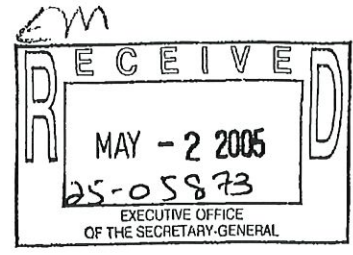


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NOTE TO THE SECRETARY-GENERAL

Global Media AIDS Initiative
Report on Special Event in Cannes, France - 12 April 2005

The Global Media AIDS Initiative (GMAI) special event in Cannes on 12 April attracted ten of the founding members who were at the January 2004 first meeting of the GMAI, together with 12 new members. Unfortunately, once it became known that you would not be able to attend in person, a number of CEOs dropped out, but your pre-recorded video message was instrumental in setting the tone for the day's proceedings.

At the meeting, the leadership of the Initiative was handed over to a committee of CEOs headed by MTV President, Bill Roedy, who is also a UNAIDS Goodwill Ambassador and a genuine activist when it comes to promoting AIDS education in the media. He agreed to report to you on his progress in 18 months time.

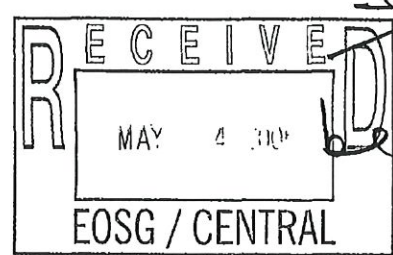
This transfer of leadership means that the media CEOs themselves have now assumed the responsibility for taking the Initiative forward. The UN will play a supporting role, through UNAIDS. We expect the Kaiser Family Foundation to continue to be very active.

At the meeting, media leaders renewed their commitment to the fight against HIV/AIDS and discussed plans to broaden the scope of GMAI activities. A highlight of the event was a 40 minute discussion between media leaders and former US President Bill Clinton, conducted via satellite link from DPI's TV studio at HQ.

The meeting received considerable media coverage both in the US and in Europe.

Shashi Tharoor

Shashi Tharoor
29 April 2005



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Congratulations, we seem to be making good progress.

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