

TIME Global Health Summit
Rock and Roll Philanthropy: How Can Mass
Media Campaigns Make a Difference?
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At the TIME Global Health Summit, held in New York Nov. 1-3, TIME magazine convened leaders in medicine, government, business, public policy and the arts to develop actions and solutions to the world's health crises.

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Josh Tyrangiel: Hi, my name is Josh Tyrangiel. I'm a staff writer at TIME magazine. I want to welcome you to the TIME Global Health Summit. Thank you for coming. So far this year the Make Poverty History campaign, The One campaign and the Live8 concerts have lobbied, coerced and shamed world leaders into committing to a \$50 billion increase in the amount of aid they give to developing countries. They have also successfully sparked new commitments to cancel debt, deliver new universal treatment for AIDS, increase treatment for malaria, and conservative estimates suggest that when all of these commitments are implemented as many as four million lives a year will be saved. These various campaigns have a few things in common. One of them is Bono, the lead singer of U2. The other is our guest today who is Jamie Drummond, the founder of DATA, Debt Aid Trade



Africa. So, Jamie, why don't we just begin, if you could explain what DATA is and how you founded it?

Jamie Drummond: DATA is an organization we founded about three and a half years ago which sort of came out of the Jew Be 2000 Drop Debt campaign which came to a crescendo in the run up to the millennium when a group of evangelical Christians on the one hand and neo-Marxist development policy people from universities across England on the other hand came together and decided that the year 2000 could be celebrated in an unusual and different through on the one hand the interpretation of Leviticus and on the other hand doing what these development theorists though was right which was cancel these debts and celebrate the year 2000 in a substantive and meaningful way. So that's the D in DATA. We didn't drop all the debt in 2000. There's still debt cancellation that had to be campaigned on. We're competing with the kitchen so I'll try and speak up. Can you hear?

Group: Yes.



Jamie Drummond: We then ended up in a situation where as some of you in this room know when President Bush won we ended up having cultivated some of the relationships with certain members of Congress on the Republican right who then turned into people with real political power in the Bush first term. It just turned out by this strange quirk of fate that an Irish rock star and his British activist friends happened to be people with unusual degree of access to the Bush Administration. So we decided to become a little more professional, put on a suit and tie, not quite buy a Bowler hat but moved to Washington DC, set up an office and hang out with the serious professional lobbyists who had been there before working on these issues. I know Jim McDonald from Brave for the World is here. Groups like Brave for the World of course have been working on these issues for a long time and have really kept the fire burning. We wanted to see if we could also add something else to that fire and that was more of the oxygen of publicity. Bono is maybe the world's most famous rock star. He's also



a good lobbyist it turns out which also wasn't necessarily what we expected. When I first went to recruit him for Jubilee 2000 we knew he might make the odd concert happen, there'd be an album maybe. In fact the album's never happened but we've got to work that one out. But I didn't expect that he would be able to use none of us did really that he would be able to use his access to politicians which we expected to get maybe on the occasional visit to DC but actually developed serious relationships with them in which we'd actually talk about serious policy and then he would keep coming back. He would be relentless. He would go to school on these issues and I think to some extent he's been described as having redefined celebrity activism at taking it to its whole new level however in that process he's had a lot of mentors not just myself but particularly a character called Bob Geldoff who is ten years older than him also from Dublin also from the north side and who did the Live Aid concerts 20 years ago which we sort of celebrated a few months ago with Live8 in part. The two of them have become an interesting couple in lobbying



governments around the world. Actually it was Bob who came up with the acronym DATA. I just want to apologize for it but also explain it that acronym. I know it sounds like a terrible 60s tech term but also the idea was everyone expects a rock star to come with a certain amount of hype, overstatement, a certain amount of bullshit might be expected even excusable but it's precisely that we hope anyway we've eradicated that. We've taken the bullshit and the hype out of the room. The idea is that Bono knows the facts and that was the thing that politicians did not expect. When he came into the room and say down and spoke with them, they were expecting something that maybe they've experienced before with celebrities. They didn't get that from him. He knew much more about the issue that he was there to talk about with them. It's not often they did. And that resulted when he came back the second time or the third time they had to get briefed which meant that the educational process of themselves and I would say many of them would admit to this Global AIDS and such issues had not been at the top of their inbox. Bono's repeated visits back to DC



meant that they did go up the range of issues that they had to consider in their very busy lives.

Josh Tyrangiel: Now if I can just -

Jamie Drummond: Sorry I'm please interrupt me but just to finish that off.

Josh Tyrangiel: Yeah sure.

Jamie Drummond: DATA is sort of built in check and balance against the hype and one of the key things is bringing the facts to people. And I think that's one of the things that makes Bono a little different I hope.

