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**MTV AND KAISER FAMILY FOUNDATION REACH OUT TO YOUNG PEOPLE
TO HIGHLIGHT NATIONAL HIV TESTING DAY (JUNE 27TH)**

Efforts Will Reside On Air, Online, and In Communities Nationwide

New York, June 20, 2005 – MTV: Music Television and the Kaiser Family Foundation today announced a series of complementary on-air, online and on the ground efforts as part of the network's *think*: Sexual Health campaign. The activities will encourage young people to get tested for HIV and other sexually transmitted diseases (STDs). The collaboration builds on the network's nine-year public education partnership with Kaiser, a leader in health information and research.

“Our audience tells us time and time again that they want more information on how to protect their sexual health,” commented Ian Rowe, VP of Strategic Partnerships & Public Affairs. “In continuing our long and productive partnership with the Kaiser Family Foundation, we are eager to help reinforce the message to young people that the only way to know their status, and therefore to best protect themselves and their partners, is to get tested.”

“With more than one in two new HIV infections in this country occurring among people under the age of 25, HIV testing is an important issue for America's youth,” said Tina Hoff, Vice President and Director of Entertainment Media Partnerships, Kaiser Family Foundation.

“Working with MTV we can reach young people with the information they need from a source they trust.”

A new series of targeted PSAs encouraging viewers to *ask* to be tested begins airing on MTV today as part of the on-air commitment. The four spots, which will run across the network through the summer, are tagged with the line: “It doesn't matter how you ask – as long as you do,” and focus on demystifying and normalizing this conversation between patient and provider about this sensitive topic. In addition, MTV News will look at new testing methods on June 27th. All programming directs viewers to think.mtv.com and the campaign hotline 1-888-BE SAFE-1 for more information.

Kaiser and MTV will also team up with *The HEAR ME Project* on the “Positively Negative National HIV/AIDS Story-Writing Competition” for youth ages 14-22. The winning story will

be adapted into an HIV/AIDS educational film to be distributed to schools, health departments and other youth-serving organizations. A call for entries begins on National HIV Testing Day (June 27) and contest information can be found at think.mtv.com.

In the U.S. cities most affected by HIV/AIDS, MTV is sponsoring ten local AIDS service organizations serving young people on National HIV Testing Day and promoting the events online at think.mtv.com:

- PEOPLE OF COLOR IN CRISIS (POCC), Brooklyn, NY;
- MOBILE HIV TESTING AND OUTREACH PROJECT, Los Angeles, CA;
- YOUTH EXPRESSIONS, INC., Hollywood, FL;
- THE ATTIC YOUTH CENTER, Philadelphia, PA;
- THE DROP IN CENTER, New Orleans, LA;
- METRO TEENAIDS, Washington, DC;

-more-

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- WOMEN ON MAINTAINING EDUCATION AND NUTRITION (W.O.M.E.N.), Nashville, TN;
- LOWCOUNTRY AIDS SERVICES, North Charleston, SC;
- YOUNG ADULT PROGRAM/FUSE, Dallas, TX; and,
- GRADY TEEN CLINIC, Atlanta, GA.

The National Association of People with AIDS (NAPWA-US) and OraSure Technologies are providing free oral-tests to these organizations, as part of its national *Mayors Campaign Against HIV*. More information about these organizations can be found at think.mtv.com, along with the campaign's extensive online resources, including daily HIV/AIDS news headlines provided by kaisernet.org, a downloadable resource guide on HIV/AIDS and STDs, and links to the CDC's national HIV testing database, offering the location of local testing centers around the nation.

As of December 2003, more than 1 million people living in the United States were HIV-positive – the highest number ever estimated to date in the U.S. – and nearly half of those living with HIV are African American. National HIV Testing Day was launched in 1995 by the National Association of People with AIDS (NAPWA-US) to encourage Americans to get tested, and increase overall awareness about the epidemic. It is estimated that 1 in 4 people living with HIV in the U.S. does not know they are infected.

In a national survey conducted by the Foundation in 2003, 73% of young people who had seen the joint campaign said they were more likely to use condoms, 69% said they were more likely to talk with a partner, and 65% said they were more likely to get tested because of the campaign. *The National Survey of Teens and Young Adults on Sexual Health Public Education Campaigns* was a nationally-representative, random-digit-dial telephone survey of 1,100 young people age 16-24, conducted from January 27 through April 6, 2003. Parental permission was obtained for

respondents under age 18. The full report is available online at:
<http://www.kff.org/entmedia/Reaching-the-MTV-Generation.cfm>

think MTV is the network's new pro-social initiative to empower young people on the issues they care about most. MTV will air longform specials, MTV News reports, PSAs, and other special programming dedicated to these issues, including education, sexual health, discrimination, the environment, and global concerns. A **think** MTV icon will appear onscreen during programming that has an online counterpart; think.mtv.com will offer a range of opportunities for young people to learn about and engage on critical issues at the local or national level.

Since 1997, MTV and Kaiser have partnered on a multi-faceted campaign that has included targeted public service announcements (PSAs); extensive online resources; and long-form programming, which has included documentaries on abstinence, and HIV/AIDS and STD prevention. The campaign has been recognized by the National Academy of TV Arts & Sciences for the last three consecutive years with the Emmy for the best national public service campaign, and last year was awarded, along with its parent company, Viacom, a Peabody Award for the initiative.

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: Music Television, MTV2, mtvU, VH1, Nickelodeon/Nick at Nite, Comedy Central, TV LAND, TNN, CMT and The Digital Suite From MTV Networks, a package of twelve US digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

The Henry J. Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. It is not associated with Kaiser Permanente or Kaiser Industries. Information on HIV/AIDS is available at www.kff.org, and a daily news summary report on developments in HIV/AIDS is available on www.kaisernetwork.org, the Foundation's free health information service.

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