

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: National AIDS Policy Office

Series/Staff Member:

Subseries:

OA/ID Number: 19414

FolderID:

Folder Title:

POTUS - MTV - World AIDS Day

Stack:

S

Row:

66

Section:

7

Shelf:

3

Position:

1

MTV EVENT POTUS

Location:

Time:

Participants:

Notes: Magic Johnson/ST. Downlink opening from Oval-4pm.

Inclus:
David Harvey

POC - DIANA KAPLAN - 212-846-4638

11/5 - SENDING PROPOSAL FAX

ROUTING SLIPDATE: 11/14/97FROM: Stephanie Streett
Assistant to the President and Director of Presidential SchedulingSUBJECT: MTV Youth and HIV/Aids special broadcast

Virginia Apuzzo	_____	Sylvia Mathews	_____
David Beaubaire	_____	Mike McCurry	<u>✓</u>
Paul Begala	_____	Mack McLarty	_____
Sandy Berger	_____	Katie McGinty	_____
Anthony Bernal	<u>✓</u>	Chip Payson	<u>✓</u>
Sidney Blumenthal	_____	John Podesta	_____
Erskine Bowles	_____	Bruce Reed	<u>✓</u>
Peg Cusack	_____	Dan Rosenthal	_____
Rahm Emanuel	_____	Charles Ruff	_____
Maria Echaveste	_____	Patti Solis-Doyle	_____
Jack Gibbons	_____	Craig Smith	_____
Nancy Hernreich	_____	Doug Sosnik	_____
John Hilley	_____	Gene Sperling	_____
Mickey Ibarra	_____	Todd Stern	_____
Ron Klain	_____	Ann Stock	_____
Ann Lewis	<u>✓</u>	Kim Tilley	_____
Bruce Lindsey	_____	Melanne Verveer	_____
Capricia Marshall	_____	Michael Waldman	<u>✓</u>
Thurgood Marshall, Jr.	_____	Laura Schwartz	<u>✓</u>
		Christa Robinson	<u>✓</u>
		Sandra Thuman	<u>✓</u>

FILE: Accept 11/18/97COMMENTS: video session

SCHEDULING REQUEST PROPOSAL

Date: 11/13/97

☒ **ACCEPT**☐ **REJECT**☐ **PENDING**

TO: Stephanie Streett, Deputy Assistant to the President and Director of Scheduling

FROM: Bruce Reed, Assistant to the President for Domestic Policy
Sandra L. Thurman, Director, Office of National AIDS Policy

REQUEST: Participation in MTV Youth and HIV/AIDS special broadcast.

PURPOSE: Commemoration of World AIDS Day and to underscore the Administrations commitment to fighting HIV and AIDS.

BACKGROUND: MTV is hosting a two-hour live Youth and AIDS special to commemorate World AIDS Day. The President would open the special with a taped introduction from the Oval Office or Roosevelt Room. World AIDS Day is sponsored by the World Health Organization and was first observed on December 1, 1988. It serves as an annual reminder to strengthen the global effort to face the challenges of the AIDS pandemic, which continues to spread in all regions of the world. This organized effort is designed to encourage public support for programs to prevent the spread of HIV infection and to provide education and awareness of issues surrounding HIV/AIDS. The 1997 World AIDS Day theme, "Give Children Hope in a World with AIDS," challenges people around the world to contemplate the long-term repercussions of the AIDS pandemic, and not lose sight that AIDS affects everyone.

PREVIOUS PARTICIPATION: In 1993 the President spoke at Georgetown University. In 1994 the Office of National AIDS Policy arranged an Oval Office meeting with the President and HIV+ youth. In 1995 a Presidential video message was produced and the historic White House Conference on HIV/AIDS was held. In 1996 the President met with NIH, CDC, and HHS representatives for a scientific research briefing in the Oval Office. Additionally, a Presidential Proclamation has been released every year.

DATE & TIME: Taped to be aired Monday, December 1, 1997.

DURATION: Ten minutes.