Josh Tyrangiel: I think most of us in this room would recognize that he's been an exceptional performer at this particular gig as it is. But for those who might see the world as celebrity driven and think well I'd like to get attention to my cause not everyone is so privileged to have someone who actually investigates and takes on the intellectual



challenge. And I'm curious if you could state how important it is. If the goal is to merely draw awareness doesn't having a face and not necessarily a brain bring something? And if not how do you get people who are committed? You've spoken before about trying to get the right celebrity. Well frequently celebrities when they actually get involved don't even get involved personally. They have it through a person, a representative. So how do you know you're getting involved with the right kind of celebrity? And you've worked with more people than Bono obviously just this past summer with The One campaign how many people were in those ads, 600, 700 something like that?

Jamie Drummond: More than we could fit into
[inaudible]

Josh Tyrangiel: Exactly. So if you can start unpacking that series of questions.

Jamie Drummond: I think the completely wrong thing to do is think let's go celebrity. That's just not



the right thing to do. What you should do is think about what are some very popular campaigning messages that we need to get across for our particular campaign or cause or organization that the celebrity could help deliver. And turn the question around a bit. Make it much more part of the conscious strategy for the organization or issue. But also don't see them as just faces. The better ones are masters or very experienced people at managing their own brand. So they'll come into the conversation with a lot of very good ideas so be very open to having conversations with them about how to manage your brand or develop your campaign. If you're talking about someone like Geldoff or Bono they've been campaigning at the forefront of public media successfully on a range of social justice and other political issues for 25-30 years. If you're an Irish rock star from the 70s, Irish politics is extremely complicated. There's nothing about world trade talks right now or AIDS policy or debt cancellation policy. The politics of that ain't nothing if you're Catholic or Protestant and your families are fighting in Ireland. I don't mean to



put them down. What I mean is they've been schooled in the politics of complicated issues from an early age and characters like that can bring a lot to the conversation. We've often had a conversation at DATA about who is the American Bono and the truth is Bono is a bit unique and in some ways he is American just as French people think he's French and Germans think he's German. That's how he manages his brand and gets away with it and I think the secret is being Irish. [Laughter] So find Irish celebrities. Sadly there aren't that many of them but the world needs more. I think the other part of it is Bono and Geldoff, particularly Bono though understands America. The difference in U2 and many other bands is they broke America. You know these issues very well. I think he loves this country. That's his starting point in the conversations he has with politicians who are American which also is not necessarily something they expect. So it's disarming and it's very important. And I think also by not being American he's able to hold a mirror up to the country in a positive but also friendly but critical way and to some extent those of us who are



his staffers who also are not American can help sometimes do that too. We have tried to look for people who are sort of similar to Bono who can work on these issues and we found a range of great people. And in The One campaign Brad Pitt, George Clooney, Julia Roberts they're all really keen. They're getting schooled. The approach should always be I don't know anything about these issues. Just because I'm famous doesn't make me an expert and they're doing their homework right now as we speak. And the results are highly effective. You can't just have celebrities get the front cover of your wonderful magazine and then think that you've launched a good thing and it's going to make a difference. It's not. We took a while recovering from the front cover of TIME magazine in fact. The issue to turn that into a sustainable long-term campaign where not just the politicians think oh Bono's coming back to town I better make sure I know what does he want and how are we going to deal with him and his people. And then you throw on top of that The One campaign, the Bread for the World activists, the Oxfam activists, all the different

organizations and groups, US for Africa is here as well, [inaudible]. All these different groups we're all linked together through The One campaign and so Bono's not just there talking to them as a rock star. He's talking to them as partially the representative of this broad, growing movement in America. Brad Pitt, George Clooney, people like that help us talk to people across America. They're both associated with Hollywood but George is from Kentucky and Brad from Missouri.

Josh Tyrangiel: Do you have a sort of bar for involvement. Are there questions you ask those guys, you've spoken about Clooney and Pitt? Was mere willingness enough?

Jamie Drummond: No you have to be very [inaudible] but you also have to be ready to work and I think that's the most important thing.

Josh Tyrangiel: And how do you gauge that? I'm curious literally what questions did you ask them to get a sense of whether this was merely a case of



great intentions and will show up the day they shoot the commercial or that they were going to actually get intimately involved?

Jamie Drummond: Generally they need to have read every speech Bono has ever made but no they need to. You can tell because they've read Jeff Sach's latest book. They're thinking through these things. Many of them have been watching Bono for a long time and seeing whether they could lend their celebrity to these issues in a meaningful helpful way because some of them have been burned just as some issues have been burned. So they want to responsible toward these issues and doing the right thing. And they also want I think to be seen that there are people who can work with them and understand their world. And that's important.

Josh Tyrangiel: I want to give you an example of something that happened in 1999 which was very early on in your association with Bono but the Clinton administration was talking about forgiving two-thirds of debt to Africa, about \$6 billion I believe

is the figure. And Bono went into a meeting and for a very long time he had felt that two-thirds and I'm quoting him here "was not something you can sing about." It doesn't have a musical quality, two-thirds is not a victory. And so he took it that it had to be all forgiven. He wanted the whole enchilada at that moment. Now people have been working for a long time to get that number to two-thirds but one of the things that happens when your organization signs up with celebrity is that that personality can become policy. And I'm wondering in which ways that makes your life easier and in which ways that makes your life harder.

