



TACKLING HIV & AIDS CREATIVELY

United Nations Headquarters
New York, NY
23rd November 2004

*Conference Room 6, UN Secretariat
Moderator: Cyrus, MTV India VJ*

- 9:30-10:00 am **BREAKFAST AND REGISTRATION**
- 10:00-10:05 am **WELCOME :**
Shashi Tharoor, Secretary General for Communications and Public Information,
United Nations
Bill Roedy, President, MTV Networks International, UNAIDS Ambassador
- 10:05-10:15 am **OPENING ADDRESS**
Sumner Redstone, Chairman, Viacom
- 10:15-10:45 am **THE R-EVOLUTION OF HIV/AIDS COMMUNICATION**
Cristian Jofre, Creative Director, MTV Networks International
- 10:45 am-12: 30 pm **TRAILBLAZING**
Shashi Tharoor, framing remarks and facilitator of a discussion on strategies/
challenges in which broadcasters might find themselves in when looking to
initiate/ produce on air HIV/AIDS programming and how to overcome them.
Russian Media Partnership – Gazprom-Media
Revathy Menon – Indian Director of 'Phir Milenge'
loveLife – South Africa's national HIV prevention program for youth
- :Participants to transfer to Private Dining Room 6, 4th Floor, UN Secretariat.*
- 12:45-2:15 pm **LUNCH**
Special Guest Keynote Speaker – Richard Gere
- 2:15-3:15 pm **CREATIVE CASE STUDIES**
Sesame Workshop
Black Entertainment Television & Henry J Kaiser Family Foundation
- 3:15-3:45 pm **REINVENTING YOUR CREATIVE APPROACH**
Hermann Vaske – Hermann Vaske's Emotional Network
- 3:45-4:00pm: afternoon tea*
- 4:00-4:45 pm **CONCURRENT BREAKOUTS**
1. Short Form Programming and PSA's:
David LaChapelle, Kevin Mackall SVP of on air promos MTVN & Nigel Cox-
Hagan, SVP, VH1
 2. Long Form Programming and Integrated messaging:
Peter Gill BBC World Service Trust/Doordarshan, Christopher Davidson VP
Current Programming CBS
- 4:45-5:15 pm **LIGHT RELIEF**
- 5:15-5:30 pm **CLOSING AND THANK YOUS**
- 6:30 pm **COCKTAILS**
Hosted by VH1
Azaza Lounge
891 First Avenue, NYC



THE INTERNATIONAL ACADEMY
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