LOCATION: Oval Office or Roosevelt Room.

PARTICIPANTS: The President

**OUTLINE OF
EVENT:**

MTV will tape opening message in Oval Office with a group of young people. The President will open with brief introductory remarks. An HIV+ young person will share their experience with the President. A peer educator will describe HIV prevention programs to the President. The President will ask questions of the young people, thank MTV, and close.

REMARKS: Brief introductory remarks.

MEDIA: No.

FIRST LADY: No.

**VICE
PRESIDENT:** No.

**RECOMMENDED
BY:** Bruce Reed, Sandra Thurman

CONTACT: Sandra Thurman or Todd Summers (202) 632-1090

a:\madura\worldaid\mtv\selected.rgs

SCHEDULING REQUEST PROPOSAL

Date: 11/13/97

☐ ACCEPT

☐ REJECT

☐ PENDING

TO: Stephanie Streett, Deputy Assistant to the President and Director of Scheduling

FROM: Bruce Reed, Assistant to the President for Domestic Policy
Sandra L. Thurman, Director, Office of National AIDS Policy

REQUEST: Participation in MTV Youth and HIV/AIDS special broadcast.

PURPOSE: Commemoration of World AIDS Day and to underscore the Administrations commitment to fighting HIV and AIDS.

BACKGROUND: MTV is hosting a two-hour live Youth and AIDS special to commemorate World AIDS Day. The President would open the special with a taped introduction from the Oval Office or Roosevelt Room. World AIDS Day is sponsored by the World Health Organization and was first observed on December 1, 1988. It serves as an annual reminder to strengthen the global effort to face the challenges of the AIDS pandemic, which continues to spread in all regions of the world. This organized effort is designed to encourage public support for programs to prevent the spread of HIV infection and to provide education and awareness of issues surrounding HIV/AIDS. The 1997 World AIDS Day theme, "Give Children Hope in a World with AIDS," challenges people around the world to contemplate the long-term repercussions of the AIDS pandemic, and not lose sight that AIDS affects everyone.

PREVIOUS

PARTICIPATION: In 1993 the President spoke at Georgetown University. In 1994 the Office of National AIDS Policy arranged an Oval Office meeting with the President and HIV+ youth. In 1995 a Presidential video message was produced and the historic White House Conference on HIV/AIDS was held. In 1996 the President met with NIH, CDC, and HHS representatives for a scientific research briefing in the Oval Office. Additionally, a Presidential Proclamation has been released every year.

DATE & TIME: Taped to be aired Monday, December 1, 1997.

DURATION: Ten minutes.

LOCATION: Oval Office or Roosevelt Room.

PARTICIPANTS: The President

**OUTLINE OF
EVENT:** MTV will tape opening message in Oval Office with a group of young people. The President will open with brief introductory remarks. An HIV+ young person will share their experience with the President. A peer educator will describe HIV prevention programs to the President. The President will ask questions of the young people, thank MTV, and close.

REMARKS: Brief introductory remarks.

MEDIA: No.

FIRST LADY: No.

**VICE
PRESIDENT:** No.

**RECOMMENDED
BY:** Bruce Reed, Sandra Thurman

CONTACT: Sandra Thurman or Todd Summers (202) 632-1090

*** TX REPORT ***

TRANSMISSION OK

TX/RX NO	0295	
CONNECTION TEL		94567431
SUBADDRESS		
CONNECTION ID	DOMESTIC POLICY	
ST. TIME	11/13 19:01	
USAGE T	01'09	
PGS. SENT	3	
RESULT	OK	



FACSIMILE

OFFICE OF NATIONAL AIDS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

808 17th Street NW, Suite 820
Washington, DC 20006

Phone: (202) 632-1090
Fax: (202) 632-1096

TO:

Christa Robinson

FAX NUMBER:

202-456-7431

Paul Vondra

*** TX REPORT ***

TRANSMISSION OK

TX/RX NO	0294	
CONNECTION TEL		94566201
SUBADDRESS		
CONNECTION ID		
ST. TIME	11/13 18:52	
USAGE T	01'07	
PGS. SENT	3	
RESULT	OK	



