



PRESS RELEASE

**FORMER PRESIDENT WILLIAM J CLINTON TO PARTICIPATE IN
MTV'S *STAYING ALIVE: A GLOBAL FORUM ON HIV/AIDS*
AT THE INTERNATIONAL AIDS CONFERENCE
IN BARCELONA, SPAIN ON 11th JULY**

**EVENT TO MARK WORLDWIDE LAUNCH OF *STAYING ALIVE* YOUTH CAMPAIGN ON
HIV/AIDS BY MTV, THE KAISER FAMILY FOUNDATION &
THE YOUTHNET PROGRAM SPEARHEADED BY FAMILY HEALTH INTERNATIONAL**

**MULTIMEDIA CAMPAIGN, INCLUDING LONG-FORM PROGRAMMING,
CONCERT EVENTS, PUBLIC SERVICE ANNOUNCEMENTS & MORE,
AVAILABLE TO ALL BROADCASTERS RIGHTS FREE**

LONDON/NEW YORK, 3 JULY 2002 -- Former US President William J Clinton, will participate in an MTV special, *Staying Alive: A Global Forum on HIV/AIDS*, taking place at the 14th International AIDS Conference in Barcelona, Spain on 11 July 2002. MTV, owned by Viacom International Inc. (NYSE: VIA, VIA.B), will tape the forum for broadcast on channels around the world starting 12 July, marking the launch of a youth focused global campaign on HIV/AIDS in conjunction with the Kaiser Family Foundation and the YouthNet Program spearheaded by Family Health International.

The *Staying Alive* campaign will take an innovative multimedia approach to communicating critical HIV/AIDS prevention messages to young people. According to a report released this week by the United Nations, *Young People and HIV/AIDS: Opportunity in Crisis**, more than 50% of young people aged 15-24 have serious misconceptions about HIV/AIDS, indicating that they are not receiving accurate information. In addition, 50% of all new infections today occur in young people aged 15-24.

Produced by MTV, *Staying Alive: A Global Forum on HIV/AIDS* will be hosted by MTV India VJ Cyrus Broacha and will have an audience comprised of a diverse cross-section of young adults from more than 25 countries. During the 60-minute forum, young people will have the opportunity to ask former President William J Clinton and a distinguished group of opinion leaders hard-hitting and controversial questions about HIV/AIDS. Questions for the special can also be submitted by young people via www.staying-alive.org, which will also Web cast the special with more details to be announced soon. In addition, the forum will be Web cast by the Kaiser Family Foundation on www.kaisernetwork.org/aids2002, along with a special post-forum question and answer session. MTV premiere dates and times around the world will be announced shortly.

Staying Alive: A Global Forum on HIV/AIDS, in addition to all of the special on-air programming produced for the *Staying Alive* campaign, will reach a potential audience of more than one billion people via MTV channels. MTV also offers all HIV/AIDS awareness content to any third party broadcasters at no cost, rights free.

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"MTV knows young people, and our research has shown us that there is a huge knowledge gap among them concerning HIV/AIDS, which is confirmed by the UN's report this week. Every sector of society should do more to prevent 6,000 young people from becoming infected daily by HIV," commented Bill Roedy, President of MTV Networks International and Ambassador for UNAIDS. "The AIDS epidemic can largely be prevented and treated, and we have an obligation to become involved; this is not an option. MTV is committed to do more, to engage young people on their own terms because they are eager to defy cultural taboos, expose stigma and fight complacency."

Additional participants in the forum include Peter Piot, Executive Director of UNAIDS (the Joint United Nations Programme on HIV/AIDS), Archbishop of Nairobi Raphael Ndingi Mwana'a Nzeki, Mr Paulo Roberto Teixeira from the Brazilian Ministry of Health, and Ms Vicki Ehrich of GlaxoSmithKline.

The *Staying Alive* campaign will include special programming, concert events, one of the most comprehensive sexual health Web sites for youth (www.staying-alive.org), grassroots events and advocacy opportunities. The campaign will address issues such as getting tested for STDs, sexual behaviour and the impact of HIV/AIDS on young people around the world. MTV, the Kaiser Family Foundation and the YouthNet Program spearheaded by Family Health International will also collaborate on targeted public service messages that will air throughout the year. These spots will be localised by regional MTV channels and tagged with relevant telephone hotline and/or Web site details for those seeking more information. Additional announcements will be made about the campaign in the coming weeks.

"This collaboration will optimize the opportunity to reach young people worldwide with the essential sexual health messages they need to make safer choices," said Willard Cates, Jr, President of the Family Health Institute of Family Health International.

"Unless we take action to prevent it, tens of millions of young people will die because of HIV over the next ten years," said Drew Altman, President of the Kaiser Family Foundation. "We need to reach them with the information they need to protect themselves and help motivate them to make responsible decisions. Popular media is one of the most effective means to do that."

