

**Conference: 15<sup>th</sup> Annual International AIDS Conference  
Meet the Leaders: Showcasing Media Partnerships – The  
Global Media AIDS Initiative  
June 13, 2004**

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[START RECORDING]

**FEMALE SPEAKER:** That there is a press briefing and the speakers Richard Gere, who has just come from a trip to India, and we will hear from him very soon; and Peter Piot, the Executive Director of the Joint United Nations Program on HIV/AIDS which we all know as UNAIDS. He will join us very shortly as he is coming from another engagement. Let me also welcome all other participants with me up here; I will introduce them to you in a few minutes. This event will showcase what media can do when we work together in partnerships. In January of this year, United Nations Secretary General Kofi Annan launched the Global Media AIDS Initiative with a meeting of the CEO's of 22 major media companies from around the globe. More have joined since.

Until recently, the media has largely been seen as a means of distribution of information, but rarely engaged as a true partner in the fight against AIDS. For the first time, the Global Media AIDS Initiative is changing the way the media thinks of itself when it comes to it's role in addressing HIV and AIDS. This morning we will hear from media representatives and from other organizations that have partnered under the umbrella of this initiative with media companies on public education efforts, to address HIV/AIDS including prevention of course, and as well as broader, general awareness.

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But first what exactly is the Global Media AIDS Initiative and what are we trying to accomplish with it. We will play a short CD-ROM that explains it. [PLAYING CD-ROM]

[START CD-ROM]

**MALE SPEAKER:** It may be early in 2004, but already I can say that for me -

[END CD-ROM]

**FEMALE SPEAKER:** Okay, I can sit down in the front. Can we start again? Well I think we will give the technicians in the back a chance to sort themselves out, and since I just saw Peter Piot coming in, let me welcome him. We will hear about the Global Media AIDS Initiative seminal meeting in January in New York later on, and we will also hear about the different projects that have stemmed from it since. But now let me - I am very pleased to give the welcome to my close friend Peter Piot, Executive Director of UNAIDS and I invite you to address us; you have to go all the way around, Peter. Peter here - oh you came, good. [Applause]

**PETER PIOT:** Thank you, Martha.

**FEMALE SPEAKER:** It's not on.

**PETER PIOT:** Not on, okay.

**FEMALE SPEAKER:** Well, raise it, raise it.

**PETER PIOT:** Just raise it, like this; okay.

**FEMALE SPEAKER:** Yes.

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**PETER PIOT:** Thank you, Martha. I may be over 50 but I can still take that kind of [laughter] little jump. Well it's good to be here and it's good to see that this is a full room because this is a very important subject, and it's good to be here with friends and with real pioneers when it comes to responding to this AIDS crisis. And I really believe that the meeting that the Secretary General Kofi Annan hosted in January with over 20 media executives was one of the most important events that he had hosted when it comes to AIDS. Because I frankly don't know of a single country that has been successful in the fight against AIDS without a very big awareness campaign and with a constant engagement of media and other information channels. Because we shouldn't forget that it's not only TV that is really providing information to people; radio is probably still the number one source of information and of entertainment throughout the world - and correct me if I am wrong, media people. And we also have still a lot of traditional ways of communicating which usually is a far smaller scale but I think we need to make sure that we are, you know, they are engaged.

There were four commitments that were made at that summit. The first one that every company, each company that is present would devote more space for reporting on AIDS. Over the last few years particularly from the western media, so many

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reporters told me how hard of a time they have to place a story on AIDS. I think this conference seems to have changed a bit because there is enormous, enormous coverage worldwide. So in other words, the editors have to provide a space, an editorial space, the time space, the square millimeter or whatever space in printed media for AIDS. Secondly, the second commitment was to offer space and time for advertisements, announcements, specifically on AIDS. Thirdly and probably I think the most important one in the long run is to incorporate AIDS in popular shows and soap operas, Vina Vella [misspelled] or whatever it is called because that is often what shapes role models, what shapes peoples opinions on things. And the fourth commitment from the big media was to make sure that there would be assistance be provided to small media outlets because they don't have the means to produce themselves on these materials.

So that I think is - these are the commitments now I would say we should hold everybody who signed off on that to fulfill these commitments. And we have in essence already many examples and let me start with a mentioning a few of them. First an example that I would like to give is - and that is one from Uganda since this is, I would say, the mother of all successes in terms of AIDS in the world; certainly in the developing world. And I think that the major element in that was a radio program and a newspaper program for young people

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for youth called Straight Talk; something that only young people could have done to talk to other people and Straight Talk meaning really straight talk, not what you see on billboards or what you see in UN publications.

Frank debates among young people about all the issues around sexuality, and this was not done with a lot of money. It was young people themselves, but now we have got also to move to AIDS as a corporate priority for media organizations, for companies, be it public or private. And I am very proud that UNAIDS, we have been associated from the beginning with what I consider is one of the pioneering programs on AIDS in the media and that is staying alive. Staying alive, many of you will know MTV for many years, it has even won Emmy Awards et cetera, has really again applied that principal of straight talk and it is basically young people to young people; basically teenagers to teenagers in this case. And I am very proud that my friend Bill Rhody is so committed to continue to do that MTV; and now the whole of Viacom is really a stellar example of a corporate commitment.

I can go on with lots of examples throughout the world, let me mention a few that I, again, consider as pioneers and that is in South Africa, SABC - South African Broadcasting Company. Where the one hand Soul City, which is aimed at the entire family and on the other hand as Part of Love Life, we

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will hear about that I think later on; and again, a very pioneering program. I just come from a press conference on orphans and vulnerable children in the world with Carol Bellamy and the press conference was opened by Kami, for those of you who haven't heard of Kami, Kami is an HIV positive Muppet from Sesame Street. And it is the - again an example of a very popular program, something that is very important for the development of many children in the world, often poor children, and where we have an orphan Muppet, HIV positive, and that really brings the message in a way that is pleasant but also very down to earth.

And I think it illustrates that education and entertainment are not mutually exclusive; it doesn't have to be boring, otherwise, you know, we just won't reach the, you know, our goals. And I think there are - I have seen something in India which I didn't fully understand, but you know, the BBC Russian television series, and I think we will hear of that. Yasos Vija [misspelled] and it's a detective story, it's a whole - again incorporates and brings AIDS there as part of, you know, of the reality of today, and I can go on and on and on about that. But I want to say that for us, this initiative is a key component; it is as important as promoting condoms; it is as important as providing treatment to people living with HIV; and it is a very important element of the campaigns

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against stigma, discrimination, the shame associated with AIDS because that is something that deserves special attention.

And I think that now the key is to go to the next step and to make sure that we are constantly adapting the messages to our audience, to people's needs, and that's why we are working together now on what we call a Creativity Summit to think of a re-branding of AIDS and I believe that we should move from doom and gloom, from only bad news to the fact that this is a problem with a solution. This is an issue that we should turn into a positive movement that will shape the future of the world tomorrow. So thank you, very much for listening to me. [Applause]

**FEMALE SPEAKER:** Thank you, thank you, Peter. It is indeed stimulating to think that the media can actually save as many lives as doctors or more even by getting the message out about HIV prevention. And as the Secretary General said, let me just quote him, "if there's one thing we have learned in the two decades of this epidemic it is that in the world of AIDS silence is death; the media can bring the disease out of the shadows and get people talking about it in an open, informed way." We will now be able to see the video that shows the Global Media Alliance in it's burst, and if the technicians are okay, please go ahead.