Jamie Drummond: I'm sorry I had to be a policy wonk for second. It was 90%.

Josh Tyrangiel: 90% okay.

Jamie Drummond: Which is so close to 100%. Why are you hanging onto that 10%? Why not go to 100% do what we're asking for and then you'll get the applause because Clinton was then asking when he did



the 90% thing and it was bi-lateral that
cancellation no multi-lateral. It was like where's
the applause Bono. You said this would be a good
thing and people would like me for it. Where is it?
Not that he only did it for applause but it's an
important factor for politicians. He's like you
didn't do 100% and so I think it's important and it
actually has been a story we now tell politicians
when they're considering doing their equivalent of
90%. If you do these things in incremental steps
you need to hit the ball out of the park to get the
credit that those who have it to give will decide to
make the judgment to get the big time credit. I
think especially when you're dealing with not just
numbers, appropriations numbers are they can always
say what's the number in the appropriations struggle
and fight for that. But when you're talking about
more vague areas of policy like trade reform it's
hard to know what's hitting the ball out of the park
and I think that's one of the challenges when you're
working with celebrities. Celebrity is also just
shorthand for working with mainstream media, is the
nuance, is trying to figure out what are messages



that are going to connect and make people realize they're part of something historic. There are big steps being taken going forward. I think those are very difficult things to figure out. We struggle with them every single year with the American appropriations process, the Congressional appropriations process works. It's complicated. Today in fact which is a test to whether all this is worthwhile is the foreign operations vote. We'll see whether the numbers we're looking for, we're looking for \$3.6 billion to fully fund the bilateral AIDS program and the multilateral, the Global Fund for AIDS, TB, Malaria at least cover a third of the renewal to the Global Fund. We probably won't get that but we will get more than we would have done before the engagement of the celebrities, before the creation of The One campaign. One campaign activists are right now calling Congress. The switchboards are lighting up as we speak with people who have been recruited in the last six months by The One campaign and by Live8. They're now all calling Congress saying we want more Africa; we want more to fight global AIDS and global health issues.

So that's a tangible result of celebrity activism and why this whole experiment we hope is worthwhile.

Josh Tyrangiel: I just want to go back to the tail end of that question which is in what ways does it make your life a little harder? Having someone who is a personality who as much as he aligned with the agenda of the organization, as much as he is a friend of yours still thinks on his own and still has access to people who like that can dispense billions and will speak his mind freely. It's a great problem to have. It's a rich man's problem in a way but does it change the way your organization functions at all.

Jamie Drummond: Yes.

Josh Tyrangiel: But all for the positive?

Jamie Drummond: I would say DATA is not a normal organization and for those who work with us they can definitely affirm that. We're slightly odd which is also why I think it's important to create things



like The One campaign which can bring lots of different people together and maybe have more predictable structure and processes. For example, the U2 tour which is happening at the moment dictates my life. That's a very good thing but it also means that we're going to make progress in the legislative districts which happen to be near where Paul McGuinness who manages U2 decided U2 should be doing that tour because that's where the albums happen to be selling. So it's like partially might a legislative strategy around what happens to places that happen to be selling U2 records which is a bit odd. On the other hand they're often the major media markets and a few interesting places in between. Off the back of the U2 being in North America this year I think The One campaign has taken leaps and bounds. And anyone who's been to the show I hope would agree with that. There's this whole section of the performance which is dedicated to The One campaign which is dedicated to Africa, the idea of equality quoting Martin Luther King and these ideas. I think it's very powerful. So while we do have to be very flexible to fit in with his calendar



the payoffs are large.

Josh Tyrangiel: One of the things that has happened this year is the Live8 concert which marked the 20th Anniversary of Live Aid which had raised \$250 million in famine relief. What Live Aid tried to accomplish was far more nuanced and complex and I was wondering if you can comment a little bit about what those concerts did actually achieve. And also about what it says, what that 20 year difference says a little bit about celebrity activism and organizations.