FACSIMILE

OFFICE OF NATIONAL AIDS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

808 17th Street NW, Suite 820
Washington, DC 20006

Phone: (202) 632-1090
Fax: (202) 632-1096

TO:

Laura Schwartz

FAX NUMBER:

202-456-6201

FROM:

Paul Vondra



Dave Sirulnick

Senior Vice President and
Executive Producer
MTV News

Mr. Paul Yandura
Agency Representative
Office of National AIDS Policy
The White House
Washington, DC
November 5, 1997

Dear Paul:

It was good to catch up with you on the phone today. Everyone here at MTV News is excited about the possibility of working with you and Sandy on a forum with the President for World AIDS Day. For the past 10 years, MTV has been committed to educating our viewers about HIV and AIDS through PSAs, news pieces and award-winning specials such as Sex in the '90s. Last year for World AIDS Day we produced Positively Global, a half-hour special that chronicled the impact of AIDS on young people around the world. This year we are looking to further our commitment to covering AIDS by allowing young people the opportunity to discuss AIDS policy and scientific breakthroughs with the first President to take an active role in fighting the disease. The forum will enable the President to voice his concern and attention to AIDS in a relaxed, serious and open dialogue with young people.

We envision the forum to take place at our new MTV Studios in Times Square in New York City. We would like to cast 20-40 young people of diverse opinions and experiences with HIV and AIDS. The forum would last for one hour and would be broadcast live or live-to-tape on MTV. It would be hosted by two of our news reporters and would follow this basic format:

I Anchors Introduction

- explain forum and describe format
- provide pertinent statistics on AIDS and its impact on young people

II President Opening Remarks

III President Interaction with Audience

This would consist of a discussion about what the President and young people can do to prevent the spread of HIV and to educate people about the disease.

It would also include young activists speaking to the President about programs they developed in their communities.

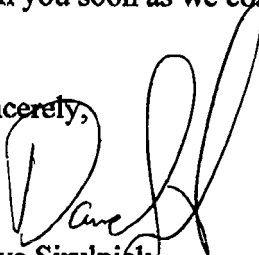
During the hour we may run two pre-produced packages on AIDS. We are still developing the content for these pieces.



Although we strongly believe the forum would have more impact if it took place on World AIDS Day at MTV's studios, we are willing to consider other ideas that could emanate from Washington, DC or that could be taped prior to December 1st.

We look forward to speaking with you soon as we continue to plan what could be a groundbreaking forum.

Sincerely,


Dave Sirulnick
(212) 258-8775


Dina Kaplan
(212) 846-4638

cc: Michael Iskowitz



FACSIMILE

OFFICE OF NATIONAL AIDS POLICY

EXECUTIVE OFFICE OF THE PRESIDENT

808 17th Street NW, Suite 820
Washington, DC 20006

Phone: (202) 632-1090
Fax: (202) 632-1096

TO:

Laura Schwartz

FAX NUMBER:

202-456-6201

FROM:

Paul Yandura

DATE:

November 11, 1997

PAGES:

(including cover sheet)

COMMENTS:

Proposal from MTV regarding World AIDS Day.

SCHEDULING REQUEST PROPOSAL

Date: 11/05/97

☐ ACCEPT

☐ REJECT

☐ PENDING

TO: Stephanie Streett, Deputy Assistant to the President and Director of Scheduling

FROM: Bruce Reed, Assistant to the President for Domestic Policy
Sandra L. Thurman, Director, Office of National AIDS Policy

REQUEST: Participation in MTV Youth and HIV/AIDS Roundtable.

PURPOSE: Commemoration of World AIDS Day and to underscore the Administrations commitment to fighting HIV and AIDS.