[START CD-ROM]

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**MALE SPEAKER 1:** The world has come to realize AIDS is a development problem that threatens human welfare, social and economic advances, productivity, social confusion, and even national security. HIV/AIDS reaches into every corner of society, affecting parents, children and youth, teachers and health workers, rich and poor. What is unique about this development problem is that it's solution is not about building bridges and roads, but about raising awareness. In an attempt to accelerate the scale of awareness, on January 15, 2004, the UN Secretary General Kofi Annan convened a meeting of media leaders from all over the world. The purpose of the gathering was to explore how the media can join the fight in a more coordinated and effective way. This groundbreaking meeting organized by UNAIDS and the Kaiser Family Foundation with additional support from the Bill and Melinda Gates Foundation sought to change the way the industry thinks of itself when it comes to contributing to the global response to the epidemic.

**KOFI ANNAN:** It may be early in 2004, but already I can say that for me, this is bound to be one of the most important meetings the year will bring . . .

**MALE SPEAKER 1:** In the course of the meeting the executives in attendance pledged their company's commitment and resources to raise the level of public awareness and understanding about AIDS. By increasing the air time devoted

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to the issue and making HIV/AIDS public education a corporate priority.

**MALE SPEAKER 2:** In 2006, we are preparing now in a co-production arrangement to broadcast the - what's being called now the definitive history of HIV/AIDS . . .

**MALE SPEAKER 3:** We will make this fight a corporate priority . . .

**MALE SPEAKER 4:** I would be willing to work with television and radio stations in sub-Saharan Africa to make available and to provide access to the talent that we have relationships with . . .

**MALE SPEAKER 5:** Everything we produce, everything, is creative rights for aid. And we offer - even challenge broadcasters to air our programming . . .

**MALE SPEAKER 1:** The Secretary General called for the establishment of a Global Media AIDS Initiative which would coordinate and provide support to the media throughout the world. These efforts which are now being carried forward by the Kaiser Family Foundation, UNAIDS, and the UN Department of Public Information have far reaching benefits to the fight against AIDS. The initiative recognizes that the media is an underutilized force which can play a critical part in rolling back the momentum of the disease; silence in regards to AIDS equals death especially in countries with emerging epidemics.

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AIDS is literally a ticking time bomb which public dialogue can help defuse.

**MALE SPEAKER 6:** I got a little present for you here, some condoms . . .

**MALE SPEAKER 1:** People respond to familiar faces on popular media more readily than they do frightening and abstract statistics.

**MALE SPEAKER 7:** AIDS is one of the greatest wars in the world. It is a war against humanity, and that is how we should fight it . . .

**KOFI ANNAN:** Every generation faces great challenges. The fight against HIV/AIDS may be ours; we cannot do it without the unparalleled power that you have, you the media have . . .

**MALE SPEAKER 8:** You are business people and I would like today to be as straight forward and realistic with you as I possibly can. I do not believe that media is the answer to global HIV; I do believe strongly that media is still the greatest untapped resource in the fight and can play and absolutely critical role and save lives especially when it comes to reaching young people. One-half of all new infections . . .

**MALE SPEAKER 9:** And the plain truth is that you can actually save as many if not more lives than physicians when it comes to prevention. . .

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**MALE SPEAKER 1:** Bill Gates who is also involved in this initiative came to meet with the media leaders and spoke of the role they can play.

**MR. BILL GATES:** The challenge for all of you is to think about how to raise this ability, definitely awareness does lead to behavior change; it can't be the only thing we do, but it is certainly a necessary component . . .

**MALE SPEAKER 1:** Several media companies like Viacom have already devoted both airtime and money, but more could be done; Many CEO's offered innovative ideas.

**MALE SPEAKER 10:** I believe that a centralized multimedia databank could be established and that donated material whether it's footage, video footage or fax sheets or studies could be accessed via the internet that would make gathering this information that much easier . . .

**MALE SPEAKER 11:** That's a terrific idea, Mr. Rodriguez, thank you very much and I am assuming this is going to be cost-free to those who wish to download it, particularly -

**MALE SPEAKER 10:** Yes.

**MALE SPEAKER 11:** Many don't have their own footage in the developing countries -

**MALE SPEAKER 10:** That's the idea that it would be cost-free and the people donating the footage would donate it

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rights free . . .

**MALE SPEAKER 12:** One thing I would like to propose is a creative summit. I have been struck by the number of ideas already today. We do this at MTV regularly, but creative members of all your organizations meeting on a regular basis; we will be happy to host this. We could talk about new programming concepts; we could exchange best practices; we can talk about marketing strategy, whatever. We will host it and come up with the most creatively effective messages . . .

**MALE SPEAKER 1:** At the end of the meeting the participants signed a declaration through it's extensive reach, media is a powerful force for educating and informing the public about the HIV/AIDS epidemic. We therefore resolve through our companies to expand public knowledge and understanding about HIV/AIDS. Since this meeting, the Global Media AIDS Initiative has made several follow-ups. The development of the database of AIDS materials that can be used by the media at no cost is already underway. A feasibility study to investigate material expected in this database is being conducted by the BBC World Trust; an annual Creative Summit to convene the top creative talents from media companies around the globe to collaborate on effective messaging is being looked at during the Annual MTV Festival; in Comp in the International Emmy Awards in New York. The Initiative

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continues to bring together media executives in regional forums around the world to encourage new commitments and help foster collaborative efforts.

[END CD-ROM]

**FEMALE SPEAKER:** Well since that January meeting there has been a lot happening and we will hear some of it this morning. The Kaiser Family Foundation which is represented here by Dana Hoff, Vice President and Director of Entertainment Media Partnerships along with UNAIDS, and the United Nations Department of Public Information are the lead organizing groups coordinating the initiative. And now let me ask our other keynote speaker, Richard Gere, actor and activist who needs no introduction, but I have to say to you, Richard, with some embarrassment I must say, that I have lost count of the number of times I have seen *Pretty Women* that remarkable [laughter] remarkable movie. And I was thinking last night how many millions have seen it more than once, and how incredible -

**RICHARD GERE:** Don't be embarrassed at all. You can't be embarrassed -

**FEMALE SPEAKER:** But how it would have been if the word condom was pronounced once in that movie.

**RICHARD GERE:** Really you know there was a scene in that movie and it's funny, we had a scene and it was - well we made that movie 15 years ago - can you hear me?

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**FEMALE SPEAKER:** Yes, yes.

