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# WINSTON CHURCHILL LEADERSHIP MEDAL AWARD

## HONORING BILL ROEDY

JUNE 12 2024

GUILDHALL  
THE CRYPTS AND THE GREAT HALL  
GRESHAM STREET, LONDON EC2V 7HH, UNITED KINGDOM

**“MUSIC IS MORE POWERFUL THAN MISSILES.”**

— FORMER SOVIET PRESIDENT MIKHAIL GORBACHEV TO MR. ROEDY



WESTMINSTER  
COLLEGE

AMERICA'S  
NATIONAL  
CHURCHILL  
MUSEUM





**EVENT  
INFORMATION**

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LEADERSHIP MEDAL AWARD**

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### HONORING BILL ROEDY



### CHANCELLOR OF THE EXCHEQUER — \$25,000

- VIP Reception at the Roedys' London Residence with Program Participants and Members of the Churchill Family.
- Rare, Limited-Edition Photograph by David Spielman of Mikhail Gorbachev at America's National Churchill Museum on May 6, 1992. Signed by Mikhail Gorbachev and David Spielman (Only Five Available).

### MEMBER OF PARLIAMENT — \$10,000

- VIP Reception at the Roedys' London Residence with Program Participants and Members of the Churchill Family.
- Ten Seats at the Special Event Honoring Bill Roedy in London's Guildhall.

### LIEUTENANT — \$5,000

- Original, Signed Artwork by Artist Edwina Sandys, Granddaughter of Clementine and Winston Churchill.
- Two Tickets to the Special Event Honoring Bill Roedy in London's Guildhall.

### INDIVIDUAL TICKET — \$1,100

- Single Ticket to the Special Event Honoring Bill Roedy in London's Guildhall.

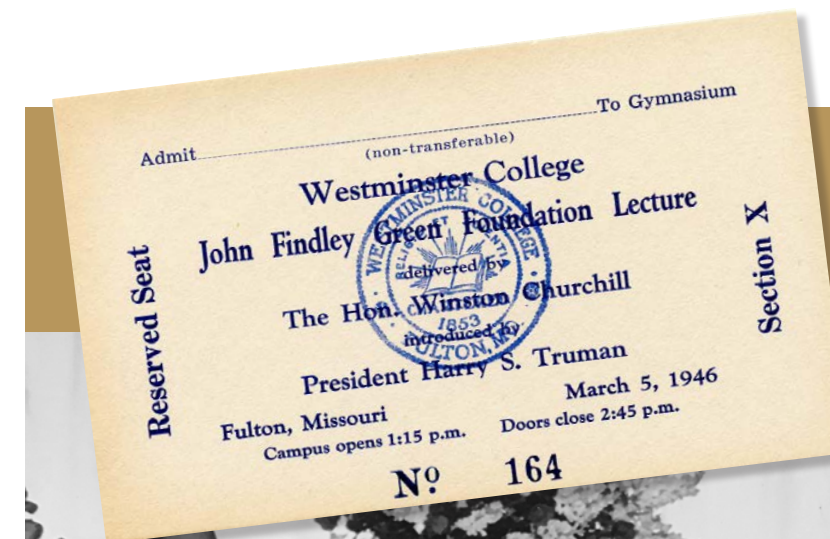
# SPONSORSHIP OPPORTUNITY

### PRIME MINISTER — \$100,000

- VIP Reception at the Roedys' London Residence with Program Participants and Members of the Churchill Family.
- Rare Framed, Original Ticket to Winston Churchill's March 5, 1946, "Iron Curtain" Speech on the Westminster College Campus.
- Original Signed Artwork by Artist Edwina Sandys, Granddaughter of Clementine and Winston Churchill.

### STATESMAN — \$50,000

- VIP Reception at the Roedys' London Residence with Program Participants and Members of the Churchill Family.
- Original, Signed Artwork by Artist Edwina Sandys, Granddaughter of Clementine and Winston Churchill.



