

## PARTICIPANT BIOGRAPHIES



BILL & MELINDA  
GATES *foundation*

### **Serge Adda**

***President and Director General  
TV5***

Prior to being named President and Director General of TV5, Serge Adda was Chairman and Chief Executive Officer of TV5 Monde and Chairman of Canal France International (CFI). Mr. Adda first began working with Canal+ as a consultant in 1988, and in January 1990 he was appointed Director-General of the Canal+ Horizons channel, before becoming the channel's Chairman and Chief Executive Officer in June 1997 and then its honorary Chairman. In April 2001, he was appointed Advisor to the Chairman of the Canal+ Group, Pierre Lescure.

After a period as Chief Economist at SOTUETEC in Tunis, he held the position of Director of General Research at Comète Engineering. Mr. Adda was a lecturer at Paris I Panthéon Sorbonne University and a consultant with UNESCO, the African Development Bank and the World Bank. Thru the 1970s, Mr. Adda was a research officer at the Centre d'Etudes des Techniques Economiques Modernes (Centre for Research into Contemporary Economic Techniques), in Paris, before becoming Research Director at the Ecole Spéciale d'Architecture (Special Architectural School) in Paris, and then at the Association Développement et Aménagement (a development association), also in Paris, until 1981.

Mr. Adda has also served as Vice-Chairman of the Tunisian League for Human Rights (1985-1994) and Vice-President of the Ecrans du Sud foundation (1991-1993).

### **Taiwo Allimi**

***Chairman, Broadcasting Organisations of Nigeria  
Director General, Voice of Nigeria***

Taiwo Allimi is the Director-General, Voice of Nigeria, the external radio broadcasting network of the Federal Republic of Nigeria. Mr. Allimi also serves as the Chairman of the Broadcasting Organisations of Nigeria (BON), the umbrella association for both public and privately-owned radio and television stations in Nigeria.

A former State Minister of Information and Culture in Ogun State of Nigeria, among Mr. Allimi's other notable appointments is serving as an Executive Council Member, Commonwealth Broadcasting Association (CBA), London; a member of the Board of Directors, National Academy Of Television Arts And Sciences – EMMY Awards, New York; and a Council Member, Executive Committee Of the Digital Radio Mondiale (DRM) The Global Consortium Of Broadcasters.

Mr. Allimi holds an Associate of Arts degree in Liberal Arts, Nassau College, Hempstead, New York; a Bachelor of Arts degree in Communication Arts, Hofstra University, New York; a Master of Science degree in Television and Radio, Brooklyn College, City University of New York and a Certificate in Technical Studies College of Architecture, Cape Coast, Ghana.

**Drew E. Altman**  
***President and CEO***  
***Henry J. Kaiser Family Foundation***

Drew E. Altman is President and Chief Executive Officer of the Henry J. Kaiser Family Foundation. One of the nation's largest private foundations devoted to health, the Foundation is a leading independent voice and source of research and information on health care in the United States. Since 1987, the Foundation has also operated a major program supporting efforts to develop a more equitable health system in South Africa. In 1991, Dr. Altman directed a complete overhaul of the Foundation's mission and operating style, leading to the Foundation's standing today as a leader in health policy and communications.

Dr. Altman is a former Commissioner of the Department of Human Services for the state of New Jersey under Governor Tom Kean (1986-1989). Prior to joining the Foundation in 1990, Dr. Altman was director of the Health and Human Services program at the Pew Charitable Trusts. He was a vice president of the Robert Wood Johnson Foundation from 1981 to 1986, and served in a senior position in the Health Care Financing Administration in the Carter administration.

Dr. Altman received his Ph.D. in political science from the Massachusetts Institute of Technology, where he taught graduate courses in public policy. He did his post-doctoral work at the Harvard School of Public Health before moving on to public service. Dr. Altman is a leading expert on national health policy and publishes and speaks widely on health issues.

**Jeffrey L. Bewkes**  
***Chairman, Entertainment & Networks Group***  
***Time Warner Inc.***

Jeff Bewkes was named chairman of the Entertainment & Networks Group of Time Warner Inc. in July 2002. In this position, he oversees HBO, Turner Networks, The WB, Warner Bros. Entertainment and New Line Cinema, and The Warner Music Group.

Before assuming his current position, Mr. Bewkes was chief executive officer of Home Box Office since May 1995, where he was responsible for the overall management of the world's largest premium television company.