**RICHARD GERE:** 15 years ago and - which would have been when - I have lost track now. 15 years ago is -

**FEMALE SPEAKER:** 2 - well 1990, 1990.

**RICHARD GERE:** '89 right, so we are still in the middle of the worst years of the beginning of the crisis. And we have this scene with me and a hooker and I said, well we can't play this scene, I mean, it's - you got to deal with the reality of today, you can't play it like it's a sitcom. And I said okay, well we will get some condoms - Gary Marshall is the director, and he said, okay, we will get some thingies you put on in there - and condom stuff and put them on your thingie and stuff [laughter] and I said, well okay, okay. And then Julia Roberts had this idea of using multi-colored ones which were brand new then, so we made it a comedic scene about what color do you want. [Laughter] And I kind of went, the whole idea of the condoms and how fast she was moving me made me rapport a little bit and say let's have a cup of coffee or something and sit down. Gary cut part of that out of me kind of slowing down the moment, and the film didn't work at all. The test audiences didn't like it at all, you had to put it back in that this whole thing about condoms and even thinking about it was a little too much and slow down, and the audiences bought into the whole idea of this again. I had forgotten about all that;

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thank you, Martha for reminding me.

**FEMALE SPEAKER:** Next time. [Laughter]

**RICHARD GERE:** I don't even know what to do here. I mean I see we have a full house so thank you all for coming here. I am sure everyone here is exhausted to begin with, and I don't know what I can add to all these words that have been said here. Thank you, Peter, so much for being here and being such a leader on all these things. I think what I can do is just probably tell you about my voyage into this world of using media the way we have begun to, the evolution of it in India.

I have been involved with the crisis since the very beginning; I have lost a lot of friends right in the beginning because it started in the U.S.; how many people here are not from the U.S.? Okay, well I can tell the U.S. story and then it means something. I am glad there are a lot of people not from the U.S. here. In the U.S. it started in the gay community and it was really the gay entertainment community, and so us who were actors and writers and directors or whatever and we had a lot of friends who were sick immediately and were dying. It was our world, and I think as part of the problem as the disease has evolved throughout the world is that it hasn't been in a powerful community. And the gay entertainment community in the U.S. was very powerful, even though there was a very conservative government in power who didn't want to deal

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with the issue of AIDS. In fact chose not to even speak the word in this case, silence literally was death. We had a government that would not say the word AIDS. We had a government that even in cabinet meetings, and I am talking about Ronald Regan here, would not allow the word AIDS to be spoken.

So it really was up to this very vocal community of gay activists that were born out of this crisis to bring it to the general public. I certainly was part of that and played my part; sometimes major sometimes not, but it was my life. And as the crisis began to - we got a handle on it in the U.S. and unfortunately we don't have a handle on it anymore, it is increasing in the U.S. unfortunately, especially with African Americans, Chicanos, minorities, and the gay community. I guess the feeling is wrongly so that we can survive now; if we can afford the drugs we can survive it. So we don't have to be so safe anymore; and that's another problem that we have to face, kind of a secondary issue.

Once we have the resources and the medicines, there's another level of education. I forgot where I was going with that - where was I? Oh, you want to go back to Ronald Regan? [Laughter] So -

**FEMALE SPEAKER:** You were saying there's a lot that has happened since.

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**RICHARD GERE:** Where are we taking this now - anyhow, so about 5 years ago I started to look at myself and what I could bring - and we all come from our territories, we all have expertise, we all have things that we do well. And my world is media; my world is movies; a very specific area of media; but I understand the power of celebrity, I deal with it all the time, and I know it in a very intimate way. So my first instinct was to work in India with my dear friends in India, a country that I love, and I was going to sometimes three times a year for months at a time and realizing that they were where we were 15 years before in the U.S. and they were approaching this window of opportunity that they could do something about their pandemic before it got totally out of hand.

So I decided to focus very much on that. Initially I thought that events in concert with media, meaning television and print would be enough to jumpstart a movement. I knew there were very few clinics in India at that time, just 5 years ago, very few; a handful. The government - are there any government people here? I should be careful what I am saying here - Indian government people you have to stand up if you are there. Okay, well they were doing very little at that time. We now have a new government, brand new government in India and I think we are all feeling extremely optimistic; they do talk about AIDS and it does seem to be a priority to them. So they

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need to be encouraged very much, so I encourage you out there, if you are hiding out there, I encourage you right now. What happened was we put these events together; one was in Bali and one was in Bombay and they were very huge events, a lot of coverage, a lot of the Indian style as parties. And it was fashion shows and music and fun and I kind of like that aspect of it, but the messaging was very difficult to actually talk about the issues; talk about protection, to educate, to make it personal.

So we had this enormous amount of attention and I realized that the press conferences we were doing were all focusing on where is the money going; with kind of a skeptical attitude. And I think it's probably true in much of the third world, where is that money going; what are you doing with all that money; and the assumption is that we were all scamming and it was never going to anyone and really doing any help. But very naively I thought just the mere fact of doing these events, things would start. Well, they didn't. And a year went by and two years and I realized that little had happened; although we did spread some money around to the clinics that were doing very, very good work there; and I became intimately involved with them.

I realized I had to be much more systematic about it, and in fact create a model of how to use the energy. And it

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started to evolve in my head that certainly I would start from my energy base which is celebrity. And I would further define that as a member of the creative community, but a kind of cultural artifact, cultural icons of culture; and certainly that is actors. But it's also poets, and it's athletes, and it's musicians, and it's Noble Prize winners, and it's anyone that speaks to the heart of a culture, whatever that culture may be that reflects how we see ourselves.

And so I started to systematically meet those people, and one of my partners in that is with me today, Parmesh Largudrich [misspelled?] who is really an intimate person to whole the process I have gone through; started to introduce me to the Baliwood community of actors. Also in the process - and this is another major part of that puzzle, celebrity really doesn't mean anything unless it has an intimate partnership with media.

**MALE SPEAKER:** Yeah.

**RICHARD GERE:** Celebrity can open a door and create an initial energy very quickly and get to the heart of the people, but it doesn't create meaning; and it doesn't create continuity. And that's - I think everyone here will agree it's the continuity is the difficult thing in the media game. It's to keep the message evolving and keep it out there, and to be hitting it from many different angles. So as we started to

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evolve relationships with people, and as I find everywhere, the celebrity community, actors especially I find, my people are really open. Our job is emotions and empathy and sympathy is something that usually characterizes the acting community and I found that that was true in India as well. I found that the media industry was not quite the same. But I was not meeting the heads of corporations, and that's another part of my evolution. As we started doing some other events, I realized that if you don't talk directly to the leadership, which is an important part of what this conference talk is about, the leadership; talking to self-starters, talking to the heads of corporations. If you don't stimulate the energy there, there is no trickle down.

There are a lot of people at mid-level in media and every other endeavor who want to do good work, but without having their bosses giving them the space and the impudence to do that, they can't do it. So I started to find that the best use of my time and energy was to contact media heads, and the first breakthrough we had was not directly in India, but was in fact, through an American company, I think it's an American company; which is Murdock - I don't know if he is Australian now - is he Australian? He is, but I think it's an American company really; it's a news corporation. And a news corporation was, you know, a conservative version of CNN that

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was started by Roger Ales who is a friend of mine. When I was making a movie about media consultants called *Power* part of my research was talking to certainly the democrats which is a much closer affinity from my political and moral thinking, but I also wanted to talk to republicans.

