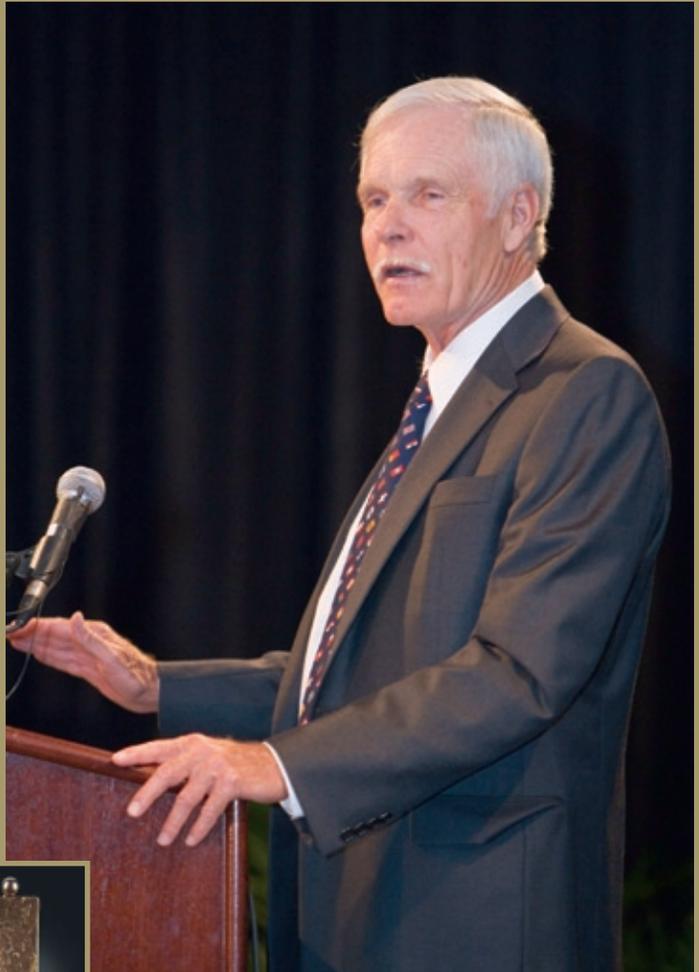


# The Delta Prize for Global Understanding

The University of Georgia

Awarded in 2006 to

**Mr. Ted Turner**





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**Title page:** Mr. Ted Turner accepts the Delta Prize from Michael F. Adams, President of the University of Georgia, and Gerald Grinstein, Chief Executive Officer of Delta Air Lines.  
(Photo/Robert Newcomb)

**Front cover:** Mr. Ted Turner delivers his acceptance speech for the Delta Prize on March 28, 2006 in Atlanta.  
(Photo/ Robert Newcomb)

Inset: The Delta Prize Sculpture. The Delta Prize sculpture was designed by Barbara Mann and Gary Noffke. The sculpture consists of a sterling silver medallion, approximately 2 1/4 inches in diameter and 1/8 inch thick, held in place by a titanium pin on a bronze triangular base. The medallion portrays the earth with the abstracted continents in low relief. In raised lettering surrounding the earth are, on one side, the words "THE DELTA PRIZE FOR GLOBAL UNDERSTANDING," and, on the other side, the words "THE UNIVERSITY OF GEORGIA." The medallion rotates in place on the stand. The name of the recipient of the Delta Prize is inscribed on the bronze base.  
(Photo/Paul Efland)



## The Delta Prize for Global Understanding

The Delta Prize for Global Understanding, endowed by the Delta Air Lines Foundation and administered by The University of Georgia, is awarded on an annual basis to individuals who by their own initiative have provided opportunities for greater understanding among cultures and nations. The Delta Prize honors a variety of contributions to peace and cooperation, such as grassroots projects that diminish hostilities in a particular region of the world, international programs that facilitate communication or commerce among different peoples, and the leadership of individuals in the solution of global problems.

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## Foreword

The Delta Prize for Global Understanding represents the highest hopes of both the University of Georgia and Delta Air Lines. Both institutions aspire to bring the diverse peoples of our planet together in peaceful interaction--Delta through travel, and the University of Georgia through international education, research, and public service. With the Delta Prize we honor individuals who have helped determine the course of history toward this end: greater understanding among nations and cultures and the peaceful cooperation that such understanding brings.

The Delta Prize Program is one way the University increases our students' understanding of the world. The Delta Prize Student Selection Committee, composed of Foundation Fellows and Honors students, creates a short list of Delta Prize nominees they deem most worthy of the award. The students find the Delta Prize committee a highlight of their academic career, for the knowledge they gain about the candidates and for the opportunity they have to meet the recipient.