Prior to becoming CEO of Home Box Office, Mr. Bewkes had been president and chief operating officer since 1991 and chief financial officer for the preceding five years. Mr. Bewkes joined HBO in June 1979 in the sales and marketing department.

Before joining HBO, Mr. Bewkes served for two years as an account officer for Citibank, NA in New York. Prior to that, he was operations director for Sonoma Vineyards, Inc., in Healdsburg, CA.

Mr. Bewkes serves on the boards of Thirteen/WNET, the Comedy Central network, The Creative Coalition and the American Museum of the Moving Image. He is a Trustee of the Walter Kaitz Foundation, a member of the Council on Foreign Relations and serves on the Advisory Councils of the American Museum of Natural History and Stanford Graduate School of Business.

Mr. Bewkes has a BA degree from Yale University and an MBA degree from Stanford Graduate School of Business.

**Juan J. Buhigas**

***Director of International and Corporate Affairs***  
**Radiotelevisión Española**

Juan J. Buhigas is the Director of International and Corporate Affairs at Radiotelevisión Española (RTVE) and a member of the RTVE Steering Committee. He has been with the company since 1984 serving as Director of the Director-General Cabinet, Director of the Human Resources Division, and Director of the Managing-Director Cabinet, among other positions.

Mr. Buhigas currently serves as Vice President of the European Broadcasting Union (EBU) and is the RTVE Delegate on the EBU Legal Committee. He is also a member of the Telecommunications Advisory Council, the higher advisory body of the Spanish government on telecommunications.

Mr. Buhigas is a founding member of the Academia de las Ciencias y de las Artes de Television de Espana (Academy of Television Arts and Sciences).

He is a graduate of the Universidad Complutense de Madrid, and has law degree from the Universidad Autonoma de Madrid.

**Mark Byford**

***Deputy Director-General***  
**BBC**

Mark Byford was named the Deputy Director-General of the BBC in January 2004. He has overall responsibility for the BBC's international news services in radio television and online; pre and post programme compliance; and an enhanced programme complaints system.

Prior to his appointment as Deputy Director-General, Mr. Byford was Director of BBC World Service and Global News. He continues to lead the Global News Division, which was established in April 2002 to bring together BBC World Service radio, BBC World television and the BBC's international facing online news services. The Division aims to create a clearer, co-ordinated presence in the international media marketplace and optimise the impact of BBC journalism services with global audiences. Previously Mr. Byford was Director of Regional Broadcasting, responsible for the BBC's operations in Scotland, Wales, Northern Ireland and the English Regions and was a member of the BBC's Board of Management.

An award-winning producer and director, Mr. Byford began his career as a Programme Assistant and Regional Journalist with BBC TV Leeds in 1979. In 1982 he became Assistant News Editor, BBC TV Southampton, working on the daily television news programme, South Today. From September 1985 he worked as a documentary features producer for BBC South before becoming News Editor for BBC West in Bristol in May 1987.

The following year, he became Home Editor, BBC TV News, London responsible for all the UK wide network newsgathering operations before being appointed Head of Centre, Leeds, in 1989, where he was responsible for all regional television and local radio operations in Yorkshire and Humberside. Mr. Byford was appointed Assistant Controller, Regional Broadcasting (News and Current Affairs) in 1990.

Mr. Byford is a former director of the British Audience Research Board and Radio Joint Audience Research Ltd and a trustee of the BBC Children in Need Appeal. He is a Fellow of The Radio Academy.

He was educated at Lincoln School and is a Law graduate from the University of Leeds.

**Robert T. Coonrod**  
***President and CEO***  
***Corporation for Public Broadcasting***

Robert T. Coonrod was appointed President and CEO of the Corporation for Public Broadcasting (CPB) by the CPB Board of Directors on October 1, 1997. He served as the Corporation's executive vice president and chief operating officer from December 1992. CPB is the private, nonprofit entity created by Congress to develop noncommercial telecommunications services for the American people.

Under Mr. Coonrod's leadership CPB has increased its efficiency, effectiveness and productivity by streamlining its operations and reducing costs. Mr. Coonrod and CPB foster the concept of public service media. They encourage partnerships between public broadcasters and community institutions in an effort to address the goals of education, diversity and an agenda to help position public broadcasting for the future.

Prior to joining CPB, Mr. Coonrod was deputy managing director of the Voice of America (VOA), the global radio and television network. He oversaw VOA, the Office of Cuba Broadcasting (both Radio and TV Marti), and Worldnet Television and Film Service as well as technical operations, programming and budget.

