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WORLDSPACE
FOUNDATION

Facsimile Transmittal Sheet

To: SANDY THURMAN From: Gracia Hillman
Fax: 456-2438 Pages: -4-
Phone: 456-2437 Date: 27 Sept 00
Re: October 4 Event CC:

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

• Comments:

Re: Attached letter and press release

The original letter will be mailed today with an invitation (complimentary) to WorldSpace Foundation's Givers & Receivers Annual Gala Reception, being held on Wednesday, October 4 @ 6:30 p.m. at the Monarch Hotel.



September 27, 2000

The Honorable Sandy Thurman
Director, Office of National AIDS Policy
Presidential Envoy for AIDS
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Ms. Thurman:

Sandy

Noah Samara, Chairman and CEO of WorldSpace Corporation, joins me in extending this invitation for you to join us as our guest at WorldSpace Foundation's first annual fundraising gala reception, which will take place on **Wednesday, October 4, 2000, 6:30-8:30 p.m., in the Ballroom of the Washington Monarch Hotel, 2401 M Street, NW.** Enclosed is your complimentary invitation.

WorldSpace Foundation (WSF) is a 501(c)(3) tax-exempt nonprofit organization. Our mission is to provide educational and social development information to people in developing countries who are disadvantaged by illiteracy, poverty, geographical isolation and lack of information. We use the appropriate technology of digital radio satellite to accomplish our mission and work with African nongovernmental organizations, international agencies and government ministries to produce educational information. Through these partnerships, we narrow the digital divide for developing countries and help people and communities find effective solutions to the problems and challenges they face in their every day lives.

Today we are in partnership with groups that work with children and adults in 21 countries in Africa. We are helping Africans see, perhaps for the first time, the very real possibilities for their own human development because they can hear information that brings them knowledge. Our programs – particularly the Africa Learning Channel – have drawn favorable comments from a variety of sources, praising WSF's ability to exponentially increase people's access to information. An example is the following comment from the Honorable Amadou El Hadj Salifou, Minister of Communication for the Republic of Niger:

Niger is proud of its wonderful partnership with WorldSpace Foundation... (the) authorities in Niger consider this process to be a major contribution to the consolidation of democracy, the reduction of poverty, in short, the accomplishment of the objectives of human development.

The reception promises to be a special time for all of us. We expect to be joined by a number of African Ambassadors and several members of Congress. In addition to excellent food and stimulating conversation, the gala will feature entertainment by Mamadou Diabate and his band from Mali, and noted South African storyteller Nokwenzela Plaatje. There will also be an interactive demonstration of how the WorldSpace system is used by our partner organizations in Africa.

I hope you will join us at the reception on October 4. A member of the WSF staff will soon call your offices to check on your availability. In the meantime, if you have any questions, please do not hesitate to contact me at (tel) 202-861-2261.

*I hope you can
stop by.*

Enclosure

Sincerely,

Gracia
Gracia Hillman
President & CEO

2400 N Street, NW
Washington, DC 20037

T: 202-861-2261 F: 202-861-6407



WORLDSPACE FOUNDATION

FOR IMMEDIATE RELEASE

Contact:

Gracia Hillman, WorldSpace Foundation

Tel: 202-861-2261

www.worldspace.org

WORLDSPACE FOUNDATION PLANS GALA EVENT TO BRING AIDS PREVENTION AND OTHER LIFE-SAVING INFORMATION TO AFRICA

Eighteen African Ambassadors and Fifteen members of Congress join the Foundation's Efforts to Close Africa's Information Gap

Washington, DC (September 20, 2000) – WorldSpace Foundation today announces a major fundraising event – a Givers and Receivers Gala Reception – to ensure that the AIDS prevention and life-saving information of the Africa Learning Channel reaches rural, hard to reach, and the most needy communities in Africa. The Foundation's Givers and Receivers Gala Reception will be held in Washington, DC on Wednesday October 4, 2000, 6:30 until 8:30 p.m., at the Washington Monarch Hotel. Noah Samara, the Chairman and CEO of WorldSpace Corporation, and member of the WorldSpace Foundation Board of Directors, is Gala Chair of the event.

The Africa Learning Channel is a collective channel and the flagship audio service of the Foundation, developed in partnership with African non-governmental organizations and international agencies. It has been designed and created to provide millions of rural and other Africans unprecedented access to development oriented programming that can improve the quality of their daily lives. Given the devastation caused by HIV/AIDS, which infects an estimated 50 million people in Africa – more than on any other continent – information about prevention and treatment of the disease constitutes a large percentage of the radio programming currently available on the channel. Other program content focuses on successful models already implemented in Africa of sustainable development, conservation and efficient use of water and other natural resources, health tips, peace and conflict resolution, and gender equity.

The high quality digital signal that delivers the Africa Learning Channel via satellite can only be heard through WorldSpace satellite receivers. Thus, the Foundation has launched fundraising and other campaigns to ensure that as many satellite receivers as possible are distributed throughout Africa and placed with NGOs and other local groups. In addition, receivers are being distributed to independent and community broadcasters so that the Africa Learning Channel can be rebroadcast on local channels in community settings. Grassroots organizations are being trained and encouraged to organize listening sessions and other group activities using the WorldSpace satellite receivers.

WORLDSPACE FOUNDATION OCTOBER 4, 2000 FUNDRAISER (continued)

"The feedback we have received about our programming from throughout Africa is tremendous. We know information can make a difference but we need to triple the numbers of satellite receivers in operation so that we can really narrow the digital divide and help people achieve the power that comes with knowledge," said Gracia Hillman, WorldSpace Foundation President and CEO.