Jamie Drummond: Live Aid's the reason why DATA exists as much as anything else. It was actually the 10th Anniversary of Live Aid. I just got back from Ethiopia where I was doing a documentary on the 10th Anniversary and whether the money from the original Live Aid had been spent well. I was doing that with MTV and PBC. I went to Geldoff and Bono at that time around '96 saying the \$250 million, \$200 million you raised through Live Aid, great effort. It's still the largest amount of money ever



raised by a single event like that. Did you know that that's the amount of money Ethiopia is supposed to pay back in debt payments every six months? In fact Africa is supposed to repay that every four days. And they were absolutely stunned and appalled as is anyone who worked on. Anyone in the music industry I went to with these statistics who had worked so hard on Live Aid who thought you know hey we've really solved this problem, we know how to do this. And of course the educational component about it is key because they suddenly realized it's not about charity. It's about the structural causes of policy. It's about the debt burdens, the trade rules, the quality of foreign assistance, the way we interact with these countries that has got to be the answer. It just can't be about the old way of just raising money and sending it over to the poor babies in Africa which is sort of the Sally Struthers approach. We've got to deal with structural underlying causes of poverty. Health issues have got to deal with the underlying structural causes of poverty. It's extreme poverty so often which is creating the incubators of many health challenges



that we face today and in terms of the subject for these seminars in these few days. You've got to see health in the context of those structural causes of poverty. So Live Aid was a gut response to the famine in Ethiopia but the Live8 concerts were about trying to tackle the underlying causes of poverty, debt cancellation, trade, and aid. I think it was hugely successful. There's been a lot of debate in the European media about whether or not it was which is really interesting on one level, worrying on others. I think any time that the G8 agreed to increase aid to Africa from \$20 billion which is approximately what it is today to \$45-50 billion by 2010, to agree to 100% debt cancellation for up to 38 countries. They haven't tackled the trade issue yet but on the debt and aid issues they've done far more than anyone would have predicted 12-18 months ago, far, far more. The reason according to Prime Minister Blair is because of Live8. The reason they did much more than they had wanted to initially, the G8 that is, is because of Live8 and it's because of The One campaign. It's because it'll make poverty history and celebrities played a key role in that

but so did the church groups and so did the student activists. It's not neither or we need all of these players coming together. So do philanthropists like Bill Gates who have really helped bring in a new class and quality of people into these issues as well? They've really shown political leaders that there's not just the opportunity to get credit on these issues but there's actually an opportunity to actually achieve things like poverty reduction and improvements in global health.

Josh Tyrangiel: The politicians and in particular in the G8 have committed a lot of money. They've written the check but the check is still in their checkbook. How do you go about ripping it out, taking it to the bank and making it happen?

Jamie Drummond: Like I mentioned today it's happening as we speak. One campaign activists in Congressman Lewis's district in San Bernardino, he's the head of the Appropriations Committee. They're calling him. We've got 5,000 One campaign activists in his district. He's finding that out today.



They're calling him. We hope that will result in increased appropriations. That is part of America keeping its part of these promises. We need to do the same thing in Germany. We need to do the same thing in Japan, the United Kingdom and the other countries that have made these promises. And it's going to be hard. The way the Commission for Africa which Geldoff persuaded Prime Minister Blair to do is structured, is that it called for 100% debt cancellation, \$25 billion increase in aid and trade reform for countries that show democracy, accountability and transparency. We need to make sure the G8 keep their promises. We need to also demonstrate that when these promises are kept the results are good in Africa. And then we can take the [inaudible] back to the American public, European public and ask for more year on year on year. In 2010 the way the Commission for Africa's recommendations are structured, we will see how the first \$25 billion has been spent and then go and get another \$25 billion hopefully getting it up to around \$75 billion by 2015.



Josh Tyrangiel: One of the great incentives for politicians to follow through on their promises is the picture. The picture with Bono. It was certainly one of the reasons George Bush followed up on his promise was that that is a sort of tacit endorsement. You haven't really yet had to do it but if you have to call somebody to the carpet, if Bono relinquishes that capital can you ever go back?

Jamie Drummond: We did partially have to do it with this President in the fall of 2003 I think it was. He had requested \$2 billion and we wanted \$3 billion for Global AIDS. Bono went into to see him. They had a roe and we got to \$2.4 so again that wasn't just Bono having a roe with the President. That was a lot of other people doing a lot of work too. It didn't quite spend the difference but it's not as ever simple as we'll turn up for the photo and we'll be your friends. One day something terrible may happen and we criticize you. It's constantly attention. It's constantly negotiation.

Josh Tyrangiel: Can you talk a little bit about



particularly with this administration the tension because your organization knows quite well that birth control, condom distribution in Africa really helps reduce the spread of AIDS and helps increase health throughout the continent. The administration doesn't favor that and yet you guys are close. There is a relationship there and I'm wondering if you can talk about how you negotiate those issues internally and externally.

Jamie Drummond: It's definitely for an Irish rock star and some of his European colleagues coming to America and witnessing how the culture differences within the United States play out in the way you do foreign assistance is eye opening. We've had to learn a lot. I don't quite agree with what you said about the Bush Administration. I think their ABC approach most people think is the right way to approach things. We like to add an L at the end which is through local leadership because unless anything dreamt up in Washington or capitol cities in Europe isn't going to work over there necessarily. Sometimes local leadership might not

come up with what everyone over here wants whichever side you come from. I think as Bono pointed out in Rolling Stone the other day, it's at least my knowledge and if anyone in this room knows this not to be the case, I think this administration is the largest supplier of condoms at the moment in the world. They may not be touting that but it's part of a balanced approach. They completely accept that they're important. If [inaudible] wants to take a certain approach maybe that's what she's doing because they want that not because they're being told to. We should also sometimes respect that.

