



fight for your rights:
protect yourself

**MTV RESPONDS TO YOUTH DEMAND FOR INFORMATION ON SEXUAL HEALTH
with FIGHT FOR YOUR RIGHTS: PROTECT YOURSELF**

**Comprehensive Yearlong Pro-Social Campaign to Inform and Empower Young People on
Their Top Rated Social Concern**

**Campaign Will Provide Access to HIV & STD Counseling & Testing & Other Sexual
Health Services in Communities Across the Country**

NEW YORK, April 16, 2002 – According to new findings from a national survey conducted by the Kaiser Family Foundation for MTV, more young people cite sexual health as a top concern than any other issue, and three in four say they are not getting all the information they need to make informed and responsible sexual health decisions. In response, MTV: Music Television is announcing a comprehensive yearlong pro-social initiative, ***Fight For Your Rights: Protect Yourself***, dedicated to informing and empowering young people on the issues surrounding their sexual health. “***MTV’s First National Sex Quiz***,” premiering on-air on April 20th at 1 p.m. ET/PT, 12 p.m. CT, will launch the campaign; an online version has already been completed by 440,000 young people in the past month, again highlighting their need for reliable sexual health information.

Developed in partnership with Kaiser, this latest installment in MTV’s Emmy-award winning ***Fight For Your Rights*** pro-social initiative will focus primarily on HIV/AIDS, other sexually transmitted diseases (STDs), and unintended pregnancy. It will include special programming; public service messages; one of the most comprehensive sexual health websites for youth; grassroots events and advocacy opportunities; and an extensive resource and referral service, including a free sexual health guide. In addition to Kaiser, MTV is partnering with other non-profit organizations to help maximize the impact of the ***Protect Yourself*** campaign, including Advocates for Youth, Rock the Vote, LIFEbeat, SEX, ETC., and others.

“When it comes to issues directly impacting them, our audience overwhelmingly calls sexual health their number one concern. With one in four sexually active teens set to get an STD this year and over 50% of new HIV infections occurring among those under 25, there is little question that sexual health issues hit young people the hardest,” commented Brian Graden, MTV’s President of Entertainment, MTV, MTV2, mtv.com. “We hope the ***Protect Yourself*** campaign will become a crucial resource they can turn to with their questions and concerns.”

“If you want to reach young people with critical sexual health information today, you need to go where they go, to the media they trust. Building on our longstanding partnership with MTV, this new campaign will help many more young people protect their sexual health and well-being,” said Drew E. Altman, Ph.D., President and CEO, Kaiser Family Foundation.

“MTV’s First National Sex Quiz” marks the first in a series of special *Protect Yourself* programming to air throughout the year. Additional programming will address such issues as getting tested for STDs; risky sexual behavior; and the impact of HIV/AIDS on urban minority communities. The campaign will also include an original made-for-television movie that explores sex-education in high schools, and profiles of artists and young adults who are leading the charge on sexual health issues. MTV and Kaiser will also produce targeted public service messages that will air throughout the year to inform viewers about sexual health issues. These spots will be tagged with a toll-free hotline and/or website for those seeking more information.

In an effort to provide young people with a confidential and comprehensive online resource, MTV has also created one of the most extensive sexual health destinations on the Internet. Created in partnership with Kaiser, FightForYourRights.mtv.com will feature a nationwide database of HIV testing facilities; a daily newswire and special articles; a 24-hour message board; and an interactive sexual health guide, called “It’s Your (Sex) Life.” A print version of the guide, which is produced and distributed in partnership with Kaiser, is available free of charge by calling a toll-free hotline (1 888 BE SAFE 1). Callers to the hotline can also be connected to counselors and providers in their local area through direct links to a national governmental HIV/STD hotline and Planned Parenthood’s referral service.

Additionally, working with our cable affiliates and our non-profit partner Advocates for Youth, the campaign will feature grassroots events across the country including sex education forums and HIV testing drives. MTV will also work with Advocates for Youth and Rock the Vote to provide the audience with numerous ways to take action, whether it is by becoming a peer educator or making their voices heard in the debate on sex education.

Originally launched in 1999 with the “Take A Stand Against Violence” campaign MTV’s Emmy award-winning “Fight For Your Rights” is a series of yearlong comprehensive on-and-off air campaigns, designed to educate and empower young people about the issues that concern them most. In 2001, MTV launched “Fight For Your Rights: Take A Stand Against Discrimination.” All “Fight For Your Rights” campaigns include issue-oriented news specials, grassroots events, online components, and advocacy opportunities.

MTV Networks, a unit of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: Music Television, MTV2, VH1, Nickelodeon/Nick at Nite, TV LAND, TNN, CMT and the The Digital Suite From MTV Networks, a package of nine US digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

The Kaiser Family Foundation is an independent national health care philanthropy, based in Menlo Park, CA, and not associated with Kaiser Permanente or Kaiser Industries. MTV and the Kaiser Family Foundation have been working together since 1997 to reach young people with sexual health information.