Mr. Coonrod joined the United States Information Agency (USIA) in 1967, serving as a Foreign Service officer in Italy and Yugoslavia. He has also held senior positions in USIA's Bureau of Educational and Cultural Affairs.

Mr. Coonrod graduated from Fordham University in 1966. He has also studied Arabic, Italian, Serbian and Slovene.

**Alexander M. Dybal**  
***CEO and Chairman***  
***Gazprom-Media***

Alexander Dybal was elected Chief Executive Officer of Gazprom-Media on January 17, 2003, by a unanimous decision of the Board of Directors. Mr. Dybal first joined Gazprom in 2001 as Director of the Information-Policy Department in 2001, and within the year was elected Chairman of the Board of Directors of Gazprom-Media.

Mr. Dybal is one of the pioneers of private media in Russia. In 1990, he co-founded Radio Baltika - St. Petersburg's first independent radio station, and served as its commercial director. Dybal had also worked with St. Petersburg state television and was in charge of the media department at the North-West Center of Strategic Development.

Mr. Dybal received his diploma from Leningrad Electronic Technical University.

**Pierre El-Daher**  
***Chairman and General Manager***  
***Lebanese Broadcasting Corporation International***

Pierre El-Daher has served as the Chairman and General Manager of the Lebanese Broadcasting Corporation since its start. LBC, a private general entertainment television station, was launched in 1985 with satellite broadcasts in the Middle East. A year later, it expanded its coverage to include Europe, America and Australia. In December 2002 LBC founded a joint Venture with Al Hayat (a leading Pan-Arab newspaper, published in London) to produce a televised newscast on the channel.

Mr. El-Daher has a Masters of Science in Engineering Management and a Bachelors of Science, both from the University of California, Los Angeles.

**Hidetoshi Fujisawa**  
***Director General, General Bureau for America***  
***NHK Japan Broadcasting Corporation***

Hidetoshi Fujisawa has been Director General of the General Bureau for America of the NHK Japan Broadcasting Corporation since July 2003. Previously, he was top journalist for the network, serving most recently as the anchor for NHK BS23 World News. Mr. Fujisawa has also held the title of bureau chief in the network's bureaus in Washington, Los Angeles, and Hong Kong at various points in his career.

As a journalist, he has interviewed leading foreign heads of state and other dignitaries, including Secretary General Kofi Annan, President Clinton, UK Prime Minister Tony Blair, and President Thabo Mbeki of South Africa among others.

Mr. Fujisawa is a graduate of Waseda University in Tokyo.

**Robert Johnson**  
***Founder and CEO***  
***Black Entertainment Television***

Robert L. Johnson is the Founder and Chief Executive Officer of Black Entertainment Television (BET), a subsidiary of Viacom, Inc. and the leading African American-operated media and entertainment company in the United States. In 2003, Mr. Johnson purchased the National Basketball Association's newest franchise in Charlotte, North Carolina – the first-ever professional sports team fully owned by an African American.

In 1998, he established BET Pictures and BET Arabesque Films to produce and market African American-themed film releases, documentaries and made for TV movies. BET has also leveraged its brand identity into new businesses outside the cable industry with direct ownership of BET Books, the only line of original African-American romance novels written by African-American authors under the Arabesque Books label.

From 1976 to 1979, Mr. Johnson served as vice president of Government Relations for the National Cable & Telecommunications Association (NCTA), a trade association representing more than 1,500 cable television companies. Prior to joining the NCTA, he was press secretary for the Honorable Walter E. Fauntroy, Congressional Delegate from the District of Columbia. Johnson previously held positions at the Washington Urban League and the Corporation for Public Broadcasting.

Today, Mr. Johnson serves on several boards, including US Airways; Hilton Hotels Corporation; General Mills; United Negro College Fund; Jazz at Lincoln Center; and the American Film Institute. Mr. Johnson is also a member of the Board of Governors for the Rock and Roll Hall of Fame in Cleveland, OH; The Grammy Foundation and The Brookings Institute in Washington, D.C.

In recognition of his achievements, he has received numerous awards, including: 1997 Broadcasting & Cable Magazine's Hall of Fame Award; CTAM's Grand Tam Award; Cablevision Magazine's 20/20 Vision Award which lists him as one of the twenty most influential people in the cable industry; an NAACP Image Award; National Women's Political Caucus' Good Guys Award; a Distinguished Alumni Award from Princeton University; and the President's Award from the National Cable & Telecommunications Association.

Mr. Johnson is a graduate of the University of Illinois and holds a master's in International Affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University.