Josh Tyrangiel: So far this year we've had a tsunami, a massive earthquake, and a flood that actually paralyzed the wealthiest country in the world. People have been asked to give a lot not only financially but of their attention and I'm curious if you're seeing any compassion fatigue and if you're finding a way to combat it.

Jamie Drummond: I remember sort of about ten years ago everyone was talking about compassion fatigue.

There had seemed to be a space, there's Rwanda and then there was a series a spate of natural or human made disasters. Everyone was talking about compassion fatigue and my recollection for the time is that it's when the media don't really explain the issues behind the disaster that people get fatigued because it just seems like an endless barrage of disasters. So I think there's a responsibility to ensure that we're giving the context of what you're seeing in an in-depth way and that people get a chance to see that through the news media. I think American media could be better about that and some of those practices I'm talking about your wonderful magazine of course.

Josh Tyrangiel: I didn't cover all those stories, that's okay.

Jamie Drummond: It's part of the problem. There's definitely an unusual number but that's also why something like Live8's important because it was about the structural causes. In each of these cases it's the poor people who have been suffering whether



it's the tsunami, the earthquake in Kashmir or the Gulf Coast. So there's a theme coming up here which is about poverty whether it be America, Africa or Asia. That's certainly where we're coming from. It's extreme poverty. It's the millennium development goals and I think if we focus on them we're not doing the wrong thing. It will also enable these people to fight back against disasters when they happen. I think that that is again millennium development goals are complicated so we're going to have to spend some time explaining those. We're going to have start spending some time explaining Goal8 which is the debt cancellation, the aid, the trade, the policy interventions that are necessary to help these countries get themselves and their people out of poverty. If we can spend the time doing that and celebrities help us get the option to publicity for those more complicated issues then I think we can tackle compassion fatigue. Celebrity fatigue is another matter.

Josh Tyrangiel: Let's talk about that. You are not a person in philanthropy or you're not really a



disease that matters unless you have a celebrity. You're certainly not a celebrity that matters unless you have a disease or a charity. How do you get past that? Obviously you have one of the biggest celebrities but for someone else how do they successfully get their voice into the mainstream media which then distributes it?

Jamie Drummond: It's really, really hard. I tried for ten years to get these issues in the media without celebrities and it was much more difficult which is why debt is the most boring subject, [inaudible] might be also complicated but debt is definitely very boring. It's a very boring thing that kills people. So trying to explain the connection was important and it was precisely oddness and the challenge of it which I think partly appealed to Bono. You want to find celebrities who will get their teeth into the complexity of it. I don't know. I think we all need to; celebrities would like nothing more than to not have to do this stuff because we all knew about it already and we're already doing everything that we needed to.



Particularly in America the project really has to be. Because the media aren't covering these issues as much and because maybe schools don't explain these issues as much the entertainment industry is partially lending itself to DATA and groups who work with to try and see if we can infiltrate a bit but this can't look like some sort of a liberal project, liberal elite Hollywood project. It's absolutely linked in with the heartland and leaders in the heartland. When Clooney and Brad Pitt were saying they wanted to get involved they absolutely wanted to emulate our strategy hitherto which had been having Jessie Helms and Bono on this picture, the President and Bono, the Pope and Bob Geldoff. I think those partnerships are extremely important and we work closely with great leaders on this issue like Rick Warren who is speaking right across there. Pat Robertson, George said I won't do this ad unless Pat Robertson is in the ad. That was to show that and that actually in some ways made the ad. Sorry we're referring to an ad that we made with a whole group of celebrities which ABC, FOX and AOL and many others gave us over \$5 million of free advertising

time which is one of the reasons we recruited all these celebrities. It was called One Word for the One campaign. We had many A-list Hollywood celebrities lend their faces just all saying one word for the One campaign. It generated a lot of attention, a lot of donated media time. But it would be nice not to have to turn to that in order to get important issues across in the media. Maybe the people who make the editorial decisions need to be a bit braver. Maybe they need to have bigger budgets but the budgets come from them selling their wares in the marketplace so people need to tune into these issues. What's going to make them tune in? You come back to celebrities. Why are people obsessed with celebrities? That's a very good question and a subject for another conversation.

Josh Tyrangiel: So we're going to throw it open to questions, comments.

Michael Elliott: Hi, I'm Michael Elliott, the international editor of TIME. Jamie hi. You've spoken very interestingly and convincingly about the



ability of certainly a class of celebrities like Bono and Geldoff and others to be absolutely fantastic lobbyists. But one of the things that I'm interested in looking back at the history of this movement for the last ten years is the success or not that they have had in generating mass movements as well. Jubilee 2000 was a remarkable occasion or remarkable kind of movement. It kind of crossed the political spectrum in Europe. The evangelicals as you say traditional left wingers and so on were all coming together. I'm just wondering whether you think that the injection of celebrity activism into issues of poverty and health in the last ten years have helped or for that matter hindered creating a kind of genuine mass movement that places this issue onto the political agenda.