And I found that I had this immediate connection with Roger Ales, who politically is totally opposite of me, but I really liked him; and I found him a very humanist and warm person. Over the years we have become pretty good friends, and I called Roger about this problem; how can I, how can I stimulate a deep personal relationship and commitment and a sense of responsibility in media heads. And he said that's really a tough nut there, he said, let me think about it. And he called me back and said, look, I'd like you to call James Murdock who is Rupert's son and at that point was running - I would say SKY TV - STARS - sorry STAR TV which was out of Hong Kong; that was all of Asia. And I got on the phone and talked to him and immediately again, I felt that there was a heart connection and I think that's the basis with all these things. Without the heart connection; nothing works.

And I looked at the film here of the people who were at that conference; I couldn't tell who had a heart connection or not. And I think we will probably find out 6 months or a year from now who really did. But that's where it's got to begin

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and that is always a one on one I find. If I can sit in a room with someone, I can feel the alchemy of that almost immediately; if this person is on a wave length of responsibility, or if it's kind of a corporate self-cherishing that is being manifested. But if there is that opening, that open heart and a sense of I really want to do good. And it was the interesting verbiage that James used with me; he said we really want to be a good citizen. And I took that personally from him, not only do we as a company want to be good citizens in India, but I personally want to be a good citizen.

So very quickly again, we started to have this relationship and evolved very much with the involvement of Kaiser Family Foundation, and Tina Hoff especially who is extraordinary, and I have gotten to know her quite well during this trip to India here and she is really an extraordinary person, and I am really happy to be working with you. And Bob Keltee [misspelled?] who is our project manager and works with me very, very closely, it evolved in this kind of special way. At this point, the commitment is to about 14 million dollars worth of free PSA time, but better than that, it's not just PSA's and it's not just 3:00 in the morning where you have this slot that you can stick it in and it doesn't really hurt my business at all.

We approached this as a business plan; how do you sell

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a product? How do you sell soap? How do you sell toilet paper? How do you sell AIDS? And it was approached the same way and I think because it was seen as a business plan, ultimately we have a chance of being really effective with this. All the mechanisms that are in place for selling products will be used in the mechanism selling the solving of the problem of AIDS and educating people. So again, you are not creating - not putting energy into creating new venues, you are using ones that exist. And again I am emphasizing, the point is creating human connections with self starters, with effective people who already are doing the things that you want to be part of in stimulating a human connection there, so they do the right thing, which again - I am an optimist at this point, I haven't always been, but I am right now. And I think that people basically want to do the right thing.

So through that initial connection that we made, the negotiations which were business negotiations about what we would do together, lead to a connection with the company that knows how to do this stuff; again they are expert at putting these relationships together and making them work effectively. And then we need the funding, major finding, and at that point because we had something real, that's when Gates came in and gave us the grant to activate this. Now when that all happened it stimulated the reality factor I think with other media. And

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at that point we started to go to other people, SUN TV in the south. I mean India is divided essentially into two areas; there is the north and the south. Our initial relationships were in the north and toggled into the south is where the highest, with the highest prevalence of the disease is. And I - how many people are in the south? I am not sure - Parmesh, any idea? Easily there is probably - I'm sorry. Hundreds of millions of people; there is a billion people in India, so hundreds of millions of people are in the south. SUN TV has access to 80 percent of the television households, that is extraordinary access there. We are also creating relationships with Hindu newspapers which also has extraordinary access. Now the other part of that puzzle which really tickles me the most is also with the - oh my brain is [inaudible] the Rotary Club.

Now we find the media works in many different ways, if you hit one nail on the head you probably aren't going to be very effective, you have to go holistic. So if you are working with television, radio, print and the kind of different media which goes from village to village has access to people on a one-to-one basis. It doesn't have to do with traditional media at all, but the village media of how do you communicate there which is - can be through theater, it can be through the kind of meetings that one has in villages that have nothing to do with media or television or anything else. But the Rotary Club

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has that kind of outreach that goes there. I guess what I am emphasizing that in a holistic approach that uses systems that are already in place and the basic energy that stimulates that is finding the human connection heart-to-heart with the corporations. That's the model that we have and it seems to be working beautifully; I see no reason why this model wouldn't work everywhere in the world; especially in the third world.

I think I am going to end that there because we are going to have some questions and answers too, so I am open to that now - I don't know if we are going to do that now. I don't know if we are going to do that now, but . . .

**MALE SPEAKER:** That's fine.

**RICHARD GERE:** Do you want to do that now?

**MALE SPEAKER:** Yes.

**RICHARD GERE:** I am happy to answer some questions to stimulate some more thoughts of mine. Yes, please?

**MALE SPEAKER:** [inaudible - no mic]

**FEMALE SPEAKER:** Can you identify yourself, please?

**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** From Australia? Well this is the kind of method that would be messaging that we would embed and the other part we didn't talk about is embedding these messages in programming and all of the people that we have talked to have been open to that. One of the techniques that we have been using, and maybe, Tina, you

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should talk more to this subject, is I am very leery of these meetings, again, where you go and talk to media and you kind of get them to put on your PSA, which as I say ends up at 2:30 in the morning. We want to work with people creatively, and that's the stimulation of the heart - stimulation of the mind. Use the creativity, but get their staff's involved. Now what Tina and Bob do is they went to STAR and worked with the staff, they had a full day where they talked about the disease, and it was an education element to talking about HIV/AIDS. And everyone needs that; everybody. I can't tell you at the highest level of education how many people really don't know much about this disease; so that's part of it

And then later in the day - say half the day is really a creative, throw out, out-of-the-box experience of what can we do; what is special; what is creative; what can we do that hasn't been done before; how would we sell - again this product in a creative way that makes stimulated as creative artists in the realm that we work in, media and selling things; but really does message properly. What you are talking about, sir, is something that we are really sensitive to, but those are the messages that we really would embed in our positive views of media. Yes? Hi.

**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** Yeah.

**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** Yeah, absolutely.

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**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** Well I think, again, the meeting can do this; you have to use it wisely. There's no question that there is a great terrorist on this planet right now. And it's not Osama Bin Laden [applause] you know; I think we have to spin these things. We can't allow President Bush to take a word like terrorist and let it dominate the way he has. You know, there are many problems on this planet, and Osama Bin Laden is not the biggest problem. AIDS is the biggest problem on this planet right now. [Applause] I think conversely you turned AIDS upside down and I think you have the biggest possibility on the planet right now. I mean we went through that in the U.S. and the gay community made enormous strides because of this illness.

A lot of breakthroughs were made on many levels on all of us who have worked in the AIDS field, you know. So there in the women's movement - certainly in the rest of the world, the women's movement is going to benefit extraordinarily dealing with the question of AIDS, the empowerment of women; what Kofi Annan was talking about the other night. Extraordinary things. You cannot deal with AIDS without dealing with women's problems, the empowerment of women. So there are opportunities with this as well, you know, the opera, the energy, the opera of a horrendous disease pandemic like this can have a positive side to it; and I think we have to find that too. Yeah, please.

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**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** Thank you.

**MALE SPEAKER:** [inaudible - no mic]

**FEMALE SPEAKER:** A question to me?

**MALE SPEAKER:** [inaudible - no mic]

**FEMALE SPEAKER:** What?

**MALE SPEAKER:** [inaudible - no mic]

**RICHARD GERE:** Well these are very difficult problems, I mean, even working in India which is a democracy and there are other media outlets. The biggest media outlet to talk to the people in the villages is Jordashin [misspelled?] Now in Jordashin - I am probably going to get this wrong, but you can't talk about condoms on Jordashin; is that right?