The Delta Prize Board, which is composed of internationally known individuals in the fields of higher education, communications, diplomacy, and business, then selects the recipient.

The world is no longer out there somewhere, remote from our immediate activities and concerns. Today the whole world is right here, affecting every aspect of our life. If the University does not prepare our students--through education, travel, research, and service--to graduate as citizens of the world, we will have failed both them and the world.

The 2006 recipient of the Delta Prize for Global Understanding is a model citizen of the world. With his great big idea, to create a 24-hour all-news network, Ted Turner has had a more dramatic impact on the availability of information about the world, its people, its challenges, and its opportunities than any man in history.

But Ted Turner has done even more. With CNN, Ted Turner gained the financial resources to help improve the world, through clean water, clean air, wildlife habitat protection, population growth management, nuclear threat reduction, and support for the United Nations.

In applying his intelligence, his attention, his creativity, and his wealth to the issues facing the world, Ted Turner has become an inspiration to us all.

**Michael F. Adams**

President of The University of Georgia  
Member of the Delta Prize Board

## Preface

*There is no greater legacy that we can leave our children and grandchildren than a peaceful and safer world.*

This statement by Ted Turner constitutes the epigraph to his website. And it summarizes his life's mission.

The Delta Prize for Global Understanding was established to recognize individuals who by their own initiative have provided opportunities for greater understanding among cultures and nations. Few individuals in the world today can match the achievement of Ted Turner in facilitating communication among the world's diverse peoples and promoting a healthier and more peaceful global environment.

Ted Turner is a visionary, and a truly prolific visionary. In 1980, Ted Turner inaugurated CNN, to provide live, in-depth, round-the-clock news. In 1985, he launched CNN International. Since then he has created CNN Radio, CNN Airport Network, and CNN en Español, as well as other cable networks.

The establishment of a global news television network is probably the greatest force for globalization, and certainly one of the most significant contributions to international understanding, in the history of the world. CNN International enables the diverse peoples of the world to see into each other's societies, to hear each other's voices, and to learn of each other's interests and values.

In 1986, Ted Turner developed the Goodwill Games to allow athletes to come together in competition regardless of their nationality. The Goodwill Games enabled athletes of all countries--during the Cold War--to engage in peaceful interaction with each other on the playing field.

In 1991, Ted Turner founded the Turner Foundation, which supports clean water and toxics reduction; clean air through improved energy efficiency and renewables; wildlife habitat protection; and the development of equitable practices and policies designed to reduce population growth rates. The Turner Foundation recognizes the importance of a healthy environment to the development of a safer world.

In 1997, Ted Turner pledged \$1 billion to the United Nations Foundation, in support of the goals of the UN, to create a more peaceful, prosperous, and just world. The Preamble to the UN Charter sets forth the UN's purpose: to save succeeding generations from the scourge of war; to reaffirm faith in fundamental human rights; to establish conditions under which justice and respect for the

obligations arising from treaties and other sources of international law can be maintained, and to promote social progress and better standards of life in larger freedom.

In 2001, Ted Turner established the Nuclear Threat Initiative, a foundation he co-chairs with former Senator Sam Nunn. Its objective is to decrease the threat from nuclear, chemical, and biological weapons.

Ted Turner focuses on the world as a whole. He sees relationships among the parts of the interconnected whole, and uses his imagination, wealth, and power to strengthen the whole by strengthening the parts.

He believes that the better the world's peoples understand one another, the more able they will be to live peacefully together; that peaceful interaction requires social justice; that social justice requires adequate resources, such as energy, for all the world's peoples;



Mr. Ted Turner with Betty Jean Craig and Gary Bertsch (co-directors of the Delta Prize) at the Delta Prize award ceremony on March 28, 2006

and that the continuing supply of resources requires research and investment in new technologies.

Ted Turner believes that harmonious relationships among individuals and societies grow only in an environment of security. So he works at reducing the danger from weapons of mass destruction. He believes that the health of all humans, and all other organisms on the planet, depends on clean water and clean air, so he invests in the planet's ecosphere.

With his global vision, Ted Turner has influenced the course of world history.

**Gary K. Bertsch**

Co-Founder and Co-Director of the Delta Prize Program

**Betty Jean Craige**

Co-Founder and Co-Director of the Delta Prize Program

## On Behalf of Delta

On behalf of nearly 50,000 Delta employees around the world, I wish to tell you that our company is honored to support the Delta Prize for Global Understanding.