**Mel Karmazin**  
***President and COO***  
***Viacom Inc.***

Mel Karmazin became President and Chief Operating Officer of Viacom in May 2000, upon the merger of Viacom and CBS. He had served as President and Chief Executive Officer of CBS Corporation since January 1999. Prior to that he had been President and Chief Operating Officer, CBS Corporation.

Mr. Karmazin, who serves on the Viacom Board of Directors, is responsible for overseeing all of Viacom's operations. Viacom is one of the world's largest entertainment and media companies, and a leader in the production, promotion and distribution of entertainment, news, sports, music and comedy. The company's properties include CBS, MTV, Nickelodeon, VH1, BET, Paramount Pictures, Viacom Outdoor, Infinity Broadcasting, UPN, Spike TV, TV Land, CMT: Country Music Television, Comedy Central, Showtime, Blockbuster and Simon & Schuster.

He joined CBS in January 1997 as Chairman and Chief Executive Officer, CBS Radio, through a merger of Westinghouse/CBS and Infinity Broadcasting, where he had served as President and Chief Executive Officer from 1981 until Infinity became a wholly owned subsidiary of Viacom in February 2001. He was named Chairman and Chief Executive Officer, CBS Station Group (Radio and Television), in May 1997.

He serves on the Board of Directors of Westwood One, Blockbuster and the New York Stock Exchange; the International Advisory Board of BritishAmerican Business Inc and the British-American Business Council, and is Vice Chairman of the Museum of Television and Radio. He was inducted into the Broadcasting Hall of Fame, and has received the National Association of Broadcasters National Radio Award and the IRTS Gold Medal Award.

Mr. Karmazin is a graduate of Pace University.

**Liu Changle**  
***Chairman and CEO***  
***Phoenix Satellite Television Co. Ltd.***

Liu Changle is the founder and Chief Executive Officer of Phoenix Satellite Television Co. Ltd. He graduated from the Beijing Broadcasting Institute in 1980, after which he joined the Central People's Radio Station and served in various positions, from journalist, editor, news commentator to senior management executive. Throughout his career in the media, he played an important role featuring and analyzing several national news issues.

In 1996, Mr. Liu's Today's Asia Company Limited teamed up Satellite Asian Region Limited and China Wise International to establish the Phoenix Satellite Television Co Ltd. Phoenix went public in 2000 and is listed on the Hong Kong Growth Enterprise Market as Phoenix Satellite Television Holdings Limited. Mr. Liu serves as Chairman of Board and Chief Executive Officer of the company.

Under Mr. Liu's direction, Phoenix has expanded rapidly to include the Phoenix Chinese Channel, Phoenix Infonews Channel, Phoenix Movie Channel, Phoenix Chinese News & Entertainment Channel and Phoenix North America Channel. Through AsiaSat3S Satellite, Eurobird D6 Satellite, America's DirecTV and Echo Star satellite platform, Phoenix Channels covers 75 countries and regions in Asia Pacific, Europe, America and North Africa.

Mr. Liu has received numerous accolades for his work, including being named one of "The Ten Most Influential Chinese Persons" in 2001 by Huasheng Monthly, and ranking among the "Power 50 Year 2000" by the Ming Pao Newspapers Ltd of Hong Kong and Hong Kong Metro Broadcast Corporation Ltd.

He is a major shareholder in Asia Television Limited, as well as a member of the International Board of the US National Academy of Television Arts and Sciences.

Mr. Liu holds a position in the Beijing Broadcasting Institute as guest professor.

**Peter Matlare**  
***Group Chief Executive***  
***South African Broadcasting Corporation***

Peter Matlare was appointed as Group Chief Executive of the South African Broadcasting Corporation (SABC) on the first of January 2001. He oversees the management of a number of TV Channels (SABC1, SABC2, SABC3, Bop TV, Africa2Africa and SABC Africa) plus 21 radio stations. Prior to joining the SABC, he was the Chief Operating Officer for Entertainment and Information at Primedia Limited.

Mr. Matlare serves on the Presidential National Commission on Information Society and Development and was recently appointed to the International Marketing Council. In November 2001, he was also elected President of SABA (Southern African Broadcaster Association) and Vice-president of CBA (Commonwealth Broadcasters Association) as well as PBI (Public Broadcasters International).

Mr. Matlare has been a past chairman of the National Association of Broadcasters; founding director of the Marketing Industry Trust; director of the Association of Advertisers of South Africa, as well as a founding director of the National Electronic Media Institute of South Africa. He served on the task team working on the Green Paper that culminated in the Broadcasting Act (No 4 of 1999).