BACKGROUND: MTV is hosting a two-hour live roundtable in New York City, with satellite participants around the country, to commemorate World AIDS Day. The President would open the roundtable with live up-link from the Oval Office or Roosevelt Room. World AIDS Day is sponsored by the World Health Organization and was first observed on December 1, 1988. It serves as an annual reminder to strengthen the global effort to face the challenges of the AIDS pandemic, which continues to spread in all regions of the world. This organized effort is designed to encourage public support for programs to prevent the spread of HIV infection and to provide education and awareness of issues surrounding HIV/AIDS. The 1997 World AIDS Day theme, "Give Children Hope in a World with AIDS," challenges people around the world to contemplate the long-term repercussions of the AIDS pandemic, and not lose sight that AIDS affects everyone.

PREVIOUS

PARTICIPATION: In 1993 the President spoke at Georgetown University. In 1994 the Office of National AIDS Policy arranged an Oval Office meeting with the President and HIV + youth. In 1995 a Presidential video message was produced and the historic White House Conference on HIV/AIDS was held. In 1996 the President met with NIH, CDC, and HHS representatives for a scientific research briefing in the Oval Office. Additionally, a Presidential Proclamation has been released every year.

DATE & TIME: Monday, December 1, 1997.

DURATION: 30 Minutes.

LOCATION: Oval Office or Roosevelt Room.

PARTICIPANTS: The President via satellite uplink.
In New York City :
Sandra Thurman, Director, Office of National AIDS Policy
Magic Johnson

**OUTLINE OF
EVENT:** The President will open the two-hour live roundtable with brief remarks.
Satellite participants around the country and in New York City will pose
questions for the President. Moderators would include Sandy Thurman
and Magic Johnson.
(Participation of the President is still under negotiation.)

REMARKS: Brief introductory remarks.

MEDIA: No.

FIRST LADY: No.

**VICE
PRESIDENT:** No.

**RECOMMENDED
BY:** Bruce Reed, Sandra Thurman

CONTACT: Sandra Thurman or Todd Summers (202) 632-1090

MTV's Youth and AIDS Special

Opening White House segment: President in Oval Office with group of young people [10 minutes].

- President opens with a 3-4 speech about the role of society is caring for youth and the special challenges presented by HIV and AIDS -- not only in the US but worldwide.
- HIV (+) young person shares experience with President
- Peer educator describes HIV prevention program to President
- Presidents ask the kids a few questions, thanks MTV for bringing visibility to the issue, and shifts to the studio

MTV Studio segment:

- Celebrating what works -- this could be a mixture of people, performances, and film clips from such places as:
 - Thurgood Marshall Academic High School in SF. 10th grade 1997 challenge was to design a personal, community, and global response to AIDS;
 - Boys & Girls Club ACT SMART program;
 - Ryan White Foundation Youth Angel Award Recipients: the Shrewsbury, MA "Dream Team" and Project ABLE in LA
 - Safe Passages, Arthur Ashe's program for inner city youth
 - Good Samaritans natl teen hotline staffed by teens, KC, MO
 - Illusion Theatre Prevention Program, Minneapolis, MN high school theatre troupe performing Amazing Grace, a play they wrote about AIDS, to local high schools
 - "In the Best Interest of the Children" planning a Health Jam concert tour
 - Youth Wave which provides heart messages videos of teen w/HIV
 - Teen AIDS Prevention (TAP) school based and outreach program in Northwestern Wisconsin
 - Stop AIDS Lets Unite to Education (SALUTE) is an AIDS education music revue by teens out of Houston, TX (focus on abstinence)
 - Youth and AIDS Prevention program -- peer based education program in Brooklyn funded by Office of Minority Health -- school program and mobile van unit
 - International:
 - Teen AIDS PeerCorps: Vietnam, Dominican Republic, Brazil
 - Thai Youth AIDS Prevention Project
 - Youth of Yugoslavia Against AIDS
 - South Africa: Youth and AIDS Project
- Questions and Answers: Give the young people in the studio time to ask questions. Available to answer:
 - Sandy Thurman, White House AIDS Czar
 - Magic Johnson or other notable hero type
 - Sister Mary Rose, Covenant House

Closing: Renewed call for giving youth hope in a world of AIDS