Jamie Drummond: I think they the proof actually I hope is happening today. I don't know. I'm not trying to be dramatic for the sake of entertaining you. Literally right now the million and a half people that we've recruited for the One campaign in the United States are calling their Congressmen



asking them to give more in the appropriations struggle right now in DC. So it's celebrities, extraordinarily enough it's celebrities. It's Brad Pitt and George Clooney who have recruited many of those 1.5 million people in America. And just to put that in context not very many people in America have been signed up to the idea of increasing US development systems by 1% of the federal budget. Not many people were signed up for that idea. Not many people were signed up. Actually by signed up I mean we have their e-mail address, we have their zip code, we know where they live and we know which congressman they vote for or not. Until the One campaign and until celebrities helped us recruit people for the One campaign we didn't have a mass movement in America. Now we're starting to have one and so in the United States it's a slightly different question from I think maybe then in the UK. But in a sense the project in America is to fast track a movement making process. We have the churches and the states. There are student activists but it hasn't been knitted together. We haven't injected the level of resources that are



needed for hard edged advocacy on international development issues in America. That is starting to happen. I think the entrance of the Bill and Linda Gates Foundation into this area is a large part of that but also the entrance of Hollywood and I think actually some mega-church leader as well who are in themselves really celebrities as well in some ways. What's a celebrity is another aspect to this question? Bill Gates is a rock star and to some extent so is George [inaudible]. So I think these people are lending an awful lot of their [inaudible] to these issues aside from resources and aside from simply access to the media. But the test right now is Congress going to give us more money as a result. However in Europe it's a slightly different question. For the Americans in the audience there's a bit of background that we would need to go over but there's a big debate in the European media about whether the G8 actually did deliver an historic result and whether for example groups like DATA and Bono and Geldoff over-praised it in order to prove that Live8 was a success. This is just crazy. If you had asked anyone 18 months ago we're going to be



given 100% debt cancellation, the G8 are going to promise \$25 billion more for Africa if you had said would you take that they'd have said yes. We were so successful this year in the Make Poverty History campaign in the United Kingdom and so successful in raising awareness in some parts of Europe we hope for even more. What we got was still historic. We want more. Of course we want more. We want that \$25 billion delivered before 2010. We'd love it delivered by 2008 which is the earlier date recommended by the Commission for Africa but it's still pretty good. We've got huge promises. We've got a much stronger movement but we need bigger promises. We need the promises delivered and the movement needs to keep growing and keep getting stronger. I think it's actually really exciting. I think particularly the One campaign in the United States is really exciting. It's experimental and if you don't know more about it please do find out more about it because I think everyone in this room could be part of it and should be part of it in one way or the other. So please, please join up with that effort.

Emily Atlas: I'm Emily Atlas, TIME for Kids reporter. How can the cycle of poverty be broken if the political structures in certain countries are not trying to improve the lives of its citizens?

Jamie Drummond: Excellent question and the answer is it's very hard if the governments in these countries aren't putting their people first. Actually at DATA that's also the question which many Republican congressmen used in order to explain why they didn't want to give more money to Africa. In response to that we worked with them. On the debt cancellation program that we worked with there were quite a lot of conditions around it that are structured around making sure that the governments are not corrupt, that they are democratic and accountable and that they will spend the money helping fight poverty. So the answer is at least in part you should give more money mainly to countries where there is good governance where the governments are actually accountable to their people which is how we define good governance. Other people have

other definitions. Another way is even if the governments aren't very good you can give money to charities in those countries, faith-based groups, some activist groups that can also spend the money well. And so sometimes you don't have to work with the government and go through the government. So where the governments are good you can work with them and I'll little mantra for that is democracy, accountability, transparency which is the flipside of DATA's name. Where the governments aren't good you go through local charities.

Marcia Thomas: Am I supposed to identify myself? Marcia Thomas, USA for Africa and that's the folks that did We Are The World. I know I told Jamie I was going to ask a provocative question. Actually I have a question of you instead.

Josh Tyrangiel: I hope it's a softball then.

Marcia Thomas: As a result of knowing what the double edged side is associated with celebrities I'm just a bit curious about the media and sort of the

understanding better. Without a celebrity I know Jamie and I know and we go back all these issues back to the 90s you can't get attention for issues of debt and the serious issues and then when you get a celebrity and the media covers it there's such a short window of them following that subject and that issue just as Jamie had just said about the Live8 concert. Now there's issues of whether or not it was successful so why is the media so, first you not attached if you don't have a celebrity then when you get a celebrity it's so short lived in trying to determine whether or not anything successful and do you understand the impact that has against the public and their understanding of whether or not something was successful or not.