Hard work and dedication by those 50,000 men and women of Delta allow our company to fly more than 118 million customers each year to 503 destinations in 94 countries. More than 1,700 Delta and Delta partner flights each day help create, grow, and strengthen links that bind families, friends, and businesses across both small and large distances. We hope that our efforts contribute significantly to global understanding.

Mark Twain once observed: "Travel is fatal to prejudice, bigotry, and narrow-mindedness." Yet, one hundred forty years later, the world remains characterized by prejudice, bigotry, and narrow-mindedness--despite the logging of billions and billions of travel miles by an increasingly mobile world population.

Still, the face-to-face opportunities that air travel provides can and often does provide a forum for the exchange of culture, ideas, and political thought, as well as goods and products. And we at Delta are proud to be part of that effort.

The man we honor with the 2006 Delta Prize likewise believes in the importance of providing a forum for the exchange of culture, ideas, and political thought.

Ted Turner views the world as a whole, a single interactive planet whose human inhabitants need to understand each other better. So he created communication systems and media vehicles to bring events in far-off places into our living rooms.

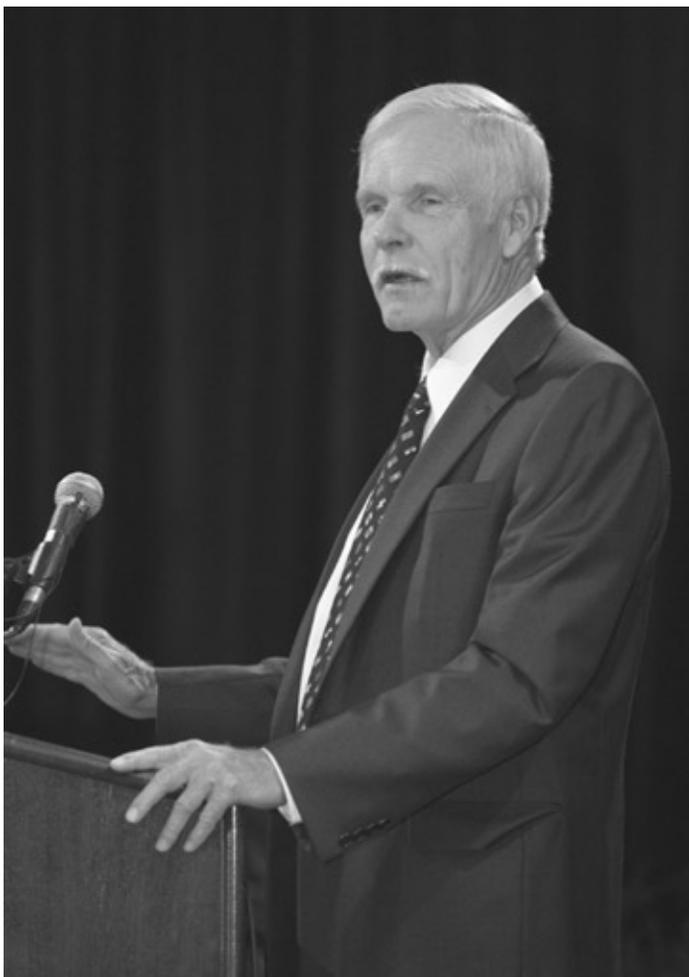
Through CNN, Ted Turner has affected every aspect of our lives, even our language. Twenty years ago, he recognized the possibilities for prejudice, bigotry, and narrow-mindedness implicit in the word *foreign*, and so he banned the use of it on CNN. Now we seldom hear the word that once inclined people to divide the world into "us" and "them."

And through his donation to the United Nations Foundation in 1997 to protect children in the less developed world against diseases such as measles, malaria, and polio, Ted Turner reminded us that in addition to watching what was going on in the world, we could also work to change it. And he showed us how.

For all these reasons and more, Ted Turner deserves the 2006 Delta Prize for Global Understanding.

**Gerald Grinstein**

Chief Executive Officer of Delta Air Lines  
(as prepared, not necessarily as delivered)



Mr. Ted Turner delivers his acceptance speech for the Delta Prize on  
March 28, 2006 in Atlanta.  
(Photo/ Robert Newcomb)

# Encouraging the Better Nature of Mankind

(Acceptance Speech)

Thank you very much for granting me the 2006 Delta Prize for Global Understanding. The University of Georgia and Delta Air Lines are two southern institutions that I admire greatly. Both the University of Georgia and Delta are involved in bringing people from around the world together to interact peacefully, and that is what I have tried to do with my life. Delta takes people to all the continents of the world, except for Antarctica, and gives us the opportunity to get acquainted with each other and understand each other better. The University of Georgia gives both faculty and students--many students--the opportunity to travel abroad to work and learn with people from other countries. That kind of travel is what we must do if we are all to get along with each other in our global society.

