

**RUSSIAN MEDIA PARTNERSHIP TO COMBAT HIV/AIDS  
LEADERSHIP COMMITTEE MEETING**

October 27, 2005

10:00 am – 12:00 pm

Holiday Inn, Lesnaya St., 15

**10:00 – 10:10 Welcome and Objectives**

- **Vladimir Pozner**, *President, Russian Television Academy, Member, Board of Directors, Transatlantic Partners Against AIDS*
- **Vladimir Khanumyan**, *Executive Director, CTC Media*
- **John Tedstrom**, *President, Transatlantic Partners Against AIDS*

**10:10 – 10:35 An Update on HIV/AIDS in Russia: Looking to the Future**

- **Vladimir Starodubov**, *Deputy Minister of Health and Social Development of the Russian Federation*
- **Mikhail Grishankov**, *First Deputy Chairman of State Duma Committee on National Security, Member, Interfactional Deputies Working Group on HIV/AIDS*
- **Vadim Pokrovsky**, *Head of the Russian Federal AIDS Center*
- **Mikhail Rukavishnikov**, *Director, External Affairs and Development, Community of People Living with HIV/AIDS*

**10:35 – 10:55 Russian Media Partnership: Review of Year One and Looking Ahead to Year Two**

- Key results of Year One
- Key objectives for Year Two

**10:55 – 11:05 Research: National Survey of the Russian Public on HIV/AIDS**

- **Matt James**, *Senior Vice President, Media & Public Education, Kaiser Family Foundation*

**11:05 – 11:50 Year Two Objectives: Challenges, Opportunities, Next Steps**

*Moderator Vladimir Pozner*

- Expanding campaign reach
- Expanding integration of HIV/AIDS themes into editorial and entertainment programming
- Special initiatives and projects

**11:50 – 12:00 Conclusion and Next Steps**

- **Vladimir Pozner**, *President, Russian Television Academy, Member, Board of Directors, Transatlantic Partners Against AIDS*
- **Vladimir Khanumyan**, *Executive Director, CTC Media,*
- **John Tedstrom**, *President, Transatlantic Partners Against AIDS*