**FEMALE SPEAKER 2:** [inaudible - no mic]

**RICHARD GERE:** Say it again?

**FEMALE SPEAKER 2:** It's changing.

**RICHARD GERE:** It's changing now, but it's a difficult issue. We can't just - look BBC should probably speak to this, but BBC has done quite a few PSA's that have been found unacceptable, when I see them, I think they look very tame to me, you know. Part of this is a practical issue of a place like India has so many different communities, so many different morays, so many different ways of viewing sexuality and disease, and women's issues, and all kinds of things that there is not one PSA that is going to work for

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the country. There's not embedding of the storyline that is going to work for the entire country. But to your issue of what do you do with governments that have a monopoly in communications. Again we have to go directly to the heads of those governments; we have to talk person to person. I don't think there are 100 percent monsters out there; I don't think they exist. I think spending time with the leaders of any country even a dictatorship eventually you get to a human being there; and that would be my approach.

**FEMALE SPEAKER:** Richard, your people are cutting you - but I would like a woman, the last question.

**FEMALE SPEAKER 3:** [inaudible - no mic]

**RICHARD GERE:** Yeah.

**FEMALE SPEAKER 3:** [inaudible - no mic]

**RICHARD GERE:** Well just going back - and I'll make this very brief. But just to come back to where I was; I had friends who died; I had very close friends who died. This will always be personal to me; I was crying last night about it. It doesn't go away, and I think until - for most of us - until it becomes personal, it probably doesn't really touch our hearts. We can think it does and we can imagine it, but it doesn't. And I think it's one of the unfortunate things that there are a lot of people who haven't had a family member die; haven't had a close friend die; it's still externalized. And because of our basic nature, we think of the world as really what's close to us. What's outside is really not within

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the realm of our concern. So - and this is the part I was saying about a transformation possible in dealing with a pandemic like this, the circle of our protection has to go way beyond our immediate family or our country. It's the entire world that has to be within our circle of family. And it takes a lot of work on us as individuals as well as societies; yeah.

**FEMALE SPEAKER:** Thank you, very much. [Applause]

**RICHARD GERE:** Do you want to show - do you want to show the -

**FEMALE SPEAKER:** Rupert -

**RICHARD GERE:** They are making me go away now because I have another speech to give. Thank you very much for listening to me; I hope it was boring. [Applause] Thank you very much.

**FEMALE SPEAKER:** Richard Gere and Peter Piot, thank you very much; you have to leave you have other engagements, but you have spoken to our hearts, I think, and you have described very well what the Global Media AIDS Initiative is all about. The next part of our program now will feature - the next part of our program will feature Amara Jones, the Director of the HIV Initiative at Viacom, Dr. Gerry Power to my right, Head of Research for the BBC World Service Trust, Angela Steward Buchanan, Media Director of Love Life Program in South Africa, John Diestrum, President of Press Atlantic Partners Against AIDS, and of course, Tina Hoff, who I already introduced to you as President and Director of Entertainment Media Partnership for the

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Kaiser Family Foundation; welcome to you all, and thank you very much for being here. To start off the discussion, the Kaiser Family Foundation is one of the co-partners with the UN and in the Global Media AIDS Initiative, has partnered for many years with media companies to undertake public service campaigns. Tina Hoff, you I know you want to explain, and we want you to explain Kaiser's unique approach actually to working with the media and how it differs from previous efforts; I know you want to refer media [inaudible] to Viacom, and you will give them the floor to Amara Jones, please go ahead.

**TINA HOFF:** Thank you and I would have a much more enthusiastic response to the words you just heard from Richard Gere and Peter Piot; my range is a little bit limited within that phrase, which was one of my souvenirs from my trip to India that we just did. One of the closing comments that Richard Gere just spoke about is something I want to touch on which is the personal connection. When people have a personal connection to the issue of AIDS, how they respond to it; and I think that's why we are here. Because media is the tool that can allow people to have that personal connection, and we see that everyday in the messages that we do, in the programming, in the shows that we do with companies like Viacom, and networks like MTV and BET and Univision in the United States; and increasing some of the projects Richard spoke about and you are going to hear more about here that are happening around the world working in partnership

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with media companies. And that idea partnership is what's really different about what we are talking about today. Traditionally public service efforts have largely used the media just as a vehicle to get out information; as a means of distribution. And when you approach it that way, I think the result can be very limited. You don't have the ability to really take the full advantage of what a company like Viacom can contribute to this with the vast resources and creative expertise and communications strength that they have. And I think if you are going to take on the issue of communicating about an issue like this, you would want to use every resource that is available to you means working in conjunction with partners.

Just a little bit of history about some of our experience and then I am going to start talking a little bit about our specific partnership with Viacom right now, and then turn it over to Amara who is our point person within the company to develop that initiative. We began working with media companies about 8 or 9 years ago now beginning with MTV in the U.S. in 1997, which today has the single largest youth focus sexual health campaign running in our country. It was followed very quickly after by an initiative with Black Entertainment Television which has also yielded tremendous results. There is a new evaluation that will be coming out and we will follow that effort and some of the really phenomenal reach it has had to the African American communities specifically in the U.S. which as you have heard has been among the hardest hit.

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We also work with MTV internationally, the program that Peter Piot referenced, Univision and a number of other companies over the years. We have done some work with the Murdock Company and FOX in the U.S.; and just recently briefing their executives on this issue. Viacom is a noteworthy campaign because this was really an effort that took it up at the corporate level and Amara can speak more directly to the assets that Viacom has put toward this initiative, but it really has been tremendous, and it's been very helpful to us in being able to show what's possible; as we had taken this approach to other places.

Just to sort of illustrate what we mean by working in partnership with other media companies, again, it means leveraging the resources, the communications expertise that the companies have. And so the very first thing that we do is sit down with them to try to understand what it is that they have to offer, and understand what's going to be effective in reaching their audiences. What we bring to it is a sub-center understanding of the issues. Our campaigns encompass a variety of platforms, from public service messages and targeted very specifically targeted public service messages that are carefully placed to reach the audiences that they are intended for. The kind of embedded messaging that you heard about and the way that we do that is we work very closely with the writers and producers of popular television shows to educate them about the issues that we are talking about. And encourage them to

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write about that, and we've had quite a bit of success. I am going to ask Amara to talk about that in a few minutes.

We do special programming; we have had tremendous success with that with both MTV and BET. We have done a show called Sex Quiz on MTV that allow young people to get their questions answered, and I think probably most importantly we connect with services and resources out there. So with our campaigns in the U.S. we run national telephone hotlines and have extensive databases that those people calling those hotlines can link to to access information about services across the country both counseling and testing. We link to AIDS organizations on the ground and try and connect people once they are moved by the messages they are seeing to actually access services; and I think that's really crucial.