Josh Tyrangiel: I think your question to boil it down is why is the media fickle? To some degree as Jamie sort of touched on that has to do with market forces which are undeniable. People want a story that is fresh and a celebrity attached to something the moment they're attached to it is in fact a fresh story something to cover something you know. Again



we may not be able to explain why celebrities are so important but they are and that provides a hook. At the same time I think that there are particularly smart reporters and writers who look at a story and look a celebrity's attachment and they subject it to the sniff test. They want to know is this person committed. Do they know the ins and outs of what it is that they are representing? And if they don't watch out because the one thing that unites all stories about celebrities that are aimed at the knees is hypocrisy. The thing that has been so successful I think about DATA and that I think you guys realized early on is that it's not just a face. You really do need to have someone who is committed for the long haul, who knows the ins and outs, who cultivates relationships with the media, doesn't just present themselves and say look, we're here, we're doing the event, come and see me, who makes calls, who follows up with e-mails. There is no substitute for that long-term. You can get attention. I think particularly in the United States we all know that attention can be gotten cheaply but long-term investment requires getting



the right type of person and getting the right type of person who will commit long-term, know the message in and out and build relationships.

Mike: My name is Mike [inaudible] malaria. I'm sorry I always get things wrong. Lance Lafer, I got that part right, hedge funds versus malaria. The question I have is to follow up on Josh's point in terms of making things long-term and giving [inaudible] longevity. The charities that I have been involved with we generally start doing well in terms of publicizing the event about a day after the event happened which is sort of [inaudible] need to [inaudible] sort of approach that everything we ever do should be an annual event. So the question is you've got something like Live8 which is successful at the beginning and the event itself is probably its best advertising campaign, why would you do things like having Live Aid '05? Or like with the Super Bowl, the Super Bowl is an annual event and it's now Super Bowl number 40 or something.

Jamie Drummond: Thank you very much. You reminded



me of something that I meant to say which is actually ever since Live Aid in England we've had an annual version of Live Aid which is called Comic Relief. And it's actually been extraordinarily successful at raising a lot of money from the British public. It's really an annual campaign for the world's poor on prime time British TV media. It's raised a lot of money but it's also over the last 20 years done more to educate middle England and the mainstream media and the consumers of that in England than anything else. So actually in England there has been an annual version of Live Aid ever since. It didn't happen so much in America for whatever reason. I think we've got to do that now and we're talking with Clooney and Pitt and the crowd over there about having something which makes sure that there is relentless long-term campaign in the American media but not just of Hollywood celebrities. It can't just be of Hollywood celebrities so it's got to be the activists. It's got to be the mega-church leaders. It's got to be a whole crowd of people who care about these issues who might be very different and that's part of the



story invading the public's imagination in fact engaging the public's imagination on a regular basis and that's got to happen for the next 20 years in the United States. I think for America's sake and actually for all of us. It would be it's something that's got to happen. Just one postscript about Live Aid because I think there's some people missed this. There's a thing called Commission for Africa which is the most detailed policy analysis of what we need to do for Africa and to some extent what the Africans think they need to do for themselves that there has been in 20 years of working on these issues. Geldoff persuaded the Prime Minister Blair to do that for the G8 summit and it was only when we weren't sure if the findings of the Commission for Africa would be adopted by the G8 that we then green lighted the Live8 concerts in order to try and force the agenda of the Commission for Africa through the G8 decision making process. Now I worked the G8 Sherpas. It's part of what I do. I work with I'm sort of Bono's Sherpa. I work with a Canadian Sherpa. Sherpas are people who before G8 summits take their little policy packages up the

mountainside before the G8 leaders make the decision at the summit. And so there are people who represent all these different governments negotiating what the final communiqué of the G8 will be. We weren't getting any traction with these guys so we needed Live8 to ram the Commission for Africa's findings home with them and it succeeded. So some people who thought Live8 was a bit vague and what was that about and so on. It was about getting Commission for Africa bought in by the politicians and it succeeded by and large about 50 out of 80 of the recommendations of the Commission for Africa were in the communiqué, the flagship issues are debt cancellation and more than doubling aid to Africa were in. We've still got in the next couple of months a lot to do on trade. Anyway I just wanted to say that because I think you need to understand Live8 in the context of the Commission for Africa.

Josh Tyrangiel: If I may actually just follow up a little bit on Richard Curtis who is Comic Relief in the United Kingdom to some degree. He's an example of the fact that you don't need someone of Bono's

public stature to get something moving. Richard Curtis as you may or may not know is the screenwriter of Four Weddings and A Funeral, Notting Hill. As a personality he's a lovely man but put him on a television screen and you know he's not a juggernaut. He's a lovely guy but Richard himself admits that he's not there to decorate the cake but what Richard has done. Richard knows a lot of people. He has a lot of creative energy and after the first Live Aid concert he got involved. And he got all of his friends involved so now every year Richard gets all of his friends involved on television. They all write things in newspapers. They sort of dominate media in a way that because there is a network they can really reach almost everyone in the United Kingdom. Comic Relief is perhaps the best known charity in the UK as a result. He's not a major star. People know his name. He can walk down the street unmolested but he did it because he's a nexus point.