Individual, foundation and corporate donations are being solicited to support the purchase and distribution of receivers in Africa, especially to rural communities. Donors may designate a country or organization of choice to be the recipient of satellite receivers and also specify content areas to be earmarked for their support.

The Ambassadors of Burkina Faso, Burundi, Cape Verde, Ethiopia, Ghana, Kenya, Lesotho, Mali, Malawi, Mauritius, Mozambique, Nigeria, Senegal, Sierra Leone, Tunisia, Uganda, Zambia, Zimbabwe number among the international diplomats who have lent their names to this worthy cause. In addition, Congressman James Clyburn, the Chair of the Congressional Black Caucus and other members of Congress, including several from the House International Relations Committee, have also expressed their support.

Specific AIDS related information currently available on the Africa Learning Channel includes a survey of treatment methodologies in use in Africa and the search for a vaccine. Other content includes information about the success of local hospice-like care, interviews with children talking candidly about how AIDS has affected their lives, and strategies used by Uganda and Tanzania to clean up their countries' blood supplies. Africa Learning Channel content also tackles the high incidence of STDs or sexually transmitted diseases in Africa by advocating for frank discussions about sex, the absence of which is considered one of the biggest cultural barriers to turning the tide of HIV/AIDS infection in Africa.

Over ten years ago, WorldSpace founder Noah Samara committed himself to creating a new form of media for the purpose of sharing life-saving knowledge with people in developing countries. The Foundation is implementing that mission by placing WorldSpace receivers where the largest numbers of people who really need the information can hear it. If the Foundation's Givers and Receivers Gala Reception is a success, additional receivers will be placed in Africa in settings such as community centers, clinics, schools, and other locations people gather.

About WorldSpace Foundation

WorldSpace Foundation is a 501(c)(3), tax-exempt nonprofit organization whose mission is to provide educational and other social development information to people in developing countries who are disadvantaged by illiteracy, poverty, geographical isolation and lack of information. The foundation uses 5% of the capacity of the AfriStar™ satellite of the WorldSpace Corporation to broadcast non-commercial social development and distance learning programs throughout Africa. The satellite delivers crystal clear, digital audio signals to portable receivers on the ground, regardless of geographic or infrastructural barriers. The multimedia capabilities of the system also allow communities to transcend the difficulties of unreliable communications networks at very low cost. Other services of the Foundation include its Public Health Channel and a service of weather alerts and climate information.

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March 22, 2000

Fax Transmission: (202) 456-2438

Ms. Sandra L. Thurman
Director, Office of National AIDS Policy
The White House
Washington, DC

Dear Ms. Thurman,

Mel Foote has suggested that I invite you to a dinner/roundtable meeting that we are holding next Wednesday evening (29 March from 6:30 PM until 8:45 PM) to discuss an initiative we have launched in Africa called **=access** (or Equal Access). I am serving as the CEO of the venture. Specifically at the dinner meeting, we plan to discuss an immediate **=access** project to launch an HIV/AIDS Awareness and Prevention Network, over the WorldSpace Afristar satellite.

=access is a collaborative effort between WorldSpace, the State of the World Forum, and other public and private partners (called the Equal Access Alliance). Our mission is to provide needed educational, health care, and other development/aid information services throughout Africa – via satellite digital radio and multimedia transmission. We are enabled to do this by the generous gift of channel capacity by Noah Samara and the WorldSpace Corporation on the \$1 billion WorldSpace system. Noah, a man of African birth, is a true visionary and humanitarian.

=access is a big idea that promises to have a tremendous impact, particularly in those regions currently lacking the basic information needed for basic health care, learning, and sustainable growth. The humanitarian development/aid infrastructure, properly endorsed and collectively utilized by the many organizations focused on Africa, could prove to be the absolutely best (and perhaps only) way to affordably reach tens of millions or even hundreds of millions of currently underserved Africans – in the immediate future. The cost of this reach will be at least one and perhaps two orders of magnitude lower in cost than other Internet and telephone-

based approaches currently being considered. =access and the use of satellite broadcasting is an idea whose time has truly arrived.

One of our pilot programs, already launched in Nigeria and Ghana in partnership with *Africare*, involves creating the infrastructure, content, and training for an HIV/AIDS Awareness & Prevention Network. We have a similar project under way with UNDP in Asia. The AIDS crisis can only be effectively addressed by disseminating information through affordable and reliable communications channels. Much of the needed information exists. With the donated WorldSpace broadcast capacity, we can today reach all of Africa, 24 hours per day, 7 days a week – and we can begin right now.

WorldSpace and our =access team envisions an Africa where all Africans have universal access to needed information services – an Africa in dialogue, where all voices are heard and respected. To make this dream a reality, we are partnering with key NGOs, CBOs, International Agencies, and Government Ministries to close the digital-divide that is currently limiting Africa's future potentials. Several of our partners will be at the dinner – including C. Payne Lucas and Yolanda Richardson of Africare, Tom Rautenberg of State of the World Forum, Mel Foote of the Constituency for Africa, and Leslie Danziger of Solaria (Solar Power). Together with these and other partners, we are appealing to the private sector, to philanthropic and donor communities, and to government agencies for the financial support needed.

We would very much appreciate your thoughts and recommendations as to how best to combine our efforts with others who could benefit from our satellite network in their work to combat the scourge of HIV/AIDS in Africa, and around the world. Our meeting will be held in a private room (WorldSpace/=access Dinner) in the Embassy Suites Hotel at 1250 22nd Street, at the corner on 22th and N Streets – beginning at 6:30 PM on Wednesday, 29 March. We will finish no later than 9 PM. Please RSVP by fax or email. I hope you will be able to join us.

Warm Regards,



cc: Noah Samara , Chairman & CEO, WorldSpace
Harold Adams, President & COO, WorldSpace