



▶▶▶ A Public Education Initiative

VIACOM AND KAISER FAMILY FOUNDATION LAUNCH COMPREHENSIVE INITIATIVE TO FIGHT HIV/AIDS

- **2003 Commitment of Ad Placements Valued at More Than \$120 Million;**
- **49 Targeted PSAs to Run Across Television, Radio and Outdoor Media;**
- **Popular TV Shows Incorporating HIV/AIDS Storylines;**
- **Free Print and Online Resources**

New York, New York, January 6, 2003 — Viacom Inc., one of the largest media companies in the world, and the Henry J. Kaiser Family Foundation, a leader in health information and research, today launched **KNOW HIV/AIDS**, an unprecedented, global media campaign to combat 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 begins today in the U.S. with a weeklong concentration of PSAs—with total ad placement value in excess of \$120 million in 2003—as well as the rollout of special programming, and will continue throughout the year. The initiative targets the general population and groups hardest hit by the disease—young people under 25, people of color, women, and men who have sex with men. A total of 49 television, radio and outdoor ads have been produced for the initiative, and will be placed strategically across Viacom's broadcast networks CBS and UPN and 200 affiliates; cable networks MTV, BET, VH1, CMT, MTV2, TV Land, Nick at Nite, Nickelodeon, Showtime, The New TNN and 50%-owned Comedy Central; more than 180 Infinity radio stations in the top 50 markets, and on billboards, buses and bus shelters in the top 15 markets. In addition, a number of television shows produced by Viacom companies have incorporated HIV/AIDS themes in upcoming episodes, including *Becker*, *The District*, *Enterprise*, *Girlfriends*, *Half & Half*, *One on One*, *The Parkers*, *Presidio Med*, and *Queer as Folk*. Other shows are in development. Additionally, MTV, BET, Showtime and Nickelodeon, among other Viacom networks, have special programming planned throughout the year.

Viacom and Kaiser are working to develop strategic alliances with international broadcasters to extend the initiative's reach globally, particularly in countries where the disease is spreading the fastest. Announcements about the international phase of the initiative are expected in the spring.

In the more than two decades since the epidemic began, 60 million people worldwide, including more than a million in the U.S., have become infected; more than 20 million across the globe have died. According to the most recent data, women and youth represent a growing proportion of new HIV infections. Knowledge can help stop the spread of this disease. The UNAIDS estimates that as many as two-thirds of infections projected to occur over the next decade could be avoided with increased awareness and global prevention efforts.

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"Half measures simply don't work against this epidemic," said Peter Piot, MD, Ph.D., Executive Director of UNAIDS. "That is why this initiative is so encouraging. It involves the full range of media—from radio and TV announcements, to storylines in shows, to educational publications—to be distributed all over the world. This initiative has the power to influence behavior and save lives. It is a big step forward in the corporate response to HIV/AIDS."

"The worst is yet to come in the global epidemic; it's a critical time to focus greater attention on HIV/AIDS around the world and here at home," said Drew E. Altman, Ph.D., President and CEO, Kaiser Family Foundation.

"Clearly, ignorance is a direct contributor to the spread of the disease," said Sumner M. Redstone, Chairman and Chief Executive Officer of Viacom. "The disease continues to spread across the planet at alarming rates, devastating people of all genders, races and ethnic backgrounds. Viacom and Kaiser are uniquely qualified to get the word out, and we are proud to lend our assets, voices and resolve to help halt this epidemic."

"Viacom's brands are cultural trendsetters like no other," said Mel Karmazin, President and Chief Operating Officer of Viacom, "with strong and loyal ties to the people we're trying to reach. Volunteers from across the company in every division worked closely with our partners at Kaiser to tailor *KNOW HIV/AIDS* to have maximum impact—a process that started with the look and feel of the campaign and continued through the messaging and media placements. Our mission is to inform people and compel them to act—to protect themselves, and get tested for the virus. We hope other media companies around the world will join us in fighting this epidemic with the most powerful communications tools that exist—their television, radio, outdoor, newspaper, magazine and online assets." All of the campaign's PSAs are being offered rights-free to other media.