Mr. Matlare holds a Masters degree from the University of York (United Kingdom) and a BSc (Hons) from the University of Plymouth (United Kingdom).

**Judith A. McHale**  
***President and COO***  
***Discovery Communications, Inc.***

As President and Chief Operating Officer of Discovery Communications, Inc. (DCI), Judith McHale is responsible for the overall strategic direction, business development and operations of all DCI resources and properties in the United States and around the world. Ms. McHale was named President and Chief Operating Officer in 1995, and, under her leadership, DCI has grown from its core property, the Discovery Channel, first launched in 1985, to become the leading global real-world media and entertainment company. DCI now operates in 155 countries and territories reaching over 950 million total subscribers.

Ms. McHale has led DCI's development in television, advanced media, on-line and retail services. Her leadership in expanding DCI's television services has included the acquisitions of TLC in 1991 and the Travel Channel in 1997, the launches of Animal Planet in 1996 and the Discovery Health Channel in 1999, and the development of six targeted channels. She has developed strategic partnerships around the world including DCI's global alliance with the BBC, and a major joint venture with The New York Times Company to co-own the Discovery Times Channel. Ms. McHale also expanded DCI's retail services by acquiring The Nature Company stores in 1996, creating a nation wide chain of 138 Discovery Channel Stores.

In 1999, Ms. McHale created the company's work/life initiative designed to provide better opportunities to strike that balance. Due to such innovative approaches, DCI has been selected as one of the 100 Best Companies for Working Mothers by *Working Mother* magazine for four consecutive years, and in 2002 and 2003 was selected Best in Industry for all media and advertising companies. Additionally, DCI has been selected by *Fortune*, *Health* and *Washingtonian* magazines as a great place to work.

Ms. McHale served as a member of the Maryland State Board of Education from 1997 – 2001. She also created the Discovery Channel Global Education Fund in 1997, which provides advanced satellite technology to deliver free educational programming to over 269,000 students and their communities in Africa, Latin America and Eastern Europe. She is a member of the boards of directors of Polo Ralph Lauren, the John Hancock Company, the Potomac Electric Power Company, Host Marriott Corporation, Cable in the Classroom, Vital Voices Global Partnership, The Africa Society, Africare and the Sister-to-Sister Everyone Has a Heart Foundation.

Ms. McHale graduated from Fordham Law School and earned her undergraduate degree in politics from the University of Nottingham in England.

**Surya Paloh**  
***Chairman and CEO***  
***Metro TV***

Surya Paloh is the owner of Indonesia's news channel, Metro TV, and the daily Media Indonesia, the country's second largest newspaper. His other business ventures include a chain of five-star hotels, located in Jakarta, Bandung, and Denpasar (Bali), as well as a major industrial catering firm, Indocater, which serves large companies operating in the oil and gas explorations, in manufacturing plants and hospitals.

In 1992, his newspaper, Prioritas, was banned by the Suharto government. He subsequently became the first editor in Indonesia to directly challenge the country's authoritarian power.

In the last ten months, Mr. Paloh has emerged as a candidate for the 2004 presidential election. He is the first editor and media owner considered to be a serious contender for the country's top job.

**Viktor Pinchuk**  
***Owner***  
***International Commercial Television (ICTV)***

Viktor Pinchuk is one of Ukraine's leading entrepreneurs, with a career that has focused on developing the country's industrial and media sectors. He currently serves as an elected Member of Parliament in Ukraine's Verkhovna Rada.

Mr. Pinchuk is the owner of International Commercial Television (ICTV), the first national commercial network in Ukraine. ICTV was established in 1992 as a Ukrainian-U.S. joint venture and is now a fully owned Ukrainian company. He is also an investor in Fakty newspaper, the most widely read national daily in Ukraine.

Mr. Pinchuk began his career in the scientific and industrial sector. Graduating with honors in 1983 from the Dniepropetrovsk Metallurgical Institute, he earned a PhD on the basis of his innovative research in pipe design, engineering and production. Mr. Pinchuk holds numerous scientific patents for processes and designs that were successfully adopted by the leading metallurgical factories of the former U.S.S.R.