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A Yearlong Pro-Social Campaign to Inform Young People About Sexual Health

Campaign Components

Programming. In addition to the launch special, *MTV's First National Sex Quiz*, programming will air throughout the year as part of the *Fight for Your Rights: Protect Yourself* campaign that will cover everything from the basic facts of sexual health to more in-depth explorations of complicated emotional issues. Planned programming includes:

- **After the Suspicion, Before the Test: Do I Have an STD?:** Analyzing that difficult period when you suspect you have an sexually transmitted disease (STD), but before you have been tested. The show will follow six young people going through the process of discovering whether or not they've contracted an STD.
- **FFYR: Dangerous Liaisons:** *Dangerous Liaisons* will examine risky – and potentially lethal – sexual behaviors. Examples include mixing drugs, alcohol, or violence with sex.
- **UrbanAID2 Concert:** Featuring P. Diddy, Jay-Z, Fat Joe and Ja Rule, along with singers Musiq, Ashanti, and the hip-hop band the Roots, will raise awareness about AIDS among urban minority populations and benefit AIDS charities.
- **MTV Movie: *Everybody's Doing It*:** This original made for television film explores sex education in schools, and how peer pressure can complicate decisions about sex.
- **Targeted Public Service Messages.** A series of targeted public service messages produced by MTV and the Kaiser Family Foundation will air throughout the year to inform viewers about sexual health issues and direct them to a toll-free hotline or website for more information.

Grassroots and Audience Participation. MTV and its partners will bring the campaign to communities throughout the country.

- **Sexual Health Forums:** Working in cities across the country, MTV will bring the national sex education quiz into local communities by hosting Sexual Health 101 forums. The forums will be coordinated by Advocates for Youth, who will work with Planned Parenthood and other grassroots organizations.
- **“It's Your (Sex) Life: Your Guide To Safe & Responsible Sex” booklet:** Produced in partnership with Kaiser, the guide will inform young people about HIV/AIDS and other STDs, methods of birth control, and some of the most pressing issues surrounding teenage sexuality, such as communicating with one's partner and the decision to have sex. The guide will be distributed free of charge through a toll-free number (1 888 BE SAFE 1), the Fight For Your Rights campaign's website (www.FightforYourRights.MTV.com), and by Advocates for Youth, Rock the Vote and LIFEbeat at local events nationwide.

- **Mobilizing Young People in Support of Comprehensive Sex-Education.** Based on overwhelming youth support for comprehensive sexuality education, MTV will work with Advocates for Youth and Rock the Vote to provide young people with turnkey ways to make their voices heard on this important issue.
- **Campus Invasion Tour: *Protect Yourself*** has established a presence on the Campus Invasion tour through a prominent position on the mobile Campus Invasion website. Young people can take a sample version of the sex quiz or browse a preview version of the ***Protect Yourself*** website.

Comprehensive Sexual Health Website. Working with the Kaiser Family Foundation, FightForYourRights.MTV.com will be one of the most in-depth, wide-ranging sexual health destinations for youth on the Internet. Core site features will include:

- **Interactive guide to sexual health:** An interactive, online version of the “It’s Your (Sex) Life” guide, this guide will inform young people on every aspect of their sexual health.
- **Find a Testing Facility:** In order to empower young people to take control of their sexual health, the FFYR website will provide a nationwide database of HIV testing facilities, many of which provide testing for other STDs.
- **Sexual health newswire and articles.** The sexual health newswire will provide young people with the latest information about HIV/AIDS and all the issues associated with the ***Protect Yourself*** campaign. Additionally, Kaiser will provide a news column on notably relevant issues which deserve further exploration, and Sex, ETC youth peer educators will provide a monthly sexual health column.
- **Local Action:** The FFYR website will provide easy ways for young people to get involved on the local level. This will include information on how to become a peer educator and an online activist kit, through which young people will be able to take a stand on those sexual health issues that matter most to them.
- **Message Board:** 24-hour message boards where MTV viewers can meet and discuss sexual-health-related issues in an ongoing dialogue.
- **On-Air:** This section of the website will be dedicated to what’s going on in the ***Protect Yourself*** campaign on-air. When shows are about to air, and after they air, the site will feature special content tied to their themes and topics. Additionally, to increase their impact, some PSAs will be digitized onto the website.

Research. Research will be conducted throughout the year by MTV and the Kaiser Family Foundation to inform the campaign, including periodic random-sample surveys of callers to the hotline and viewer call-out surveys monitoring the impact of specific shows.

*The **Protect Yourself** campaign marks an expansion of a long-standing partnership between MTV and the Kaiser Family Foundation. Since 1997, MTV and Kaiser have teamed up to reach young people with sexual health information. Millions of viewers have called a toll-free hotline or logged on to get more information as a result of these efforts through long-form special programming, PSAs, online content on mtv.com, and a free resource and referral service that includes direct links to local health care counselors and providers. An estimated 700,000 viewers have called the campaign’s hotline to receive the guide, be connected to a counselor or provider in their local area, or get other information.*