

EURASIA MEDIA LEADERS SUMMIT ON HIV/AIDS

The President Hotel, Moscow
Wednesday, October 27, 2004
9:00 – 14:00

AGENDA

8:30 a.m. *Guest arrival and welcome coffee*

9:00 a.m. – 9:30 a.m.

OPENING REMARKS

- **Alexander Dybal**, *Chairman of the Board of Directors, Gazprom-Media, Chairman, Russian Media Partnership to Combat HIV/AIDS*
- **Message from Chairman of the Federation Council of the Russian Federation, Sergey Mironov:** *delivered by Anatoly Vyalkov, Social Issues Advisor*
- **Message from UN Secretary General Kofi Annan:** *delivered by Lars Kallings, Special Envoy of the Secretary General for HIV/AIDS in Eastern Europe*
- **The Honorable Alexander Vershbow**, *Ambassador of the United States of America to the Russian Federation*
- **Matt James**, *Senior Vice President, Media and Public Education, Henry J. Kaiser Family Foundation*

9:30 a.m. – 11:30 a.m.

DIALOGUE WITH PARTICIPANTS: WHAT MEDIA CAN DO

Co-facilitators:

- **Alexander Dybal**, *Chairman of the Board of Directors, Gazprom-Media, Chairman, Russian Media Partnership to Combat HIV/AIDS*
- **John Tedstrom**, *President and CEO, Transatlantic Partners Against AIDS*
 1. Why invest resources (prime-time; staff; financial resources) into HIV/AIDS awareness campaigns?
 2. What can media concretely contribute to the fight against HIV/AIDS?
 3. What are the challenges and obstacles to increasing media involvement in addressing the issue?
 4. What kind of support and assistance do media companies need?
 5. What will it take to build greater media participation?

11:30 a.m. All participants move to Red Hall to continue meeting over lunch.

11:45 p.m. – 1:00 p.m. **LUNCHEON**

KEYNOTE ADDRESS

CONCLUSIONS & NEXT STEPS

1:00 p.m. All participants move to Round Hall for press conference, statements and press availability.

1:10 p.m. – 2:00 p.m. **PRESS CONFERENCE AND PRESS AVAILABILITY**

**TRANSATLANTIC PARTNERS
AGAINST AIDS**



GLOBAL MEDIA AIDS INITIATIVE