Using the most recent research, Kaiser and an internal creative team at Viacom oversaw the production of 49 PSAs—22 for television, 14 for radio, 13 for outdoor. The PSAs seek to educate the general population about the impact of AIDS globally, and to promote prevention and testing among higher-risk populations, including young people, African Americans, Latinos, women, and men who have sex with men. Five agencies developed creative for the PSAs: Burrell Communications Group (Chicago office); DDB Bass & Howes (Seattle office); Prime Access Inc. (New York); Publicis Sanchez & Levitan (New York office); and Villains (Beverly Hills). The spots for men who have sex with men were directed by filmmaker Joel Schumacher and produced by Kaiser, MTV and BET.

The TV ads aimed at the general population bring the global crisis home by getting Americans to "imagine if" their communities were hit as hard as places elsewhere devastated by AIDS. Other TV spots reach out to young people by weaving humor into empowering prevention messages. The African-American ads range from commending men and women who protect themselves to those stating the facts about the deadly impact of HIV/AIDS in the African-American community. In the spots targeting men who have sex with men, young men speak candidly about HIV/AIDS and protecting themselves. Radio ads use statistics to emphasize the severity of the problem. Outdoor ads use attention-grabbing phrases in both English and Spanish from everyday life to underscore the importance of prevention and testing. Several of the ads are aimed specifically at women, which represent a growing proportion of new HIV infections.

A number of entertainment shows with HIV/AIDS themes were produced and/or will be distributed by Viacom companies. Upcoming episodes include: *Becker* (produced by Paramount TV/airs Feb. 2 on CBS), in which Becker educates a 15-year-old patient about the risk of HIV/STDs; *The District* (Universal Television in association with CBS Productions/airs Jan. 11 on CBS), Temple and DeBreno are faced with a moral dilemma when they discover a suspected drug dealer steals drugs to help his

sister deal with AIDS, and then (Jan. 18), Mannion and Ella work to complete an AIDS rally as a legacy for a good friend who is dying of AIDS; *Enterprise* (produced by Paramount TV/airs Feb. 5 on UPN), explores the stigma related to an AIDS-like virus; *Girlfriends* (Paramount TV/airs Jan. 6 on UPN), Lynn is inspired to make a documentary about the HIV/AIDS epidemic. Then Toni's (Jan. 7) beau asks her to get tested for HIV. In later episodes, Toni discovers that a friend from her past is HIV-positive; *Half & Half* (CBS Productions/airs Feb. 3 on UPN), Mona and Dee Dee admonish Spencer for having unprotected sex with an old college friend and convince him to get an HIV test; *One on One* (Paramount TV/airs Feb. 10 on UPN), Flex's new girlfriend insists he get an HIV test; *Presidio Med* (Lydia Woodward Productions and John Wells Productions in association with Warner Bros. Productions/airs Jan. 24 on CBS), Dr. Lanning attempts an illegal and unorthodox new procedure to help a healthy patient become pregnant by her HIV-infected husband while reducing her risk of infection; and *Queer as Folk* (Cowlip Productions, Tony Jonas Productions and Temple Street Productions/Showtime), several episodes about the impact of HIV/AIDS on friends and family.

All Viacom divisions are involved in the campaign. For example, Showtime, which is a commercial-free premium cable channel, will air the initiative's PSAs. The network will also air HIV/AIDS related programming every night of launch week. Blockbuster, Viacom's home entertainment retailer, will air PSAs daily on store monitors at its 5500 domestic stores throughout 2003. Simon & Schuster, which produced with Kaiser the initiative's free 30-page educational guide on HIV/AIDS, will place ads with facts on the disease in the back of more than 60 titles. Sundance Channel, partly owned by Viacom, will air HIV/AIDS-themed movies in support of the initiative.

All facets of the campaign direct audiences to the initiative's comprehensive Web site, www.knowhivaids.org or toll-free number 1-866-344-KNOW (5669). Both offer the free educational guide, additional information on HIV/AIDS, as well as links to other resources. Both the hotline and website link to the Centers for Disease Control and Prevention's national HIV/STD counseling and referral center.

Viacom's comprehensive HIV/AIDS effort is built upon current activities within the company, including MTV's youth awareness campaign: *Fight For Your Rights: Protect Yourself/Be Safe*, 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.

About Viacom Inc.

Viacom 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, VH1, BET, Paramount Pictures, Viacom Outdoor, Infinity, UPN, The New TNN, TV Land, CMT: Country Music Television, 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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