Around the world and particularly in the developing countries that can be more challenged, but we are continuing to explore a variety of ways that we can continue to make that connection to get out materials once we have made - we have reached people with our messages. I am going - just to - we have a little bit of video that we are sort of going to embed into the remarks. So I am going to ask the people in the back to show the set of our targeted PSA's from Viacom just so you can see a little bit about how these messages have been tailored to reach different audiences, and then maybe after we have seen it, I'll ask Amara to talk about how they were placed, and also about some of the embedded messages in the

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shows.

[START ANNOUNCEMENT]

**MALE SPEAKER:** [phone ringing] Hello.

**FEMALE SPEAKER 1:** Who is it, honey?

**MALE SPEAKER:** They are calling about the AIDS crisis.

**FEMALE SPEAKER 1:** Tell them we are not interested.

**FEMALE SPEAKER 2:** Hi, mom.

**FEMALE SPEAKER 1:** Hi.

**FEMALE SPEAKER 2:** What; what?

[END ANNOUNCEMENT]

[START ANNOUNCEMENT]

**FEMALE SPEAKER 1:** When you look down at your shoes, to the  
door, look anywhere but in my eyes . . .

**FEMALE SPEAKER 2:** You are looking for an excuse . . .

**FEMALE SPEAKER 1:** Lame . . .

**FEMALE SPEAKER 3:** No good . . .

**FEMALE SPEAKER 2:** Irresponsible . . .

**FEMALE SPEAKER 4:** It's just an excuse.

**FEMALE SPEAKER 1:** Fooling around; you are doing it without  
protection.

**FEMALE SPEAKER 5:** Now what's your excuse?

**MALE SPEAKER 1:** Uh . . .

**MALE SPEAKER 2:** Uh . . .

**MALE SPEAKER 3:** Uh . . .

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**FEMALE SPEAKER 1:** Yeah, I have heard that one before.

**FEMALE SPEAKER 6:** For more information about HIV/AIDS call  
toll-free 1-866-344-KNOW.

[END ANNOUNCEMENT]

[START ANNOUNCEMENT]

**FEMALE SPEAKER 1:** Hey sisters, here's some lines you want  
to stay away from. Hey, I look safe don't I? You know I ain't got  
nothing, you know where I been. Baby, they just don't feel natural  
to me, please. They don't make them big enough for me. I just ain't  
feeling it. And here's a good one, you know I love you, girl; you  
not going to let this come between us. Ah, ah, I am not hearing it,  
use protection, no excuses. Call 1-866-344-KNOW. [Applause]

[END ANNOUNCEMENT]

[START ANNOUNCEMENT]

**FEMALE SPEAKER 1:** She knows half of the new HIV infections  
happen to people under 25; so she always uses protection. Do you?

[Laughter]

[END ANNOUNCEMENT]

[START ANNOUNCEMENT]

[no words]

[END ANNOUNCEMENT]

**FEMALE SPEAKER:** There you are, Amara, very good.

[Applause]

**TINA HOFF:** Thank you. So I am going to ask Amara to sort

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of pick up where I left off and talk a little bit more about the other approaches.

**MR. AMARA JONES:** I think that what's the most important from the clips that you all saw is that what can be done and can - or 30 seconds is sometimes is what - is more than what can be done in 10 or 30 minutes, or sometimes 10 or 30 hours. And I think that that's important for us to remember and keep in mind that human beings process images very quickly and understand and get to the point in some really seminal ways, and I think one of the most important things that our industry has to bring to bear on this entire subject is to be able to communicate to people in ways that they respond to, and find entertaining and important are messages that potentially can save their lives.

I know that - I think generally there is a lot of debate, or there has been a lot of debate on impact of media on HIV and AIDS and the role that we can play; and I think that it's important for us to keep in mind as an industry that we are not delivering medicines, we are not building health systems. There are a whole host of things that we can't do, but one of the things that I often reference is that the global television ad industry is 147 billion dollar industry in and of itself. My company, Viacom, one of the world's largest is a 24 billion dollar company. And there's no way that GM or a whole host of international brands that you recognize would be spending billions of dollars with us if they didn't believe that somehow it

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was an effective way to reach people to get them to think about things in different ways, and potentially to act differently. And so I think one of the key things in moving this entire issue forward on the role of media is for us to think about media efforts kind of - as Tina and Richard Gere reference - as not just a PSA buried at 4:00 in the morning on some remote channel that you may or may not be tuned into as you wake up from your slumber.

I think the most important thing is for us to treat them like commercial campaigns, to treat them like political campaigns where we bring to bear the entire and full range of assets that we have on the issue; that we figure out a few key messages and then to determine ways to deliver those messages across the full range of assets that we have in different ways. It's a basic, simple principle in marketing developed 100 years ago; that you figure out a simple message and then figure out a multiple of ways to say that simple message again over and over and over.

Last year my company devoted 180 million dollars in air time both in the United States and around the world in our properties to fight AIDS. And as you saw, those are a sample of the almost 80 messages that we've developed for all of the types of properties that we have at Viacom; one of the world's largest. We have two broadcast networks in the United States, we own the Paramount Studio, and MTV and the list goes on and on. But what's more important is the fact that we do try to use everything that we have in order to fight HIV

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and AIDS both in the United States and around the world. And one of the things that I would like to show you that is beyond messages; one of the most important things that we do and we think is important is the embedding of messages in our programs at Viacom. And beyond PSA's and programming and what we, along with Kaiser were to do, is to figure out not only what we as a company have in terms of our hard assets; but one of the things we bring to bear is a brand name of our relationships is the ability to be able to leverage that around the world.

And so what we have done is to figure out ways to be able to partner with other media companies in order to be able to get the word out. And so the basic principle of that as we go into sort of a more fundamental asset in terms of showing you what we do, but in terms of principle is to figure out what everyone has in order to be able to fight AIDS. I often say that if everyone does everything that they can to fight this disease, or if they did do that, we wouldn't be in this room. And so with that I just want to show you clips from our television programs that we have developed along with Kaiser; one of which I saw this morning on Thai Television, actually.

[START CLIP]

**FEMALE SPEAKER 1:** Can I get you anything like a pillow

[laughter] we have juice . . .

**FEMALE SPEAKER 2:** Lyn, I have AIDS, I need a cure not some

[inaudible] so I can best [inaudible] [laughter]

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[END CLIP]

[START CLIP]

**FEMALE SPEAKER 1:** Do you know how Brian got it?

**FEMALE SPEAKER 2:** No.

**FEMALE SPEAKER 1:** Oh my god. He couldn't use a condom?

**FEMALE SPEAKER 2:** No because if he put a condom in his pocket then he would have to admit to himself that he was going out to have sex with men, and that would make him gay; which according to him he is not.

[END CLIP]

[START CLIP]

**MALE SPEAKER 1:** Our neurolytic enzymes are considerably higher than last month.

**FEMALE SPEAKER 1:** The treatment is no longer effective?

**MALE SPEAKER 1:** I told you it was just a matter of time before we would need supplemental medication. This conference is a perfect opportunity; some of your finest physicians will be there. It is essential that I speak with them.

**FEMALE SPEAKER 1:** It is too great a risk. I'd be taken off of [inaudible]

**MALE SPEAKER 1:** I think I can question them without them feeling that you are infected.

**FEMALE SPEAKER 1:** It's too great a risk.

**MALE SPEAKER 1:** I am afraid we have no choice; without

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further treatment, you could very possibly die.