I have known about the Delta Prize for a number of years, and I attended the ceremony for my friend Mikhail Gorbachev in 2001. So now I am truly happy to join him and the other distinguished world leaders as a Delta Prize recipient.

I believe that the more information that people have, if it's good, honest, important information, the greater our chances will be for global understanding. That is why I founded Cable News Network, both CNN and CNN International: to give good information to all people. In all my endeavors--such as CNN and CNN International, the grant to the United Nations, and the Nuclear Threat Initiative--I have tried to help people get along with each other peacefully. That means understanding each other, which requires good information.

When we started CNN, we tried very hard to cover controversial issues as fairly as we possibly could. Whenever there was a disagreement, and there always was, particularly in places like Israel and Palestine, we would always seek out spokesmen from both sides and present both sides. We didn't try and push the viewers to one conclusion or another. We let the viewers hear the information from the people who were involved so that they could make up their own minds regarding who was right and who was wrong--or whether there was right or wrong at all. I think that's one reason CNN was accepted all over the world.

When we first started CNN, there was a tremendous reaction all over the world against it. People said, 'We don't need an American network in here full of propaganda. We want people in our country to watch our own news, not news from thousands of miles away. And



Ted Turner, and former Soviet President Mikhail Gorbachev attend a news conference to announce that Turner will receive the 2005 Alan Cranston Peace Award, at the United Nations in New York, April 20, 2005. The award is presented to individuals who actively pursue and support nuclear non-proliferation and disarmament.

(Jeff Zelevansky/Reuters/CORBIS)



Ted Turner talks with King Abdullah II of Jordan prior to the CNN Annual World Report conference in Atlanta, June 2, 2000. (Reuters/CORBIS)

besides, there's no way we can control it. What if CNN turns out to be some network with a strong pro-American point-of-view that takes the American position on everything? And if it takes a position we don't like, what can we do about it?"

So I traveled all over the world, calling on the regulators in the different countries and visiting their television networks, trying to build bridges with them through CNN. It was during the Cold War. I tried to build bridges even in those countries with which we were at war, like Cuba, Russia, and China. I personally went to those places repeatedly, and I won the people over and converted them to customers of CNN and participants in a number of different CNN programs.

That is why CNN was accepted all over the world. It was clear that CNN was making a positive contribution to the world's store of knowledge and information and doing so in a way that was not encouraging racism or prejudice. By providing good, honest, important information we were encouraging the better nature of mankind.

These days I don't think we are making the kind of progress toward global understanding that we should--at least not with CNN. But maybe we can increase global understanding through the United Nations.

When I was a boy, I was particularly interested in history and what was going on in the world. And when I got a little older, I came to the conclusion from studying the media and other forms of information that if it hadn't been for the United Nations we would not have made it through the Cold War. Without the UN, we would not have made it through the Cuban missile crisis. Without the UN, we would not have made it through the Berlin Blockade either. We got very close to nuclear war.

The United Nations enables enemies at least to hear each other. One of my favorite images from the 1950s was that of Khrushchev in the UN angrily taking his shoe off and beating the podium with it to emphasize his point. Americans were shocked, but I thought that it was great to have a place, the UN, where people could let off steam and avoid war. I believe that if you listen to your enemy and your enemy knows you're listening, you and your enemy can avoid war. Listening goes a long way to diffuse your enemy's anger, because your enemy knows you're hearing his grievances.



Ted Turner, founder of the Goodwill Games, gives a speech at the opening ceremonies of the 1990 Goodwill Games in Seattle, Washington (Kevin R. Morris/CORBIS)

