

**FOR IMMEDIATE RELEASE**



**THINK.MTV.COM UNVEILS ARRESTING HOLOCAUST PSAs FROM  
EMMY-WINNING DIRECTOR MICHAEL FRANZINI AND  
ARNOLD WORLDWIDE**

**New York, NY – January 24, 2008** – Think.MTV.com, MTV’s youth-focused online activist community, today exclusively premiered two arresting 30-second public service announcements that recreate events from the Holocaust in modern-day America. The concept for the spots came from the same group at the Boston office of Arnold Worldwide that created the highly acclaimed **truth®** anti-tobacco campaign.

In one spot, a family lounges at home. Teen boys play a video game. Their sister carries schoolbooks in to begin her homework. Mom begins to prepare dinner. Suddenly, a team of soldiers bursts into their house and rounds up the entire family into a waiting truck, already holding dozens of others pulled from their homes.

In the other spot, people stand in a crowded subway car. At first, it looks like it could be morning rush hour in New York City. But then the train slams to an abrupt halt in a station and soldiers with dogs and machine guns order everyone into one of two huge lines on the platform.

Both spots end with a freeze frame that dissolves to an actual historical photograph, provided by the U.S. Holocaust Memorial Museum in Washington, DC. They can be viewed at <http://think.mtv.com/profile/MichaelFranzini/>.

Director/photographer Michael Franzini worked with the group at Arnold for six months to craft the most compelling message to engage U.S. teens with an episode in world history that is in danger of being forgotten.

“My generation, Gen X, barely knew what the word Holocaust meant,” said Franzini, referring to a 1993 study by the Roper Organization which found that 53% of U.S. high school students could not say what the Holocaust was. “We were horrified to find that teenagers today know even less.”

Franzini sent out video crews in four cities last year, approaching teenagers on city streets, asking them what the Holocaust was. Responses included speculation that the Holocaust took place in Iraq and that Hitler was a Jew fighting against the Nazis. Almost 2/3 of those questioned had little or no idea what the Holocaust was. The interviews can be viewed at <http://michaelfranzini.com/holocaust/interviews.mov>

“We all recall black and white images of the holocaust in our minds. But the Holocaust happened to real people, in full color,” said Roger Baldacci, EVP, Creative Director of Arnold Worldwide. “We hope to make these ads relatable to young people by illustrating what some of the events of the Holocaust would look like in the context of today’s world.”

“To prevent the humanitarian crises of tomorrow, we must never forget the tragedies of the past,” said Ian Rowe, VP of Strategic Partnerships and Public Affairs, MTV. “These striking PSAs from Michael Franzini and Arnold Worldwide serve to reawaken our audience to this dark chapter of human history – and inspire them to help fight against the atrocities being committed in the world today.”

Through a partnership with Facing History and Ourselves ([www.facinghistory.org](http://www.facinghistory.org)), MTV will offer its audience a way to learn more about and take action on the lessons in the PSAs. Facing History is an international educational and professional development organization that engages students of diverse backgrounds in an examination of racism, prejudice, and anti-Semitism – in order to promote the development of a more humane and informed citizenry. The group has just launched a profile on Think.MTV.com, allowing young people to learn about the historical development of the Holocaust and other genocides, then make the essential connection between history and the moral choices they confront in their own lives.

**Michael Franzini** is a director and photographer who has created eight on-air pro-social campaigns for MTV over the past ten years. His TV spots has twice been highlighted by *The New York Times* as being among the best advertising on television, and two of the MTV campaigns received Emmy Awards. He is the author of *One Hundred Young Americans* (<http://100youngamericans.com>), released in November by HarperCollins. The book tells the true story of youth culture in America through images and biographies of a cross section of 100 teens from all 50 states.

**Arnold Worldwide** is a highly creative communications agency focused on strong business results for large, national brands like truth®, TAG, Fidelity Investments, ESPN, Jack Daniel’s, Hershey’s, Amtrak and Ocean Spray. Arnold is owned by Havas (Nasdaq: HAVS) (Euronext Paris: HAV.PA) and represents one of the lead agencies in the system, with three fully integrated service offices in the U.S.: the Boston headquarters, New York, Washington.

**thinkMTV** is the umbrella for MTV’s on-air, off-air and online pro-social campaigns that engage, educate and encourage young people to take action on some of the biggest challenges facing their generation. The backbone for MTV’s pro-social efforts is Think.MTV.com, a new online community where young people, their friends and some of the biggest names in pop culture come together to effect positive social change. The Think Community is dynamic, multimedia-driven and enables youth to easily learn more about the issues that matter to them most, share their opinions – via uploaded online videos, podcasts and blogs – and connect with others to make a difference. The site is one of the only to reward members for positive actions taken online or off, serving up chances to hang out with socially conscious celebs, access to exclusive MTV events, exposure on MTV and other national media outlets, as well as grants, scholarships and more. Think.MTV.com was built with the help of financial support and expertise from founding partners the Case Foundation, Bill & Melinda Gates Foundation, Goldhirsh Foundation and MCJ Amelior Foundation. For more information or to build a profile and become involved, visit Think.MTV.com.

**MTV Networks**, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of which are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 interactive properties worldwide, including online, broadband, wireless and interactive television services. The network also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

###