¹ By their support, corporations would provide: 1.) a highly visible message of equal respect for the cultures of all countries. And 2.) convey respect for the value of inter-cultural understanding and the ability of art to transcend race, religion, nationality, and ethnicity in its appeal to the mind, body, and soul.

C. Future Growth

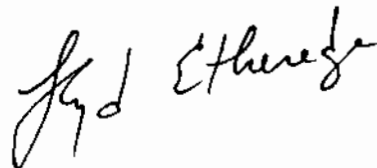
As the Cooperative gets underway, and financial support increases, it can provide grants to more institutions. It also can underwrite original programming (including partnerships involving institutions in several countries - e.g., a series of programs concerning Islamic architecture.). The Cooperative also can seek other ways to increase financial support for the creative and performing arts (i.e., in addition to providing the selected living artists with access to a global audience without charge): 1.) It can use its Website as a portal to link global audiences to its member institutions and facilitate sales of their publications, recordings, and reproductions; 2.) It can defend copyrights, and seek generous payment to living artists for commercial use of donated material; 3.) It can assume that the genetic capacity to contribute to, and gain benefit from, the creative and performing arts is universal; and it can support study groups (for which WAAS members might have ideas) to identify ways to create opportunities for new artists, teacher training, and access to the arts, especially in UDCs.

D. Next steps

- I suggest that the new Secretary-General invite James Wolfensohn, the former President of the World Bank, to organize and chair a study group to evaluate this idea and other opportunities for partnerships to increase support for the creative and performing arts and increase their benefits to people in all countries. (In addition to his recent experience with running an international institution and wide contacts Mr. Wolfensohn, earlier in life, was a concert musician. Later, after a career in business, he headed the Kennedy Center for the Performing Arts in the United States.) I assume that the Cooperative might best be organized by a core group of leading and respected cultural institutions, like the Kennedy Center.²

An invitation from the Secretary-General to Mr. Wolfensohn might be well-received. I enclose a letter from Mr. Wolfensohn indicating that he may be interested to lead a project along these lines as he completes the current work that he was asked to do by the US President (and, as I recall, Secretary-General Annan) in the Middle East.

- I think we have reached a unique point in history where, with a light touch of the right leadership, this type of worthwhile project is feasible and would be welcomed by a wide range of stakeholders and participants.



Endnotes

1. The international computer and telecommunications industry also could be interested to support this project to accelerate the use of international broadband capability. (A 56K dialup connection is good enough to access programming, but faster connections will give better results.) The Cooperative might help to assure village/school/library connections in UDCs to assure wide access to annual programming and its online archives.
- 2.) Mr. Wolfensohn's successor at the Kennedy Center, Michael Kaiser, serves as a Special Ambassador for the US. He has been active in several countries to advise cultural institutions about how they can raise money and increase financial support for the arts.

Attachment 1

Top 20 Global Advertisers - Media Spending (2005) ^{1,2,3}

<u>Rank</u>	<u>Company</u>	<u>Media Spending (\$US million)</u>
1	Proctor & Gamble	\$ 8,190
2	Unilever	4,272
3	General Motors	4,173
4	Toyota	2,800
5	L'Oreal	2,773
6	Ford Motor	2,645
7	Time Warner	2,479
8	Daimler/Chrysler	2,104
9	Nestle	2,033
10	Johnson & Johnson	1,968
11	Honda Motor	1,845
12	Walt Disney	1,813
13	Nissan Motor	1,778
14	Coca-Cola Co.	1,752
15	Altria Group	1,690
16	Pepsico	1,644
17	Glaxo/Smith/Kline	1,610
18	Sony Corp.	1,607
19	McDonald's Corp.	1,554
20	Volkswagen	<u>1,547</u>
	TOTAL	\$50,277

¹ Source: www.adage.com/datacenter. *Top 100 Global Marketers* (2005 Edition). Data collected from 84 countries; rankings are for companies advertising on at least three continents. In 2005 the total advertising spending by the top 100 was \$98 billion, worldwide.

² Annual global marketing expenditures by computer companies in the top 100: Dell (#38) - \$1,090 million; Microsoft (# 38) - \$810 million; Hewlett-Packard (#39) - \$777 million, IBM (#70) - \$429 million = \$3.1 billion.

³ In 2005, four advertising agencies managed the largest share of global marketing expenditures: Omnicom Group, NYC, \$10,481 billion; WPP Group, London, \$10,032 billion. Interpublic Group, NYC, \$6,274 billion; Publicis Groupe, Paris, \$5,107 billion. *Ibid.*, *Top Fifty Marketing Organizations 2006*.

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JAMES D. WOLFENSOHN
President

May 16, 2005

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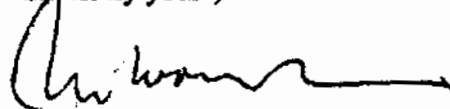
(Via facsimile: (301) 657-4214)

Dear Dr. Etheredge,

Thank you for your letter of April 4, 2005 which I have just seen today. I am very interested in your initiative but frankly at this moment, I simply do not have any time. When I get out of the Bank and complete some of the first stages of my Middle Eastern activities, I will be back in touch with you. In the meanwhile, I'll have someone take a look at your suggestion. I'll have one of my colleagues here at the Bank take a look at your very interesting proposal and try to get back to you.

With all good wishes,

Sincerely yours,



James D. Wolfensohn