

**Re: Proposal to stage an MTV special event at UNHQ in support of the Free & Equal campaign**

Josiane Ambiehl to: Patrick Carey

28/09/2013 11:27 AM

Cc: "Sanghwa Lee", "Alexandra Barahona Posada", "Jackilyn Punsal", "Rommel Maranan"

Ok and many thanks for the heads-up, Patrick.

Josiane

Patrick Carey

----- Original Message -----

From: Patrick Carey

Sent: 09/28/2013 11:10 AM EDT

To: Josiane Ambiehl

Subject: Fw: Proposal to stage an MTV special event at UNHQ in support of the Free & Equal campaign  
FYI

However, I have talked to CdC and I don't think that this event is being supported. She has talked to USG DPI and ASG Simonovic

Just wanted to flag

Patrick Carey  
Director of Office  
Office of the Chef de Cabinet  
Executive Office of the Secretary-General  
Phone: 1-917-367-3340

----- Forwarded by Patrick Carey/NY/UNO on 28/09/2013 11:09 AM -----

From: Danilo Pereira/NY/UNO  
To: Yvette Blanco/NY/UNO@UNHQ, Lorea Salterain/NY/UNO@UNHQ, Judith Balasubramaniam/NY/UNO@UNHQ, Patrick Carey/NY/UNO@UNHQ,  
Cc: SGCentral/NY/UNO@UNHQ, Ivan Simonovic/NY/UNO@UNHQ, Peter Launsky-Tieffenthal/NY/UNO@UNHQ, Alison Corbet/NY/UNO@UNHQ, Jacqueline Rodin/NY/UNO@UNHQ, Karen Lee/NY/UNO@UNHQ, Dolores Redding/NY/UNO@UNHQ, Rochelle Titus/NY/UNO@UNHQ, Oasg-Ocss/NY/UNO@UNHQ, Reikia Soumana/NY/UNO@UNHQ  
Date: 26/09/2013 12:42 PM  
Subject: Proposal to stage an MTV special event at UNHQ in support of the Free & Equal campaign

Dear All,

Please find attached a note from Mr. Takasu to Ms. Malcorra on the above subject.



20130926122615.pdf

Best regards,

Danilo Pereira  
Office of the Under-Secretary-General

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HRT/ 03/005

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DEC - 6 2013

EOSG/CENTRAL

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ACTION

*The Tabasu/SA*

COPY

*DSG  
CAC  
RA*

UNITED NATIONS  
HUMAN RIGHTS  
OFFICE OF THE HIGH COMMISSIONER



NATIONS UNIES  
DROITS DE L'HOMME  
HAUT-COMMISSARIAT



INTEROFFICE MEMORANDUM • MEMORANDUM INTERIEUR

TO: Susana Malcorra, Chef de Cabinet  
A: Executive Office of the Secretary-General

FROM: Ivan Šimonović  
DE: Assistant Secretary-General for Human Rights  
OHCHR

DATE: 17 September 2013

SUBJECT: **Proposal to stage an MTV special event at UNHQ in support of the Free & Equal campaign**  
OBJET:

1. As discussed at our lunch today with the Secretary-General, we have received a proposal from MTV/Viacom to stage a special event at UNHQ on 28 October 2013 in support of the United Nations' Free & Equal campaign<sup>1</sup> against homophobia.
2. The event would feature musical performances by the musicians Macklemore, Ryan Lewis and Nelly Furtado – all of whom have confirmed their availability to participate and are holding the date. If available, the Secretary-General would be invited to join the performers on stage and to say a few words. MTV would film the entire event to create an extended music video, which would be broadcast and promoted across their global network.
3. Macklemore and Ryan Lewis are probably the biggest duo in the music world currently, with an enormous following and a strong human rights message. The video for their single "Thrift Shop" has been watched more than 420 million times on YouTube. Their most recent release, "Same Love" is an anthem for equal rights for LGBT people and has won multiple music awards. (Lyrics: "It's human rights for everyone. We're not free till we're equal.") Nelly Furtado is a well-established Canadian singer, songwriter and actress who has sold over 40 million records – including 20 million albums – since her 2001 debut.
4. MTV would like to stage the event outside with the Secretariat Building as the backdrop. Approval is sought for a suitable outdoors space to be made available (e.g. on the North Lawn, in front of the former visitors' entrance, in the front turning circle, or other suitable spot). The event, which could take place in the evening, would be open to delegates and staff but not the general public. MTV would bring in all necessary equipment and set up the stage. All costs would be born by MTV (and their parent company, Viacom).
5. We have separately sought your approval to have the Secretariat Building illuminated in colour on the evening of 28 October (my memo of 11 September refers). The lighting of the building, which would provide a dramatic backdrop for the proposed MTV event, is part of a nationwide initiative being coordinated by Pride Live and supported by MTV/Viacom to illuminate landmark buildings across the U.S. in an effort to raise awareness of homophobic bullying of children and young people.

<sup>1</sup> On 26 July 2013, OHCHR launched the Free & Equal campaign – a year-long, global public information campaign designed to raise awareness of homophobic and transphobic violence and discrimination and promote respect for the rights of lesbian, gay, bisexual and transgender (LGBT) people everywhere. The campaign is being implemented in conjunction with the Purpose Foundation, DPI and a range of other UN partners.

*#13-08311*  
*HR/103/005*





INTEROFFICE MEMORANDUM • MEMORANDUM INTERIEUR

6. We will be discussing the present proposal with DPI in the coming days and, subject to approval, seeking their support in promoting the event and maximizing its impact using established UN channels, including social media. We will also liaise with relevant colleagues in Building Management and Conference Services concerning logistical and other aspects.

7. We believe this is an extraordinary opportunity to use popular culture to project the UN's message of human rights for all and to give the UN itself – in the tangible form of the UN Secretariat Building and, possibly, the person of the SG – a starring role in a global TV event that could reach millions of people.

8. Thank you for your consideration of this proposal. Your approval is hereby requested to proceed as described above.

<u>LSH</u>	<u>JA</u>
Log number: 13-08564 Date: <u>25 Sep.</u> Comment MS - pls seek PU's view, then bring to JA.	