



MTVNI PRESIDENT BILL ROEDY TO HAND OVER CHAIR OF THE GLOBAL MEDIA AIDS INITIATIVE LEADERSHIP COMMITTEE TO SABC CEO DALI MPOFU

New York, 1 December 2006 – Today at the United Nations MTV Networks International (MTVNI) President Bill Roedy is handing over the Chair of the Global Media AIDS Initiative (GMAI) Leadership Committee to Dali Mpofo, CEO of the South African Broadcasting Corporation (SABC). Mr Roedy has been the Founding Chair of the GMAI's Leadership Committee, and Mr Mpofo will begin a two-year tenure in this new role.

Kofi Annan, United Nations Secretary-General, commented: "Since the launch of the Global Media AIDS Initiative in 2004, there has been overwhelmingly broad participation. Bill Roedy has mobilized media companies around the world to make unprecedented commitments to HIV prevention through innovative campaigns and programming. Dali Mpofo is wonderfully suited to build on this momentum, and to inspire others to use their creativity and communications skills to fight the epidemic."

"There has never been a greater effort by media to fight this epidemic," commented Mr Roedy. "However, HIV infection rates continue to increase, emphasising the need for stronger commitments and deeper involvement from all media companies. Fighting HIV must become part of the DNA of every company. Much more needs to be done. By sharing content and expertise, media can collectively make a critical difference. This is the defining moral issue of our time."

"I am very honoured to have been asked to take up leadership of the GMAI at this critical time in the global fight against HIV and AIDS," Mr Mpofo said. "Africa is worst affected by the epidemic, and this is an opportunity for our continent to demonstrate real leadership in this struggle and to motivate other broadcasters around the world by our example."

The GMAI, which was launched by the Secretary-General in January 2004, aims to engage the world's media in the fight against AIDS. Since its launch, over 150 companies from 76 countries have committed to substantially increase the broadcast airtime for HIV & AIDS related programmes and have participated in developing and producing HIV & AIDS messaging and programming across genres and platforms. The initiative was conceived by the Kaiser Family Foundation and UNAIDS.

Mr Roedy, who is also a UNAIDS Special Representative, was appointed by the Secretary-General to the Chair of the GMAI Leadership Committee in April 2005. Over the course of the past 18 months, he has challenged media companies to adopt five specific pledges, including a commitment to airtime of HIV prevention messages, production of content offered right-free and cost-free, appropriate messaging tailored for local audiences, a workplace policy and an active partnership.

"Under Bill Roedy's leadership the Global Media AIDS Initiative has really taken off," said Dr Peter Piot, Executive Director of UNAIDS. "I am especially pleased to see so many new partners in the response to AIDS. We look forward to working with Dali Mpofo as the GMAI continues to find new ways to spark, generate and deliver life saving messages to millions of people around the world."

"We have long believed in the importance of mobilizing media worldwide in the fight against HIV, and that's why we helped launch the GMAI," said Drew Altman, Ph.D., President and CEO of the Kaiser Family Foundation. "Bill Roedy's leadership has been spectacular, and now seeing an African media leader of Dali Mpofu's stature assume the helm of the GMAI marks another important step in its progress."

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