In 1990, Victor Pinchuk founded Interpipe, a scientific production and investment group, on the basis of his patented innovations. He served as the company's President (1997-1998), as Chairman of the Board and now serves as Founder and Ex-Chairman of the Board. Over the past 13 years, Interpipe has grown to become the 4th largest producer of steel products and ferroalloy in the world. It is ranked Ukraine's 5th largest exporter. Interpipe group companies employ more than 30,000 people in Ukraine.

In 1998, Viktor Pinchuk was elected in a single seat constituency as a representative from his home district of Dnipropetrovsk. In parliament he has served as Chairman of the Subcommittee on Business and Investment Policy and as a member of the Subcommittee on Economic Policy. He has played an instrumental role in shaping a national economic policy, a comprehensive property law and investment policy. Since 1999 he has worked actively as a member of the “Labor Ukraine” (Trudova Ukraina) parliamentary group.

Mr. Pinchuk is active in organizations that promote international dialogue and cultural understanding. Among these he serves on the Board of the Dnipropetrovsk Jewish Community Center, as a Corporate Member of the Council on Foreign Relations and on the Advisory Board of the International Crisis Group (ICG).

### **Peter Piot**

#### ***Under Secretary-General, United Nations Executive Director, UNAIDS***

Executive Director of UNAIDS since its creation in 1995 and Under Secretary-General of the United Nations, Dr. Peter Piot comes from a distinguished academic and scientific career focusing on AIDS, other communicable and sexually transmitted diseases, and women’s health in the developing world.

Under his leadership, UNAIDS has become the chief advocate for worldwide action against AIDS, with the global mission of leading, strengthening and supporting an expanded response to the epidemic. It has brought together eight organizations of the United Nations system around a common agenda on AIDS, spearheading UN reform.

After graduating from medical school, Dr. Piot co-discovered the Ebola virus in Zaire in 1976. In the mid-1980s, Dr. Piot became closely involved in policy development on AIDS, as a member of the National AIDS Committee in Belgium, and several European committees on AIDS and public health. In 1983, he co-founded the first NGO in Belgium specifically dedicated to AIDS, which also started the first AIDS hotline in the country. He also helped shape the AIDS agenda of several development agencies, private foundations and international NGOs.

As Professor of Microbiology at the Institute of Tropical Medicine in Antwerp, Belgium, from 1982 to 1992, Dr. Piot’s research focused on the epidemiology, virology and prevention of HIV infection, reproductive health of women, and tuberculosis – all in the developing world. In 1992, Dr. Piot joined the Global Programme on AIDS of the World Health Organization, in Geneva, as Associate Director, with responsibilities for HIV research and intervention development.

He has received numerous awards for scientific and societal achievement, and was knighted as a Baron by King Albert II of Belgium, in 1995. He is a member of the Institute of Medicine of the National Academy of Sciences of the United States and the Royal Academy of Medicine of Belgium, and is a Fellow of the Royal College of Physicians of London, UK.

Dr. Piot earned a medical degree from the University of Ghent, and a Ph.D. in Microbiology from the University of Antwerp, Belgium. He has held Professorships in Microbiology and Public Health at the Institute of Tropical Medicine, Antwerp, the Free University of Brussels, the University of Lausanne, and the University of Nairobi, Kenya; and has undertaken research at the University of Washington, Seattle.

**Ray Rodriguez**  
***President and COO***  
***Univision Networks***

Ray Rodriguez is President and Chief Operating Officer of Univision Networks, which include the Univision Television Network, the nation's leading Spanish-language television network, Galavisión, the leading Spanish-language cable channel in the U.S. and the Telefutera television network. He is also a member of the Board of Directors of Univision Communications Inc. (NYSE:UVN), the networks' parent company. The Univision network reaches 97 percent of U.S. hispanic households via the company's owned and operated stations and its more than 1000 broadcast and cable affiliates. His areas of responsibility include sales, marketing, programming, production and business affairs.

Mr. Rodriguez joined Univision in August 1990 as Vice President and Director of Talent Relations, and in September 1991 was promoted to Senior Vice President and Operating Manager of the network. In 1992 he became the President & COO of the Univision Network and in August of 2001 was promoted to his current position. Prior to his tenure at Univision, Mr. Rodriguez spent six years with Julio Iglesias: during the last four years, as his Chief Executive Officer and worldwide Manager.

Mr. Rodriguez is the founding President of the Kiwanis of Little Havana Foundation. He is a member of several prominent organizations including the Miami Business Forum, Mesa Redonda and is on the Board of Directors of the United Way. He is Vice President of OTI (Organizacion de Television Iberoamericana), the preeminent international organization of Spanish language television executives. He is also a member of the Board of the Television Ratings Implementation Group, which was formed to establish a ratings system for all television programs in the U.S.

