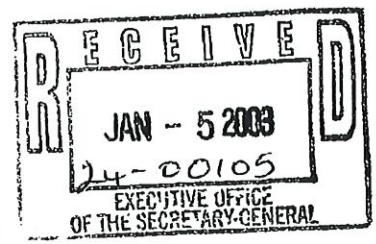


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*[Handwritten signature]*  
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*LF* URGENT *[Handwritten initials]*



NOTE TO THE SECRETARY-GENERAL

Global Media AIDS Initiative (15 January 2004)

This is to update you on the current status of the media participants for this event. Currently there are 20 confirmed, as you will see from the attached list, with three more pending.

The addition of the Chairman of the **Broadcasting Organizations of Nigeria** will enhance the African presence. At the suggestion of CCTV (China), we have invited the Chairman of the Hong Kong-based **Phoenix Television**. Phoenix reaches over 50 million households with an estimated viewing audience of 200 million in China, Taiwan, South Asia and North America. It has also been proposed that **Oprah Winfrey** be invited, given her interest and programming on Africa, AIDS, and specifically, the plight of orphans. She is CEO of her own media company, Harpo Productions (Oxygen TV network, Oprah productions, magazine, book list) and has a powerful impact on public opinion in the United States and elsewhere in the world. If you agree that she would be a welcome addition to this event, a formal invitation would be sent to her. Jack Valenti, CEO of the **Motion Picture Association**, will also be sent an official invitation in response to his letter to you of 29 December.

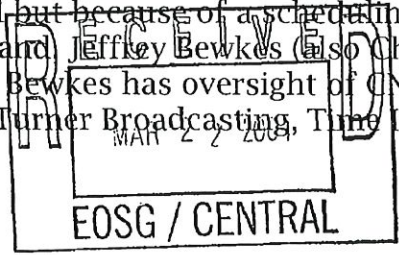
You had suggested that the chief executives of WNET/Channel 13, CNN International, Star India and Sesame Workshop also be invited. The status of these invitations is as follows:

**WNET/Channel 13:**

PBS is the umbrella organization to which WNET belongs. Given that you are inviting the CEOs of major media companies rather than their affiliates, the invitation was extended to PBS rather than WNET. However, we understand that Pat Mitchell, President and CEO of PBS, may not be able to attend because of a conflicting commitment. If she is able to come, she will ask Bill Baker, President and CEO of WNET, to accompany her. We will let PBS know that Mr. Baker should attend even if Ms. Mitchell is unable to do so.

**CNN International:**

Richard Parsons, Chairman and CEO of the parent company AOL **Time Warner**, has been invited but because of a scheduling conflict may send the second in command, Jeffrey Bewkes (also Chairman and CEO of Time Warner). Mr. Bewkes has oversight of CNN (and CNN International), as well as Turner Broadcasting, Time Inc., HBO,



and Warner Brothers, among others. We hope to receive a definitive answer shortly.

**Star India:**

Unfortunately, because of a clash in scheduling, it is not possible for the chief executive of Star India to attend. However, we have been informed that the company is fully committed and plans to announce an initiative related to promoting HIV/AIDS awareness and education. (Phoenix Television, mentioned above, is partially owned by STAR, the same company that owns Star India.)

*Noted*

**Sesame Workshop:**

In view of the fact that all of the participants at this meeting are ranking executives of major media corporations and conglomerates, the Kaiser Foundation and UNAIDS recommended that Sesame Workshop, which is a relatively small production company that provides programming to media corporations, be invited to a future UN event.

*Noted*

I am also advised that Bill Gates is unable to attend the whole event but may be able to make the luncheon. If he does come he will be invited to say a few words, since the Gates Foundation is a co-sponsor of the Global Media AIDS Initiative. We are pleased that the Global Fund to Fight AIDS, Tuberculosis and Malaria will also be represented.

*Noted*

Shashi Tharoor  
2 January 2004

*Happy New Year!*

*(1) May have your advice on para 2 above*

*(2) May I have a list of UN Agencies invited to this session?*

*cc: DPG. SIR (3) Several global business locations also be invited.*