[END CLIP]

[START CLIP]

**FEMALE SPEAKER 1:** You don't have to be ashamed; I get a test every six months [inaudible] it's just like [laughter] Let's get to the real stuff; why didn't you and Natalie get tested before you had sex?

**MALE SPEAKER 1:** We haven't had sex yet.

**FEMALE SPEAKER 1:** Good.

**MALE SPEAKER 1:** Natalie wanted to take it slow, and this thing with AIDS, your responsible brother takes care of himself and his woman.

**MALE SPEAKER 2:** So, you not getting any until you take the test?

**MALE SPEAKER 1:** And that, too. [Laughter]

[END CLIP]

[START CLIP]

**MALE SPEAKER 1:** Probably it's just a urinary infection, but I am going to have to run a few tests and ask you some questions; are you sexually active?

**MALE SPEAKER 2:** Mainly, why? [Laughter]

**MALE SPEAKER 1:** Relax, nothing leaves this room.

**MALE SPEAKER 2:** Yeah, I have been kinda sexually active.

**MALE SPEAKER 1:** Kinda?

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**MALE SPEAKER 2:** Okay. I have been having sex all over the place. [Laughter]

**MALE SPEAKER 1:** But you are only 16.

**MALE SPEAKER 2:** Yeah, pretty cool, huh? [Laughter]

**MALE SPEAKER 1:** Fine, I guess as long as you are using condoms?

**MALE SPEAKER 2:** Nobody uses condoms. [Laughter]

**MALE SPEAKER 1:** What are you living in; a cave? There are dangerous things out there, not to mention the fact you got a girl pregnant, you idiot. [Laughter]

**MALE SPEAKER 2:** But it doesn't feel as good.

**MALE SPEAKER 1:** Well you wouldn't know that if you were wearing a condom all the time; would you? [Laughter] Well it looks like you have made a lot of work for both of us. I will have to run a full panel for STD's, Sexually Transmitted Diseases.

**MALE SPEAKER 2:** What do you mean, like AIDS?

**MALE SPEAKER 1:** Yeah, amongst others.

[END CLIP] [Applause]

**FEMALE SPEAKER:** Thank you Tina Hoff from Kaiser and Amara Jones from Viacom. The BBC World Service Trust has also long work with media companies across the globe producing both long and short form programming with public health teams. Peter Piot already mentioned Detective Vijay, and it is one of the top rated shows in India last year. Gerry Powers, how did Detective Vijay originate,

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and how does it indicate about AIDS?

**MR. GERRY POWERS:** Well in terms of the work that the BBC has done in HIV/AIDS, it's really been a very long history of the whole social content programming offered on television and the radio. [Inaudible] in the developing world. Can you hear me?

**FEMALE SPEAKER:** Is it on?

**MR. GERRY POWERS:** It's on. It's on.

**FEMALE SPEAKER:** Do you want mine?

**GERRY POWERS:** Yes. Is that better? Just to give you some context for the BBC's work in terms of HIV/AIDS, it really built on a long history of pro-social content programming both on television and on radio; and also in a long history the BBC Broadcasting not only to but from the developing world. In terms of our current efforts in HIV/AIDS we have got full scale campaigns in India and Cambodia, and I would like to share some clips in those campaigns with you. We also have radio dramas in Nigeria and Afghanistan and in Burma that have HIV themes, content, and characters running through them. Over the next year, we will be rolling out full scale HIV/AIDS campaigns between 6 and 8 countries in Africa. In terms of Martha's question regarding Joseph Vijay, the detective program in India on Jardashin, essentially it developed out of identifying our target audience in India which was essentially or primarily young males, and thrillers, detective shows are a popular genre in India in general, or particularly among that target group.

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We also realized in some of the reformative research we did for our campaign in India it was very important for us to build in interactive elements into the program, and so we were very fortunate in getting the cooperation of Umpoorie [misspelled?] a very big celebrity in India actually to integrate messages from him into the long form of the detective show. So what I would like to do is just show you a brief clip that of Joseph Vijay that essentially addresses stigma, and then a short clip from a pilot of our medical drama in Cambodia which is set in a student nursing college, which essentially gives us the opportunity to address lots of relationship between young men and women but also to weave in lots of medical stories; and then finally a short PSA using karaoke music again from Cambodia. If we can run the clip.

[START CLIP]

**FEMALE SPEAKER:** Joseph Vijay goes to a village in [inaudible] to investigate a [inaudible] but upon reaching there, he discovers that Tara is not there. Vijay's investigation leads him to her dead body dumped in an abandoned well.

**FEMALE SPEAKER:** Scream.

**MALE SPEAKER:** [non-English]

**FEMALE SPEAKER:** As Vijay solves the case, he comes across a man [inaudible] a man who himself comes to Vijay with a piece of information about Tara's murder; but disappears before saying anything. A man who shies away from the rest of the villagers, a man

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who no one wants to talk about; Vijay discovers the reason behind the  
[inaudible] Tara was HIV positive.

**MALE SPEAKER:** [non-English]

**FEMALE SPEAKER:** As Vijay unfolds the mystery he comes to  
the conclusion that it was Tara's [inaudible]

**MALE SPEAKER:** [non-English]

**FEMALE SPEAKER:** [non-English]

**MALE SPEAKER:** [non-English]

**MALE SPEAKER:** [non-English]

**FEMALE SPEAKER:** You see they [inaudible] which is a local  
form of self-government at the [inaudible] level.

**MALE SPEAKER:** [non-English]

**FEMALE SPEAKER:** [non-English]

[END CLIP] [Applause]

**MR. AMARA JONES:** Are we ready for the second clip?

**FEMALE SPEAKER:** Yes, we are [inaudible]

**MR. AMARA JONES:** It's the second clip from Cambodia.

**FEMALE SPEAKER:** Do you have the clip for Cambodia?

[START CLIP]

[no audio words]

**MALE SPEAKER 1:** [inaudible]

**FEMALE SPEAKER:** [non-English]

[END CLIP]

[START CLIP]

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**FEMALE SPEAKER 1:** [non-English]

**MALE SPEAKER 1:** [non-English]

[END CLIP] [Applause]

**MR. AMARA JONES:** Thank you.

[START CLIP]

[Singing]

[END CLIP]

**FEMALE SPEAKER:** We are very, very short of time, so [inaudible] and ask Gerry to [inaudible] and share with us the findings of the BBC World Service Trust. [inaudible - no mic]

**MR. GERRY POWERS:** Yes, I will do it very, very briefly. As you saw in the video regarding the meeting in January with Kofi Annan, one of the initiatives was to establish a database of rights-free material for broadcasters throughout the world. And in association with UNAIDS, UNDP, the UN Foundation, and Kaiser, we conducted a study among broadcasters throughout the world to essentially establish what their needs were, rather than assuming what their needs were. We spoke to the 20 participant broadcasters that participated in the initiative, representing all of these countries. We spoke to - what we refer to as target broadcasters, in 23 countries and finally we spoke to National AIDS Commissions in 12 countries. And very briefly, just to give you a sense of what the findings were; and this report will be available over the next few weeks. The participant broadcasters - well actually let me just move

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ahead to the target broadcasters. Target broadcasters generally felt that this was a very, very good idea in terms of an information resource; they felt it would be very valuable as a source of ideas and formats for creating programs themselves, and they themselves expressed a willingness to share materials. There was concern about cultural relevance and suitability of certain materials coming from the west; there was concerns about cost and logistical issues, and also some concerns regarding technical difficulties.