Mr. Rodriguez is a graduate of the University of Miami.

**Bill Roedy**  
***President***  
***MTV Networks International***

Bill Roedy was appointed to the newly created position of President, MTV Networks International in June 2000. In this position, Mr. Roedy oversees all of MTV Networks' growing international multimedia business operations for the brands MTV: Music Television, Nickelodeon, VH1 and TMF: The Music Factory, which collectively provide the largest global network of localised TV channels and Web sites targeting kid, youth and adult audiences. He also serves as Chairman of MTV Networks Europe.

Mr. Roedy joined the company in 1989 as the Chief Executive and Managing Director of MTV Europe. He was promoted to President, MTV Networks Europe before being appointed President of MTV/VH1 International and Chairman, MTV Networks Europe in 1994. He has also sat on the board of Nickelodeon International, the world's only multimedia entertainment brand dedicated exclusively to kids.

Under his leadership, MTV Networks has developed and launched more uniquely programmed networks and Web sites around the world than any other entertainment company, reaching an estimated one billion people. MTV is one of the Top 10 recognised consumer brands in the world, the world's largest network of TV channels and Web sites, a pop culture phenomenon and the #1 global music destination for youth on-air and online.

Mr. Roedy became an Ambassador for UNAIDS in 1998. Building on his personal commitment, Mr. Roedy recently served as Chair of the Global Business Coalition (GBC) on HIV and AIDS from 2000-2002, which is dedicated to unifying businesses in the fight against HIV & AIDS. The GBC and the International AIDS Trust honoured him with the 2002 Award for Business Excellence for his outstanding contributions, and in the same year he was presented with a YouthAIDS Corporate Citizenship Award. He was awarded the Midem 'Man Of the Year' in January 2003 in Cannes for his outstanding contribution to the Music Industry to date. He is also a Board Member of Doctors of the World, the National Academy of Television Arts and Sciences, the American School in London and the International Advisory Boards of the Rock & Roll Hall of Fame and Harley Davidson Europe.

Mr Roedy holds an MBA from Harvard University and an undergraduate degree from West Point. He was a career officer in the US Army for nearly seven years.

**K.S. Sarma**

**CEO**

***Prasar Bharati Broadcasting Corporation***

Mr K.S. Sarma, formerly the Director General of Doordarshan, has taken over as Chief Executive Officer of the Prasar Bharati Broadcasting Corporation, Doordarshan's parent company. Mr. Sarma worked as the Director General of Doordarshan between 1996 and 1998, when he also held the post of the Joint Secretary in the Ministry of I&B, looking after the Broadcasting Division.

A 1968 batch IAS officer, Mr. Sarma has had a distinguished academic career with Masters Degrees in both Arts and Science. Besides working as a lecturer of Economics and Statistics in the Delhi University for a period of two years, he also functioned as District Head in three districts of Andhra Pradesh. Mr. Sarma has been the founding Director of Navodaya Vidyalaya Samiti, which is meant essentially to impart free education to talented rural children in India and it is internationally unprecedented in its scale and dimension. He later on became the Education Secretary of Andhra Pradesh. He was the Additional Secretary, Department of Secondary & Higher Education, Ministry of Human Resource Development, Government of India, before taking over as the CEO of Prasar Bharati. He made special efforts to start the first Education Channel in India called Gyan Darshan.

In the Department of Labour, Govt. of India, where he worked as Joint Secretary for about a year, he dealt with vocational training and the setting up of schools. In the field of financial management and planning, he worked in his career for a period of 5 years (approx.). He started his work in Finance as Joint Secretary (Budget) in the State of Andhra Pradesh. Later, he became Special Secretary, Finance and finally worked as Principal Secretary, Finance & Planning in Govt. of Andhra Pradesh, before his current role of Govt. of India.

He has been unanimously elected as Vice-President of Asia-Pacific Broadcasting Union (ABU) which represents 100 broadcasters from 49 nations and territories of the Asia and Pacific Region. Under his leadership, Prasar Bharati has become an Institutional Member of the Indian National Commission for Cooperation with UNESCO (INC) on Sub Commission on Education/ Culture/ Natural Science/Social Science/ Communication. He is also the current President of the Indian Broadcasting Federation (IBF).

**Amauri Soares**

**CEO**

***Globo International***

Amauri Soares has been working for the Globo Group of Companies for 15 years and in May 2002 was appointed the Chief Executive Officer of Globo International New York Ltd.