Working in tandem with the *Staying Alive* campaign, MTV US launched its own yearlong comprehensive sexual health campaign, *Fight For Your Rights: Protect Yourself*, earlier this year. Developed in partnership with the Kaiser Family Foundation, *Fight For Your Rights: Protect Yourself* is designed to educate and empower young people on issues pertaining to their sexual health. The campaign focuses primarily on HIV/AIDS, other STDs, and unintended pregnancy; and includes special programming; public service messages; one of the most comprehensive sexual health Web sites for youth (www.fightforyourrights.mtv.com); grassroots events and advocacy opportunities; and an extensive resource and referral service, including a free sexual health guide. *Fight For Your Rights: Protect Yourself* is the latest installment of MTV's Emmy-Award winning *Fight For Your Rights* initiative, which launched in 1999 with *Fight For Your Rights: Take A Stand Against Violence*.

Launching just eight weeks after the first reported case of HIV/AIDS, MTV has been committed to increasing awareness and fighting the deadly disease for more than 20 years. Efforts have included public service announcements, concerts and special programming such as the Emmy Award winning documentary series on HIV/AIDS called *Staying Alive*, which has been hosted by Ricky Martin, Sean 'P Diddy' Combs and George Michael. In addition to original programming, MTV has conducted extensive research that measures risk behaviour among young people and broadcast messages to youth across the globe concerning HIV/AIDS awareness featuring some of the world's most popular artists such as Madonna, Bono of U2, Michael Stipe of REM, Destiny's Child, Depeche Mode, Travis, Jay-Z, and more.

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MTV: Music Television is the world's leading multimedia brand for youth and can be seen in more than 382 million households in 165 countries via 38 channels in 18 languages. MTV's international channels are MTV: Music Television (US), MTV Asia (Southeast Asia, Mandarin, Thailand, China, India, Indonesia, Philippines and Korea), MTV Australia, MTV Brasil, MTV Canada, MTV Europe (European, Germany, Italia, Nordic, Polska, France, España, Netherlands, Romania and UK/Ireland), MTV Classic in Poland, MTV Japan, MTV Latin America (North, Central & South) and MTV Russia. MTV also has separately programmed "free form" music services in the US, Canada and Europe, MTV2, that feature videos from a wide variety of genres, along with MTV2 Pop in Germany. Digital programming services MTV Jams, MTV Español and MTV Hits are also available in the US as well as MTV Base, MTV Dance and MTV Hits in Europe. MTV Live, a PC broadband service, is available in Europe. MTV's holdings also include 22 locally operated Web sites worldwide as well as publishing, home video, radio, recorded music, licensing & merchandising and a feature film division, MTV Films. MTV is a trademark of Viacom International Inc. (NYSE: VIA, VIA.B).

Family Health International (FHI) works to improve reproductive health and HIV/AIDS around the world through biomedical and social science research, innovative health service delivery interventions, training and information programs. YOUTHNET is a global program, managed by FHI, committed to improving the reproductive health (RH) and HIV/AIDS prevention behaviors of youth 10 – 24 years old.

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.

PRESS ACCREDITATION:

Limited media access will be available for the *Staying Alive* forum in Barcelona, and there will be a special question and answer (Q&A) session for media following the taping. For TV, print or photo press accreditation to cover the Barcelona event and Q&A session, send the following information in this exact format via e-mail to: press@mtvne.com

1. Name of Media Outlet
2. Type of Media Outlet (print, photo, TV, radio, online)
3. Name of Media Contact (limit 1 print & 1 photo credential per outlet and one news crew per TV/radio outlet – 3 people max for TV; 1 for radio)
4. Country of Origin (head office)
5. Telephone & Fax Number (your office)
6. E-mail Address (will you be able to access this e-mail in Barcelona?)
7. Target Demographic
8. Frequency of Publication/Broadcast
9. Circulation or Audience Share
10. Name of Hotel in Barcelona
11. Phone and Fax Number of Hotel in Barcelona
12. Arrival Date in Barcelona
13. Mobile Phone Number in Barcelona
14. Name of Editor/Senior Producer that assigned you this story.

By submitting an application, we cannot guarantee access to the event, although we will do our best to accommodate your needs. If your application to cover the event is accepted, you will be notified no later than Wednesday, 10 July with details on logistics.

Editors Note: Specially created MTV artwork including a logo with red ribbon is available from the contacts below.

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To air any MTV HIV/AIDS-related programming free of charge, contact: Simon Goff in London at +44 (0) 20 7478 6182 or via e-mail (goff.simon@mtvne.com).

**Young People and HIV/AIDS: Opportunity in Crisis* was produced by UNICEF, UNAIDS and the World Health Organisation.

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