Jamie Drummond: One sort of further postscript to the same question and answer is what Comic Relief



has also done is trained 20 years worth of celebrities. So every young celebrity in England who's had a few top ten hits and they're wondering am I going to be around for a long time or whatever. Then Comic Relief says do you want to go to Africa and visit Oxfam's project or Christian AIDS project and the ones that decide to go, go and they get changed the rest of their lives. Many of them remain famous and so in a sense you have a stable of very well-educated high-profile British celebrities who in turn keep these issues in the public's eye because they then adopt the charity or the charity adopts them and so on. The more we can and I think that's really what we're talking about trying to do now in the United States in a more deliberate fashion. There are people who are willing work with us on that.

Gary Nell: Hi I'm Gary Nell. I'm the president of Sesame Workshop. We do Sesame Street around the world including in South Africa where we've introduced an HIV positive Muppet you might know named Cami. Great exactly she was there. I wonder



Jamie what was the AHA moment for you in getting you to sort of dedicate your career toward the use of celebrity for positive change. What sort of turned you on that issue that this was the answer that you wanted to dedicate your career towards trying to fulfill?

Jamie Drummond: There's two parts of that. One is my family's of Irish extraction so I saw U2's involvement in the middle of [inaudible] peace process and so on and I found U2 very inspiring in that and Bono in particular inspiring in that regard. But specifically it was actually Ethiopia '95 when ten years on from Live Aid looking at what it had achieved and then trying to figure out what could be its real legacy. It was at that moment when I realized that if only Geldoff and Bono knew about the debt repayments of Ethiopia and sub-Sahara and Africa they would want to do something about it. It was in a sense it was a no-brainer. They had to see that we were serious people and so on and I think they decided that we were and so that they could engage with us and have a long-term



relationship. The penny dropped really when on return from Ethiopia I realized that they would be incensed at that injustice. And if they would be so would a lot of other people be.

Josh Tyrangiel: One of the things you talked about is suppressing anger. That for a lot of people their exposure to an issue the first reaction is anger and in fact DATA's built on something called the Four P's and I was wondering if you could expound on a little bit of that.

Jamie Drummond: The Four P's and Rob Sheppardson's in the room who helped us come up with the Four P's is actually for the One campaign. DATA's mentors try and be boring so that Bono can you know. But the Four P's all for One, the campaign to make poverty history. And the Four P's are positive, practical, prophetic and pragmatic. The idea was that too often these issues are communicated in a way that turns people off, there are dying babies, guilt, Americans are bad because they don't give a lot, all those kinds of not patriotic in other

words. In some ways there was a stick to hit people with. Whereas in fact if you engage them and say no you can make a real difference here and here's some solutions why aren't we just doing them. And this is the American thing to do isn't it? Then we just found people engaged much more readily. So that's the Four P's. The One A which is anger for activism can get someone hooked maybe on one occasion but actually it also can lead to compassion fatigue quite readily.

Josh Tyrangiel: We're going to wrap up really quickly but I just want to ask you one totally naked celebrity question. You have been in the room with some of the world's most famous people and some of the world's most powerful people and I would like you to share with us the most surreal situation you have found yourself in in the past five or six years outside of this particular event right now.

Jamie Drummond: I was in oh I can't. Is this off list? This isn't.



Josh Tyrangiel: I don't see any journalists here
I'm sure it'll be fine. We can try and keep this in
the room sure.

Jamie Drummond: Well there was a funny occasion in
the Oval Office the other day.

Josh Tyrangiel: Do tell.

Jamie Drummond: I think this is okay. The
President after Bono and the President had lunch we
came in and had a chat. Anyway, he made fun of my
shoes. And they happen to be the shoes that I'm
wearing right now which I wore because I'd thought
they would be kind of Texan but they weren't but
that's a President story not a celebrity story.

Josh Tyrangiel: Surreal though it is.

Jamie Drummond: I have an interesting meeting on
Sunday where we're talking about this question of
long-term celebrity engagement and strategy. I
think one of the things we try and do with them that



is different is actually engage them in the development of our strategy. So we actually had at someone's house in Hollywood on Sunday two nights ago we had a big meeting of A-list Hollywood celebrities to talk about long-term strategy about how to move these issues forward and that was a very surreal event. It was a very surreal event.

Josh Tyrangiel: Can you share with us or is that names [inaudible] for this purpose.

Jamie Drummond: Yeah I no I think probably not. Sorry that's a terrible answer.

Josh Tyrangiel: No that's all right. He's really torturing us on the way out. Jamie Drummond, thank you very much.

Jamie Drummond: Thank you.

[Applause]

[END RECORDING]