



Public Broadcasters  
Global Media Summit on **HIV/AIDS**  
San Francisco, CA | May 2nd 2005

**Carmel Room, Third Floor  
Hotel Nikko  
May 2, 2005  
9:30 am – 2:00 pm**

- 9:30 am – 10:00 am      **Arrivals and coffee**  
[Carmel Foyer, 3<sup>rd</sup> Floor]
- 10:00 am – 10:10 am      **Welcome/Introductory Remarks: The Unique Role of Public Broadcasters in the Fight against HIV/AIDS**  
Pat Mitchell, President and CEO, PBS
- 10:10 am – 10:30 am      **The Global Media AIDS Initiative: Mobilization of the World's Media**  
Drew Altman, PhD., President and CEO, Henry J. Kaiser Family Foundation
- 10:30 am – 10:45 am      **Public/Private Sector Partnerships**  
Stephen King, Director, BBC World Service Trust
- 10:45 am – 12:15 pm      **What Media Can Do: Dialogue w/Participants**  
Facilitator and Introductory Remarks: Pat Mitchell, President and CEO, PBS
- What can media contribute to the fight against HIV/AIDS?
  - What will it take to engage more public broadcasters in the fight against HIV/AIDS?
  - New commitments and ideas?
- 12:15 pm – 12:30 pm      **Group Photo**  
[Carmel Foyer, 3<sup>rd</sup> Floor]
- 12:30 pm – 1:40 pm      **Luncheon**  
[Golden Gate Room, 25<sup>th</sup> Floor]
- PLEASE NOTE: Journalists will be admitted at this point to hear the Keynote Address and the conclusion of the conference.**
- Keynote Address: Fighting AIDS Through the Power of the Media**  
Stephen Lewis, UN Special Envoy to Africa on HIV/AIDS -- *introduced by Mary Bitterman, Chair of Public Broadcasting Service (PBS) Board of Directors*
- 1:40 pm – 1:45 pm      **Short Break as Western Knight Fellows are seated**
- 1:45 pm – 2:00 pm      **Conclusions and Next Steps**  
Pat Mitchell, President and CEO, PBS
- 2:00 pm      **Pat Mitchell opens up the session for questions from press**

