

Re: Time Sensitive For Advice: SG to participate in MTV Interview and Address MTV Executives for World AIDS Day

Josiane Ambiehl to: Alexandra Barahona Posada, Richard Amdur, Eduardo Del Buey 26/11/2012 04:36 PM

Cc: Sanghwa Lee, Martin Nesirky, Ruxandra Ferascu, Stephen Paparo, Jackilyn Punsal, Sebastien Lawson, Jamille Mccord, "Rommel Maranan"

Dear all

There was a check done last week between Richard and DPI and the conclusion was that this request for an address to MTV would not take place this time around in view of the short time available and the lateness of the request.

Thank you,
Josiane

Alexandra Barahona Posada Dear Eduardo (in Martin's absence)... 11/26/2012 04:33 PM EST

From: Alexandra Barahona Posada
To: Richard Amdur; Eduardo Del Buey
Cc: Josiane Ambiehl; Sanghwa Lee; Martin Nesirky; Ruxandra Ferascu; Stephen Paparo; Jackilyn Punsal; Sebastien
Date: 11/26/2012 04:33 PM EST
Subject: Time Sensitive For Advice: SG to participate in MTV Interview and Address MTV Executives for World AIDS Day

Dear Eduardo (in Martin's absence) and Richard,

Per Sanghwa's request we would be grateful to receive your recommendation regarding the above mentioned invitation from MTV (not from DPI attached from ease of reference).

It has been advised that these events be scheduled sometime this week, hence we would be grateful to receive your recommendation by latest 12 noon tomorrow, Tuesday 27 November 2012.

Many thanks in advance,

Alexandra

[attachment "12-10208.PDF" deleted by Josiane Ambiehl/NY/UNO]

12-10208

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JA/RA



NOTE TO MS. MALCORRA

✓ Proposed participation by the Secretary-General in MTV Interview
and addressing MTV Executives for World AIDS Day

MTV wishes to invite the Secretary-General to address its senior leadership and its global audience on the issue of HIV/AIDS.

More specifically, the Secretary-General is invited to address a group of 75 senior executives from MTV and its parent company Viacom on the issue of HIV/AIDS as part of MTV's Pioneer Speaker Series, where global figures address executives on issues of global importance. The event would also be streamed live for viewing by all MTV employees worldwide.

In addition, MTV proposes a related interview with the Secretary-General for a news piece for television and the Internet, reaching a global audience in the hundreds of millions.

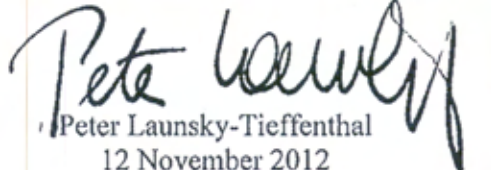
The Secretary-General's participation would also align with the MTV's launch of "I'm Positive," a television programme profiling young people living with HIV, which will premier on 1 December, World AIDS Day.

These three events: speaking engagement, interview and premier of the new programme, are being planned by MTV to convey to its audience that they can be the first "AIDS-free generation" since HIV was first identified in 1981.

MTV is a powerful opinion-shaper for its audience of young people in the hundreds of millions. In addition to the critically important subject matter, the opportunity supports the Secretary-General's stated priority focus on young people.

✓ { The Department of Public Information strongly recommends that if possible, the Secretary-General makes use of this opportunity to mobilise MTV's editorial board and its global audience on the issue of HIV/AIDS prevention. The MTV proposal is that these events be scheduled during the week of 26 November at MTV Headquarters in New York.

Thank you.


Peter Launsky-Tieffenthal
12 November 2012

cc: Ms. Ambiehl
Mr. Amdur
Mr. Nesirky

com/12/001