



BILL & MELINDA
GATES foundation

Media advisory

UN SECRETARY-GENERAL KOFI ANNAN TO MEET WITH WORLD MEDIA LEADERS TO COMBAT HIV/AIDS Roundtable Meeting to Launch First-ever Global Media AIDS Initiative

Press Conference, Thursday, 15 January 2004

WHAT: Press conference on the roundtable meeting with over 20 world media leaders, hosted by United Nations Secretary-General Kofi Annan and co-chaired by UNAIDS Executive Director Peter Piot and Kaiser Family Foundation President and CEO Drew Altman. Invited media leaders are expected to discuss ways in which the media can use their resources to raise awareness about HIV/AIDS and also leverage broader support for the global fight against AIDS.

Invited leaders include:

- Mark Byford, Deputy Director General, BBC
- Bill Gates, Co-founder, The Bill & Melinda Gates Foundation and Chairman and Chief Software Architect, Microsoft Corporation
- Mel Karmazin, President and Chief Operating Officer, Viacom Inc.
- Peter Matlare, Group Chief Executive, South African Broadcasting Corporation
- Bill Roedy, President, MTV Networks International
- K.S. Sarma, Chief Executive Officer, Prasar Bharati Broadcasting Corporation (Doordarshan)
- Amauri Soares, Chief Executive Officer, Globo International
- Zhao Hua Yong, President, China Central Television

Media leaders will discuss ways in which the media can contribute to the fight against AIDS and commit themselves to raising greater awareness about HIV/AIDS.

WHO:

- Shashi Tharoor, Under Secretary-General for Communications and Public Information, United Nations, to chair the press conference

Speakers include:

- Drew Altman, President and CEO, Henry J. Kaiser Family Foundation
- Peter Piot, Executive Director, Joint United Nations Programme on HIV/AIDS (UNAIDS)

Participating media leaders will also be available to respond to press queries.

WHEN: 15 January 2004, 2:15-2:45pm EST time

WHERE: Delegates Dining Room, 4th floor, United Nations, New York

CONTACTS: Anne Winter, UNAIDS, New York, mobile (+41 79) 213 4312, Dominique De Santis, UNAIDS, Geneva, (+41 22) 791 4509, Rob Graham, Kaiser Family Foundation, California, (+1 650) 854 9400 ext.237 or mobile (+1 650) 283 3790, Sarah Williams, Kaiser Family Foundation, (+1 650) 854 9400 ext.298 or Vivienne Heston-Demirel, UN, New York, (+1 212) 963 2932.

Still photographers are invited to a photo opportunity with Kofi Annan, Peter Piot, Drew Altman and media leaders from 1:05-1:10pm in the Delegates Dining Room at the United Nations Headquarters.