

United Nations Headquarters  
15 January 2004

## AGENDA

### 11:00 am arrivals at the Delegates Entrance to the United Nations

Meeting Venue: Conference Room 8

- 11:30 am – 11:32 am           **Welcome**  
Kofi Annan, UN Secretary-General
- 11:32 am – 11:36 am           **AIDS: The Greatest Challenge of Our Time**  
Peter Piot, Executive Director, UNAIDS
- 11:36 am – 11:40 am           **Why Media Matters**  
Drew Altman, President and CEO,  
Henry J. Kaiser Family Foundation
- 11:40 am – 11:45 am           **Global Media Initiative on HIV/AIDS**  
Kofi Annan, UN Secretary-General
- 11:45 am – 1:00 pm           **Dialogue with Participants: What Media Can Do**  
*facilitated by* Shashi Tharoor, Under-Secretary-General for Communications  
and Public Information, United Nations
- *What can media contribute in the fight against HIV/AIDS?*
  - *How do we create sustainable public education efforts?*
  - *What can media do to encourage broader support for HIV/AIDS?*
  - *What will it take to build greater media participation?*
- Move to Delegates Dining Room, 4<sup>th</sup> Floor, to continue meeting over lunch; followed by press conference*
- 1:05 pm – 1:10 pm           Group Photo with the Secretary-General and participants
- 1:15 pm – 2:15 pm           **Toast**  
Kofi Annan, UN Secretary-General
- Keynote Address**  
Bill Gates, Co-founder, The Bill & Melinda Gates Foundation and  
Chairman and Chief Software Architect, Microsoft Corporation
- Media Commitments**  
*facilitated by* Drew Altman, President and CEO,  
Henry J. Kaiser Family Foundation
- Next Steps / The Way Forward**  
Peter Piot, Executive Director, UNAIDS
- 2:15 pm - 2:45 pm           Press conference / Q&A with participants