



TRANSATLANTIC PARTNERS
AGAINST AIDS



ON THE FRONTLINE OF AN EPIDEMIC: REPORTING HIV/AIDS IN RUSSIA

A BRIEFING FOR JOURNALISTS

Wednesday, October 27, 2004

President Hotel, Moscow

Bolshya Yakimanka 24, Moscow

AGENDA:

- 9:00 a.m. – 9:20 a.m. **PARTICIPANT ARRIVAL AND WELCOME COFFEE**
- 9:20 a.m. – 9:30 a.m. **WELCOME AND OBJECTIVES**
Diane Rowland, *Executive Vice President, Kaiser Family Foundation*
Stephen Massey, *Vice President for Programs, Transatlantic Partners Against AIDS*
Anne Marie Hou, *Chief, Information and Public Affairs, Department of Public Interest Support, Leadership and Capacity Building, UNAIDS*
- 9:30 a.m. – 10:30 a.m. **STATUS AND OUTLOOK OF THE HIV/AIDS EPIDEMIC:
GLOBALLY AND IN RUSSIA**
What is the status and outlook for the global AIDS pandemic? What are the “Next Wave” countries? What is the status and outlook for the HIV/AIDS epidemic in Russia? What are some of the challenges of addressing HIV/AIDS globally and in Russia?
Moderator: Elena Tamazova, *UNAIDS Advocacy and Communications Adviser*
Presentations and Discussion with Participants:
- Global Perspective:
Jennifer Kates, *Director, HIV Policy, Kaiser Family Foundation*
 - Russian Federation:
Vadim Pokrovskiy, *Chief, Russian Federal Center for Prevention and Fight Against HIV/AIDS*
- 10:30 a.m. – 11:30 a.m. **SOCIAL DIMENSION OF HIV/AIDS:
IMPACT AND RESPONSE ACROSS SECTORS**
What are the key social dimensions of the HIV/AIDS epidemic? How does the society’s attitude towards HIV/AIDS and people living with HIV/AIDS impact the course of the epidemic? How do various sectors of society (political leadership, business sector, mass media) work to reinforce stigma and discrimination towards PLWHA? What are the ways that these sectors/structures can actively engage to moderate the negative social impact of the epidemic and prevent continued growth of the crisis?
Moderator: Alec Khachatryan, *Senior Manager, Legislative and Parliamentary Initiatives, Transatlantic Partners Against AIDS*
Presentation and Discussion with Participants:
- The Big Picture: Impact on Security, Economics and Social Sector:
Andrei Fedorov, *Political Projects Director, Council on Security and Defense*
 - The Role of Political Leadership:
Mikhail Narkevich, *Deputy Chairman, Advisory Council on HIV/AIDS*
 - The Role of the Business Sector:
Natalia Golovchenko, *Regional Director, Bristol-Myers Squibb*

11:30 a.m. – 11:45 p.m. *Coffee break*

11:45 p.m. – 12:50 p.m. **ROUND TABLE DISCUSSION:**

MASS MEDIA IN THE FIGHT AGAINST AIDS: ROLE OF JOURNALISTS

What are concrete contributions journalists can make to the fight against AIDS? How to maximize impact on key target audiences? How can HIV/AIDS be presented as a front-page issue? What are the key challenges journalists face when reporting HIV/AIDS? What are some of the common mistakes; successful strategies; effective approaches? How can reporting impact stigma and discrimination associated with HIV/AIDS?

Moderator: **Jackie Judd**, *Vice President and Sr. Advisor for Communications, Kaiser Family Foundation*

- **Tatiana Smoliakova**, *Journalist, Rossiskaia Gazeta*
- **Olga Sedurina**, *Journalist, AvtoTV, AvtoRadio*
- **Nikolay Nedzelskiy**, *Director, Info-Plus*

12:50 p.m. – 12:55 p.m. *Break. Move to press conference (Round Hall)*

1:00 p.m. – 2:00 p.m.

PRESS CONFERENCE AND PRESS AVAILABILITY

On the outcomes of the Eurasia Media Leaders Summit on HIV/AIDS

Location: *Round Hall, President Hotel*

Speakers:

- **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*
- **Konstantin Ernst**, *General Director, Channel One (t)*
- **Alexander Rodnianskiy**, *General Director, STS Channel*
- **Rafael Akopov**, *General Director, Prof-Media*
- **Alexandr Borutskiy**, *General Director ICTV (New Channel, M1, STB, ICTV)*
- **Clifford Gauntlett**, *Managing Director, ROL*
- **Lars Kallings**, *Special Envoy of the Secretary General on HIV/AIDS in Eastern Europe*
- **Richard Gere**, *Co-Chairman, Heroes Project*
- **Matt James**, *Senior Vice President, Media and Entertainment Partnerships, Kaiser Family Foundation*