



AGENDA

Tuesday June 21, 2005

12:00 - 1:00 PM EDT / 9:00 - 10:00 AM PDT

Teleconference call with NASTAD Members about Kaiser Family Foundation Entertainment Media Partnership Campaigns

To access the call, please dial 1-800-247-5110
Provide the operator with the conference code 63277

Presentation materials will be posted in advance of the call at:
www.kff.org/entpartnerships/nastad.cfm

- 12:00-12:05 EDT** **Introduction**
Jennifer Kates, Vice President and Director of HIV Policy, Kaiser Family Foundation
Julie M. Scofield, Executive Director, National Alliance of State and Territorial AIDS Directors
- 12:05-12:10** **Entertainment Media Partnerships - A Brief Introduction**
Tina Hoff, Vice President and Director, Program on Entertainment Media Partnerships, Kaiser Family Foundation
- 12:10-12:25** **Our Campaigns**
Julia Davis, Associate Director of U.S. Programs, Entertainment Media Partnerships, Kaiser Family Foundation
- Overview of MTV, BET, Univision and Viacom Campaigns
- Daphne Leroy, Manager, HIV/AIDS Initiative, Viacom*
- *KNOW HIV/AIDS* affiliate strategy
- 12:25-12:50** **Our Collaboration with States to Date**
Laurel Yamaguchi, Program Officer, Entertainment Media Partnerships, Kaiser Family Foundation. Responses from: Loretta Davis-Satterla (MI), Clara Gregory (NJ), and Ronald Henderson (FL)
- 12:50 -1:00** **Resources for Working Together in The Future**
Julia Davis