Prior to that appointment, Mr. Soares held the position of Executive Director of the News Department of Globo TV in Brazil; News Director at the Sao Paulo headquarters of Globo TV and he also served as Editor-in-Chief of several News broadcasts and programs.

He conceived and implemented an acclaimed project of "Community Service Journalism", which focused on giving underprivileged communities in the Brazilian metropolitan areas, the opportunity to actively participate in the debates of public policy making.

Mr. Soares has received numerous awards, among them the "Best News Program" by the *Arts Critics Association of Sao Paulo*, the "Brazilian Society Journalist-Ombudsman" by the *Institute Against Violence of Sao Paulo* and the prize of "Journalism Ethics" by *Imprensa Magazine*. He is a member of the Center for Media Studies of the Museum of Radio and Television of New York.

Mr. Soares holds a Bachelor's Degree in Social Communication, with specialization in Journalism.

**Shashi Tharoor**  
***Under-Secretary for Communications and Public Information***  
***United Nations***

Shashi Tharoor is Under-Secretary-General for Communications and Public Information and has led the Department of Public Information (DPI) since January 2001. In this capacity, he is in charge of the Organization's communications strategy, with particular responsibility for ensuring the coherence and effectiveness of the United Nations' external message.

Prior to joining DPI, Mr. Tharoor served as Director of Communications and Special Projects in the Office of the Secretary-General and as Executive Assistant to the Secretary-General. As Special Assistant to the Under-Secretary-General for Peacekeeping Operations, he assisted two successive heads of United Nations peacekeeping operations in managing the challenges of unprecedented growth and evolution in peacekeeping at the end of the cold war. From 1991 to 1996, he led the team responsible for the United Nations peacekeeping operations in the former Yugoslavia.

Mr. Tharoor's United Nations career began in 1978 on the staff of the United Nations High Commissioner for Refugees (UNHCR) in Geneva. He was Head of the UNHCR office in Singapore during the peak of the Vietnamese "boat people" crisis.

Mr. Tharoor is also the author of seven books, as well as numerous articles, op-eds and literary reviews in a wide range of publications. He is also the recipient of several journalism and literary awards, including a Commonwealth Writers' Prize. Mr. Tharoor is an elected Fellow of the New York Institute of the Humanities and a member of the Advisory Board of the Indo-American Arts Council.

Shashi Tharoor is a national of India. He holds a Ph.D. from the Fletcher School of Law and Diplomacy, as well as two Masters' degrees and an honorary D.Litt.

**Jack Valenti**  
***President and CEO***  
***Motion Picture Association of America***

In his current role as Chairman and Chief Executive Officer of the Motion Picture Association, Jack Valenti has presided over and led the American film and television industry both in the United States and abroad.

Prior to joining the MPAA, Mr. Valenti served in the Kennedy/Johnson administration. His agency was in charge of the press during President Kennedy's fateful visit to Texas. On June 1, 1966, Mr. Valenti resigned his White House post to lead the MPAA.

Mr. Valenti has written four books (three non-fiction): *The Bitter Taste of Glory* (World Publishing); *A Very Human President* (W.W. Norton Co.); *Speak Up With Confidence* (Wm. Morrow Co.), and the political novel, *Protect and Defend* (Doubleday). His most recent book is an updated revision of *Speak Up With Confidence* (2002, Hyperion). He has also written extensively for America's preeminent newspapers and magazines.

France has conferred upon him its highly prized Legion d'Honneur, the French Legion of Honor. Mr. Valenti has been awarded his own star on Hollywood's Walk of Fame. He has been named a Life Member of the Directors Guild of America.

He has a B.A. from the University of Houston and an M.B.A. from Harvard.

**Zhao Hua Yong**

***President***

***China Central Television***

Zhao Hua Yong is the Deputy Director General of the Managing Commission of Radio, Film and Television Group of China and the President and Editor-in-Chief, China Central Television (CCTV). Since joining CCTV in 1975, Mr. Zhao has held posts in the News Department, Feature Programme Department, Department of Social and Educational Programme, and the Department of Economy. In 1992, he was designated as Assistant President of CCTV and Director of the Department of Economy. A year later, he became Vice President of the TV station and Director of the Entertainment Programming Center. In 1997, he was appointed as the Vice President and Executive Editor-in-Chief. In February of 1999, he began to hold the office of Presidency of CCTV.

Mr. Zhao graduated from the Department of Journalism of Fu Dan University, Shanghai.