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NEWS RELEASE

VIACOM AND KAISER FAMILY FOUNDATION SUPPORT NATIONAL HIV TESTING DAY THROUGH *KNOW HIV/AIDS* CAMPAIGN

- **Newly-created HIV testing material to air on BET, MTV and VH1**
- **Testing PSAs to run across television, radio and outdoor media**
- **Popular Paramount- and CBS-produced TV series to air HIV/AIDS-themed episodes on CBS and UPN; Showtime to air specials**
- **All facets of the campaign direct audiences to free testing resources and referral services**

New York, New York, June 9, 2003—Viacom, one of the largest media companies in the world, and the Henry J. Kaiser Family Foundation, a leader in health information and research, today announced that their global media campaign, *KNOW HIV/AIDS*, will support National HIV Testing Day (June 27) with a media blitz of HIV/AIDS testing and awareness messages throughout the month of June. The cross-platform push includes public service announcements (PSAs), broadcast and cable television programming, and free print and online resources.

National HIV Testing Day was launched in 1995 by the National Association of People With AIDS (NAPWA) to encourage Americans to get tested, and increase overall awareness of the epidemic. Today, as many as one in three Americans living with HIV/AIDS do not know they are infected. Knowledge about one's status can help extend life while helping to stop the spread of the disease.

As part of *KNOW HIV/AIDS*, Viacom's cable networks will encourage their viewers to get tested for HIV by airing programming specials, news updates and new PSAs. In addition, Viacom and Kaiser today began a month-long heightened emphasis on *KNOW HIV/AIDS*' testing messages, which will get prime placement and frequency across the company's television, radio and outdoor properties. This push will continue to strategically place the PSAs across Viacom's broadcast networks CBS and UPN; cable networks MTV, BET, VH1, CMT: Country Music Television, TV Land, Nick at Nite, Showtime, TNN (to be renamed Spike TV) and Comedy Central; 185 Infinity radio stations in the top 50 markets, and on billboards, buses and bus shelters in the top 10 markets and in Atlanta, Houston and Puerto Rico. Blockbuster, Viacom's home entertainment retailer, will also air PSAs daily on store monitors at its 5,500 domestic stores. And Simon & Schuster's Pulse imprint will issue nine titles, with nearly 250,000 copies, that feature back ads with testing messages.

Within the week leading up to National HIV Testing Day, in a coordinated cross-channel effort, CBS, UPN and Showtime will re-broadcast their respective shows with HIV/AIDS-themed episodes, including *Becker*, *Enterprise*, *Girlfriends*, *Half & Half*, *One on One*, *The Parkers* and *Queer As Folk*. All PSAs and programming direct audiences to resources that provide information about where to get tested in their local areas.

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“**KNOW HIV/AIDS** is about reaching the public with critical health information that can save lives,” said Drew E. Altman, Ph.D., President and Chief Executive Officer, Kaiser Family Foundation. “Since its launch in January, millions of people have used the campaign’s resources to become better informed and, in many instances, to connect directly with local counseling and testing services.”

“Education is clearly the best weapon in the battle against HIV/AIDS,” said Sumner M. Redstone, Chairman and Chief Executive Officer of Viacom. “We are proud to place the full weight of Viacom’s assets behind the latest round of the **KNOW HIV/AIDS** campaign. As one of the world’s largest media companies, we can make a difference by getting the word out—to foster awareness, encourage testing and to, hopefully, save lives.”

“Viacom’s brands have strong relationships with the groups hardest hit by HIV/AIDS,” said Mel Karmazin, President and Chief Operating Officer of Viacom. “When we launched **KNOW HIV/AIDS**, we tailored its messages to reach these at-risk audiences. Now, we are once again customizing the campaign in order to educate our viewers on the importance of HIV testing.”

“More than 200,000 Americans are living with HIV but don’t even know it,” said Terje Anderson, Executive Director of NAPWA. “National HIV Testing Day makes a difference by reaching those at risk with a positive message about HIV testing, care and prevention. Viacom and Kaiser’s work in June will encourage people to know their HIV status, and to make informed decisions for themselves and those they care about.”

The following are the elements of **KNOW HIV/AIDS**’ push for National HIV Testing Day:

Cable Networks

- BET will air a *BET Open Mic* special (June 26), an interactive discussion on HIV testing with Flex Alexander (from UPN’s *One on One*) and Big Tigger (BET’s *Rap City*). *BET Nightly News* (week of June 23) will explore the cultural issues, traditional taboos and regional influences surrounding AIDS in Black America’s Southland with a three-part series entitled *Southern Blues: The Truth about AIDS in the South*. And *Rap City*’s Big Tigger will host a celebrity basketball tournament (Washington, D.C., June 27-29); 100 free tickets will be given to those who get tested. The network also partnered with the D.C. Department of Health to administer free HIV testing at the outdoor street festival, Unifest 2003 (Washington, D.C., May 31-June 1).
- MTV’s sexual health campaign *Fight For Your Rights: Protect Yourself* will re-air *I Need Sex Rx* (June 20), a half-hour special that follows several young people as they get tested for sexually transmitted diseases (STDs) and seek sexual health information. The campaign will also report on new testing methods through *MTV News* (June 27), and launch two new sets of PSAs focusing on HIV/AIDS awareness, prevention and testing.
- Showtime will re-broadcast two HIV/AIDS-themed episodes (June 25) from its current season of *Queer As Folk*, which focus on the importance of HIV testing and treatment. Showtime will also re-broadcast its documentary special *What’s Going On? HIV/AIDS* (June 24), hosted by United Nations Goodwill Ambassador Danny Glover, which focuses on the importance of HIV testing and the impact of AIDS on the children of Trinidad, a small island in the Caribbean, where the virus is spreading at a rate second only to sub-Saharan Africa.
- VH1 will feature an online quiz on HIV/AIDS testing and new PSAs (beginning June 23) that will promote National HIV Testing Day and overall prevention as part of the network’s first-ever campaign dedicated to HIV/AIDS awareness.

HIV/AIDS-themed TV Shows

- *Becker*: "Bad to the Bone," producer Paramount, airs CBS on June 22
- *Enterprise*: "Stigma," producer Paramount, airs UPN on June 25
- *Girlfriends*: "The Pact," producer Paramount, airs UPN on June 23
- *Half & Half*: "The Big Condom-nation Episode," producer CBS Productions, airs UPN on June 23
- *One on One*: "The Test," producer Paramount, airs UPN on June 23
- *The Parkers*: "That's What Friends Are For," producers Paramount and Big Ticket, airs UPN on June 23
- *Queer As Folk*: "No. 310" and "No. 311," producers Cowlip Productions, Tony Jonas Productions and Temple Street Productions, airs Showtime on June 25

KNOW HIV/AIDS PSAs

- Six television PSAs were re-tagged to include a "get tested" call-to-action, including *Communication*, *Doesn't Have to Happen*, *Protection*, *Safe Sex*, *Startling Facts: HIV Infection* and *Tornado Warning*.
- One radio spot, *One Third* (both the 10 second and 30 second versions)
- Six outdoor PSAs, including *Cruise Control*, *Handle Your Business*, *Represent*, *You Better Ask Somebody*, *De Que Estas Hecho* and *Muestra Tus Cartas*

About KNOW HIV/AIDS

KNOW HIV/AIDS is an unprecedented, global media campaign that combats HIV/AIDS through public service messages (PSAs), television and radio programming, and free print and online content. The multi-year effort combines the public health expertise of the Kaiser Family Foundation with the power of Viacom's media brands and unmatched audience relationships to foster awareness of the disease and its prevention. **KNOW HIV/AIDS** was built upon current activities within Viacom, including MTV's youth awareness campaign: *Fight For Your Rights: Protect Yourself*, which launched in 1997 as well as MTV Networks International's *Staying Alive* and BET's *Rap It Up* awareness campaign, both of which commenced in 1998, and elements of Nickelodeon's *Talking with Kids About Tough Issues* campaign, which began in 2001. All four are conducted in partnership with the Kaiser Family Foundation. Funding is being provided by Viacom, the Kaiser Family Foundation, the Bill & Melinda Gates Foundation, the Mel Karmazin Foundation and Sumner Redstone. More information about **KNOW HIV/AIDS** is available through the initiative's comprehensive Web site, www.knowhivaid.org, or toll-free number 1-866-344-KNOW (5669).

About Viacom Inc.

Viacom (NYSE: VIA and VIA.B) is a leading global media company, with preeminent positions in broadcast and cable television, radio, outdoor advertising, and online. With programming that appeals to audiences in every demographic category across virtually all media, the company is a leader in the creation, promotion, and distribution of entertainment, news, sports, and music. Viacom's well-known brands include CBS, MTV, Nickelodeon/Nick at Nite, VH1, BET, Paramount Pictures, Viacom Outdoor, Infinity Broadcasting, UPN, TNN (to be renamed Spike TV), TV Land, CMT: Country Music Television, Comedy Central, Showtime, Blockbuster, and Simon & Schuster. More information about Viacom and its businesses is available at www.viacom.com.

About The Henry J. Kaiser Family Foundation

The Henry J. Kaiser Family Foundation is an independent national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. It is not associated with Kaiser Permanente or Kaiser Industries. Information on HIV/AIDS is available at www.kff.org, and a daily news summary report on developments in HIV/AIDS is available on kaisernetwork.org, the Foundation's free health information service.

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Contacts:

Viacom:

Susan Duffy
212-258-6347
susan.duffy@viacom.com

Imara Jones
212-258-6363
imara.jones@viacom.com

The Kaiser Family Foundation:

Rob Graham
650-854-9400 x237
robq@kff.org

Tina Hoff
650-854-9400 x210
thoff@kff.org