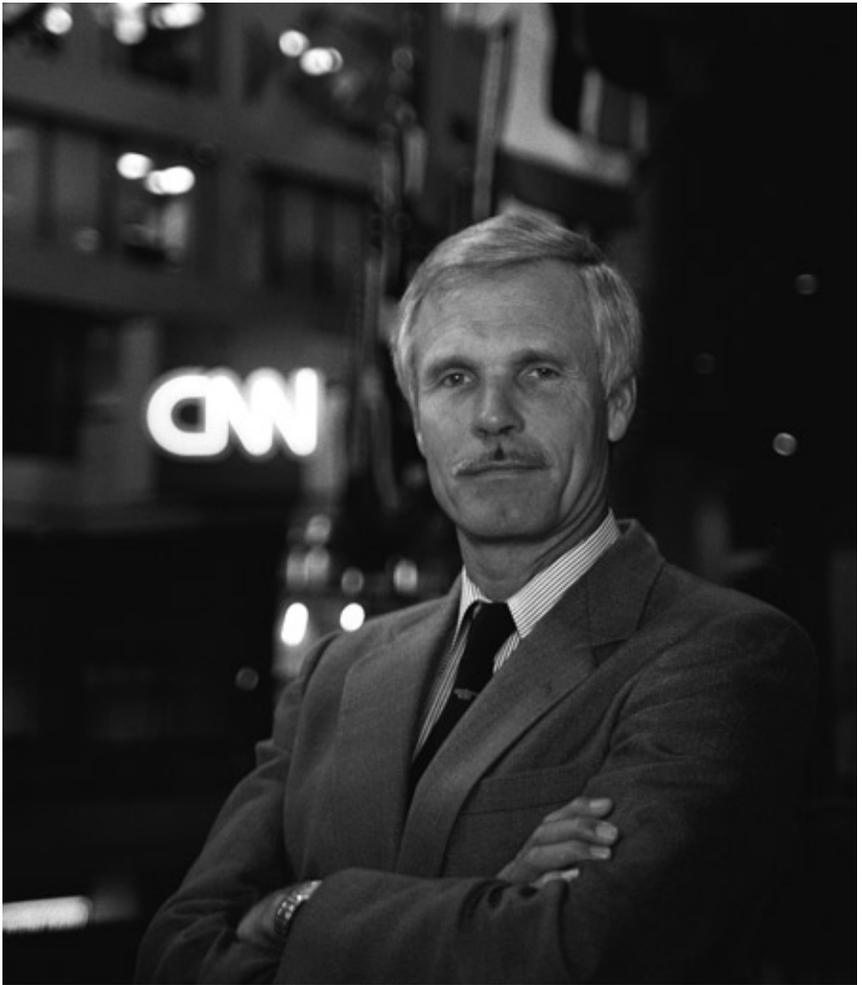
Now I'm spending most of my life, or a good portion of it, trying to figure out how to avoid conflict, because we can't afford conflict anymore in the world. I mean we really can't afford it. We can't afford the war in Iraq, which is costing us many, many lives. It is also a huge waste of money and time. But, God help us, if the United States should enter a war with Russia or China, we're talking about a real war. Remember Napoleon, who marched into Russia with an army of several hundred thousand men and lost ninety percent of them? But at least in Napoleon's time ninety percent of all the casualties of war were military personnel. Today ninety percent of the casualties of war are not military personnel. Ninety percent of the casualties are civilians.

So we shouldn't start wars today. We will not bring peace to the world by violence. Instead, we should be listening to our enemies, and we can do this in the United Nations. Wars are very ineffective ways to change people's minds. You change people's minds not with bombs but with information, education, cultural exchange, and student exchange. You change people's minds with ideas. The United States should not be resorting to violence.

So in conclusion, I would like to thank the University of Georgia and Delta Air Lines for awarding me the Delta Prize for Global Understanding. I accept the Prize as a tribute to all efforts to promote understanding by providing good information to all the world's residents and thereby enabling people to choose talk over bombs. I think that by doing this we can encourage the better nature of mankind.

**Mr. Ted Turner**

Recipient of the 2006 Delta Prize for Global Understanding



Ted Turner, 1987. (Douglas Kirkland/CORBIS)



## The Delta Prize Board

Dr. Michael F. Adams  
Dr. Gary K. Bertsch  
Dr. Betty Jean Craige  
Mrs. Anne Cox Chambers  
Mr. John L. Clendenin  
Ambassador Jayantha Dhanapala  
Ambassador Kai Eide  
The Honorable Joe Frank Harris  
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Ms. Jane Wales  
Ms. Judy Woodruff

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John Binford

Jason Brown

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Adam Sparks

Adam Thomas

\*Associate Director of the Honors Program and  
Adjunct Professor of International Affairs



Mr. Turner with University of Georgia Students at the Delta Prize award ceremony, March 28, 2006. (Photo/Robert Newcomb)





## **Recipients of the Delta Prize for Global Understanding**

**1999**

President and Mrs. Jimmy Carter and The Carter Center

**2000**

Archbishop Desmond M. Tutu

**2001**

President Mikhail S. Gorbachev

**2002**

Mrs. Sadako Ogata

**2004**

President Václav Havel

**2005**

Ambassador Gertrude Ibengwe Mongella

**2006**

Mr. Ted Turner

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See also <http://www.uga.edu/news/deltaprize/>

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