However, what they do want, and this is in much better detail in our report, was real-time access to up-to-date information and journalist training. They wanted a regional relevant best practice materials in the low-tech environment with low-tech trainings; and finally, and in a very, very basic sense support for acquisition equipment and vehicles. For those of you who want more information on any of this or our other work, my colleagues over here will be available to speak with anybody afterwards, a head of India and of Cambodia. Thanks, Martha.

**FEMALE SPEAKER:** Thanks, Gerry. Let me give you an opportunity also to answer [inaudible] worked with the Love Life program in south Africa which of itself is a product of partnership. We want to know a little bit more how you see the partnership with the media; and holding it in your project. And if you don't mind, I think we should skip the [inaudible] and then move on.

**ANGELA STEWART BUCHANAN:** Okay. Love Life launched in 1999

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as a lifestyle brand. We target 12 to 17 year olds and we use a multimedia strategy to get the message across, supported by outreach programs. The multimedia strategy uses prints because of it's long shelf life, and we partnered with various newspaper agencies to get that out. We have a magazine that comes out twice a month in 6 newspapers and have a distribution of close to a million. With additional readers, it's a cost-sharing where we produce the publication and they insert for free. ALKTO [misspelled?] Media is used to raise the awareness of the program; get people discussing issues that are important; and it also acts as an advertising tool through our call center which is a toll-free number. We get over 250,000 phone calls on a monthly basis as a result of the media program.

We then use AIDIA [misspelled?] in South Africa we have 11 official languages and currently we have 12 radio programs on a weekly basis, so we get into households where young people are at in their own home language. We have partnered with the South African Broadcasting Corporation on this partnership, and it's on the PBS stations as well as the commercial stations. We pay for adverts and we get on PSA free, and in addition they place the programming at no additional cost. When we started it was talk show format, 30 minutes on a weekly basis; this month, I can say that we have gone onto an additional 6 radio stations up to an hour format. In addition to the programming, they give us public - adverts to promote those programs.

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The same kind of deal around television; television as we heard yesterday is a very, very powerful tool to get the message across. People remember what they see on TV; so we have a partnership again with the South African Broadcasting Corporation where we produce public service announcements and they play them for free, with always a minimum amount within prime time viewing.

In addition to public service announcements, we partner and share production costs on programming, 26 episodes per year and various other programs that we can do for world AIDS [inaudible] We are also able to produce packaged information through various of these programs. So certainly our media partnerships have allowed us to get the message across South Africa. If you look at the number of people, 99 percent of households have access to radios, so if one is going to get the message across, radio is truly a powerful tool. Television, in the last 5 years has increased quite substantially after one of the programs were getting through to 90 percent of the households, so really effective media. The way we identified partnerships is to look at our business strategy; what partners can help us get that message across. And obviously sitting down with them one on one.

The South African Broadcasting Corporation has really been pioneering in terms of partnering with us for over 3 years, and it's about the fact that they need to get our education information as well as entertain people. They need to get involved in training and

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development of young people, and they also need to impart information on nation crisis such as HIV/AIDS. In addition they need to be encouraging increasing audience in listenership as well as generating revenue. Now we use media as a platform for young people to get onto radio, so young people want to tune in to hear themselves, to hear their friends, and issues of concern. In addition, the youth programs are developed by young people; this is increased listenership across the board by over 30 percent which in turn allows the broadcaster to promote those slots to additional advertisers and generate revenue. So it's a win/win situation both for Love Life as well as the South African Broadcasting Corporation.

**FEMALE SPEAKER:** Thank you very much, Angela. [Applause]  
Following a pledge by media chairmen at the meeting in January that you heard of, transatlantic partners against AIDS has worked with the Russian Media giant to develop a public education partnership; the regions first coordinated effort with a media company. John Diestrum, I believe that partnership you are helping to organize has brought together a number of competing media companies to support the campaign; how did that come about? Tell us very briefly, unfortunately because we are running really short of time.

**JOHN DIESTRUM:** Thank you very much. I am not sure if this is on, actually.

**FEMALE SPEAKER:** You have to put it on and - it is on.

**JOHN DIESTRUM:** It is on, great. Hi, yeah. First of all,

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a lot of credit to pulling this together goes to the Secretary General and Kaiser Family Foundation and Viacom, the World HIV/AIDS campaign that all of whom helped bring together that meeting in January which is critical. And I want to reemphasize something Richard Gere said, this brought together the CEO's who can provide the energy, who can give the direction, empower people throughout the corporations to do the right thing, vis a vie HIV/AIDS in their own media companies. One of the things that we have done - and I want to especially point out that Tia Kotza [misspelled?] who is in the back, and Steven Messier [misspelled?] Vice President of programs, have taken the lead on this to make the Russian media partnership on HIV/AIDS a locally owned, a locally motivated, locally inspired phenomenon; and it is a phenomenon. Through the leadership of our Russian media partners, we have been able to accumulate, and I am very pleased to announce today, that we already have pledges of over 26 million dollars from Russian media companies alone in free airtime for the campaign. [Applause] It's a really amazing - thank you. It's an amazing tribute to the staff of TPAA and to our Russian partners. And I am very proud - we actually have journalists here from Russia who are part of the media companies, and this is just getting started.

The three-year goal for the campaign which we are doing together with Kaiser and the World HIV/AIDS campaign is over 200 million dollars, and I look forward to three years from now to be

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able to report that we exceeded that. We are very much following in the footsteps of others who are taking a business approach to this, making sure we are doing focus testing on our messages. We need to mainstream HIV in the social discourse and the public policy discourse in Russia; but as we do so we cannot allow ourselves to promote complacency. In the PSA's, in the clips that you saw today, the word death was used once; in Russia we can't do that. We cannot promote complacency, we have got to communicate a sense of urgency and a sense not just that, you know, not just mainstreaming HIV, but making people aware of the serious, serious risks that they run through unsafe behavior.

Just very briefly, the program includes PSA's; it includes programming; it includes journalist training; it includes special events; informational materials; a website - very active use of the internet. Russia online is one of our strongest partners and they are producing an amazing amount of internet material to target youth who are not yet even sexually active, but who are on the cusp of that age group. You know, we thank those who have come before us, the BBC Trust, the Partners in South Africa and India and others; we are learning a lot, and we are very blessed to be able to draw on your lesson.

**FEMALE SPEAKER:** Thank you very much, John. [Applause] I am very sorry that we have to draw this fascinating discussion to an end; we have really run out of time. I am sure that there are lots

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of questions out there that we cannot in this moment entertain. I, myself have a lot of questions, and I think we will need to have another of these panels for questions. For example, whether there is any commercial value in social programming; whether - what are the challenges ahead to engage more media companies. These are some of the questions that we need to explore together. I want to remind the credentialed press that there is a press briefing right now on these subjects, and I want to thank our presenters very much, very warmly for your words. [Applause]

[END RECORDING]