**World Citizen Perk** – Original ticket from March 5, 1946, admitting bearer to Winston Churchill's John Findley Green Foundation Lecture ("Iron Curtain" speech) at Westminster College in Fulton, Missouri.





## ABOUT BILL ROEDY

Distinguished soldier, global media pioneer, freedom champion, and global health leader Bill Roedy “might be the most interesting man in the world,” says Mike Fries, CEO and Vice Chair of Liberty Global. “He’s somebody who commanded nuclear silos in the Cold War, was friends with Mandela, and partied with Bono.” Upon graduation, Mr. Roedy volunteered for duty in Vietnam, earning the Bronze Star, Air Medal, and Vietnamese Cross of Gallantry. He then commanded nuclear missiles as part of NATO and received the Meritorious Service Medal. Graduating from Harvard with an MBA in 1979, Mr. Roedy joined HBO in the nascent days of cable television. Ten years later, he led a relentless expansion of MTVN Europe with a unique model of respecting and reflecting local audience diversity, including behind the Iron Curtain, bringing a ground-breaking window to the West. Mr. Roedy was soon promoted to Chair and CEO of MTVNI, where he built a global operation (200-plus channels, 200-plus countries, 30-plus languages, for 2 billion-plus people) and pioneered the concept of global corporate responsibility. Under Mr. Roedy’s leadership, MTVNI became the world leader in fighting HIV/AIDS with its “Staying Alive” campaign, and he chaired the Global Business Coalition addressing the UN General Assembly. His far-reaching global health roles have included the first Ambassador for UNAIDS, Chair of the American Foundation for AIDS Research (amfAR) and Vice Chair for the Global Alliance for Vaccines and Immunizations (GAVI), which has saved millions of children’s lives. Mr. Roedy’s numerous awards include UN Global Citizen, the Emmy Founder Award, the West Point Distinguished Graduate Award, and induction into the Cable Hall of Fame. Regarding Mr. Roedy’s work in the global health arena, Jeb Bush, 43rd Governor of Florida, says, “Bill is without a doubt a distinguished citizen of our world.”

In 2011, Mr. Roedy received an honorary degree and delivered the 54th John Findley Green Foundation Lecture at Westminster College in Fulton, Missouri, joining Winston Churchill, Margaret Thatcher, and Mikhail Gorbachev as speakers in the College’s most distinguished lectureships. Mr. Roedy is a Churchill Fellow of Westminster College.

Mr. Roedy had the audacious idea of bringing MTV to East Germany, helping topple the Wall that divided the country for more than three decades. Like Westminster College, he possesses a generous section of the Berlin Wall. Mr. Roedy’s piece is inscribed with a personal message from former Soviet President Mikhail Gorbachev that says, “Music is more powerful than missiles.”

America’s National Churchill Museum and Westminster College salute Mr. Roedy’s tenacious spirit and Churchillian bravery, which served to tear down a wall while pioneering history in a new direction.



BILL ROEDY

## PAST NATIONAL CHURCHILL LEADERSHIP MEDAL AWARD RECIPIENTS

The National Churchill Leadership Medal Award is the highest award bestowed by America’s National Churchill Museum. It recognizes exemplary leadership in the spirit of Winston Churchill. Since the National Churchill Leadership Medal Award was established in 2003, there have been seven recipients:

**Dr. William H. Danforth (2003)**

**John Bachmann (2005)**

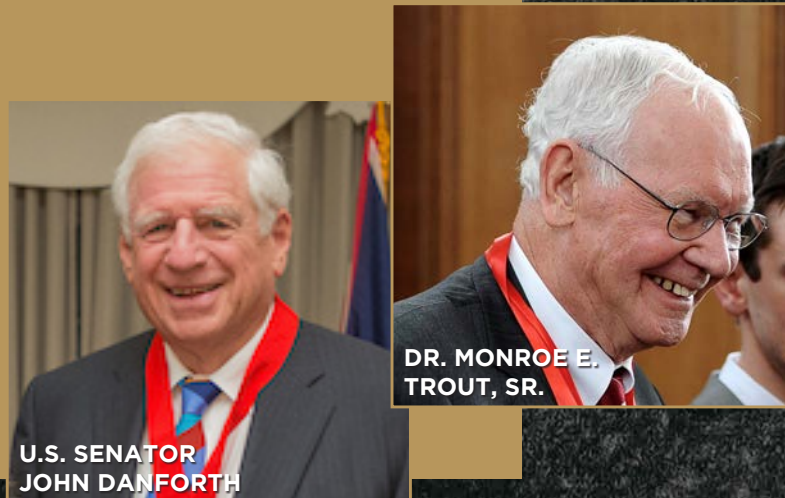
**Walter L. Cronkite (2007)**

**Sir John Major, KG CH (2008)**

**Ambassador Stephen Brauer (2013)**

**U.S. Senator John Danforth (2018)**

**Dr. Monroe E. Trout, Sr. (2021)**



U.S. SENATOR JOHN DANFORTH

DR. MONROE E. TROUT, SR.

“ WHEN I WAS READING HIS [WINSTON CHURCHILL’S] SPEECH MANY YEARS AGO, I REALIZED THAT IT WAS REALLY A STATEMENT OF PEACE AND STABILITY ... WHICH I THOUGHT WAS INTERESTING, BECAUSE THE KEY MESSAGES ARE SOMETIMES BURIED BEHIND HIS WARNING.”

— BILL ROEDY

DURING THE 75TH ANNIVERSARY OF WINSTON CHURCHILL’S “IRON CURTAIN” SPEECH



## INVESTMENT IN THE FUTURE OF VISIONARY LEADERSHIP

When Winston Churchill proclaimed, “It is one thing to see the forward path and another to be able to take it. But it is better to have an ambitious plan than none at all,” he might well have been speaking about Bill Roedy, had they met. Time and again, Mr. Roedy forges ambitious plans and encourages others to follow him on the path forward. He took the forward path when he operated MTVNetworks International through a business model of respect of diversity, enabling a glimpse behind the Iron Curtain and beyond, bringing a window of freedom to the West, and altering the trajectory of the Cold War through his belief that “music is more powerful than missiles.” He took the forward path when he propelled MTVNI forward in the battle against HIV/AIDS transmission by championing the “Staying Alive” campaign. Mr. Roedy took the forward path when he introduced the revolutionary concept of global corporate citizenship, and Mr. Roedy continues to take the forward path today through his generosity and investment in the future.

Mr. Roedy is a visionary who invests in future generations. He makes history “hip” and alive at a time when the world seems bleak. Just as Mr. Churchill’s “The Sinews of Peace” speech given at Westminster College caused a ripple effect throughout the world, empowering other leaders to become bold, resilient, and visionary, Mr. Roedy has had a similar ripple effect on leaders, inspiring them to embrace the same leadership qualities we value in Mr. Churchill: to build, sustain, and strengthen sinews that bring the world together in peace.

We invite you to celebrate the vision and values of Mr. Churchill’s leadership, the qualities of which are his most lasting legacy. Such leadership lives on in Mr. Roedy, whose Churchillian spirit and leadership continues to have a positive impact on the world.

Your investment in America’s National Churchill Museum at Westminster College preserves and protects the essence of Winston Churchill’s message of freedom and liberty, ensuring history is examined and the principles of leadership are instilled in future generations. Proceeds from the event benefit programs and the preservation of America’s National Churchill Museum at Westminster College. Known as a small college with a big impact, Westminster invited Winston Churchill to share his thoughts on issues of global importance. U.S. President Harry Truman personally endorsed the idea, echoing the College’s sentiment when he penned a postscript to the invitation, urging Mr. Churchill to accept. And he accepted, sharing a message that resonated with the world.

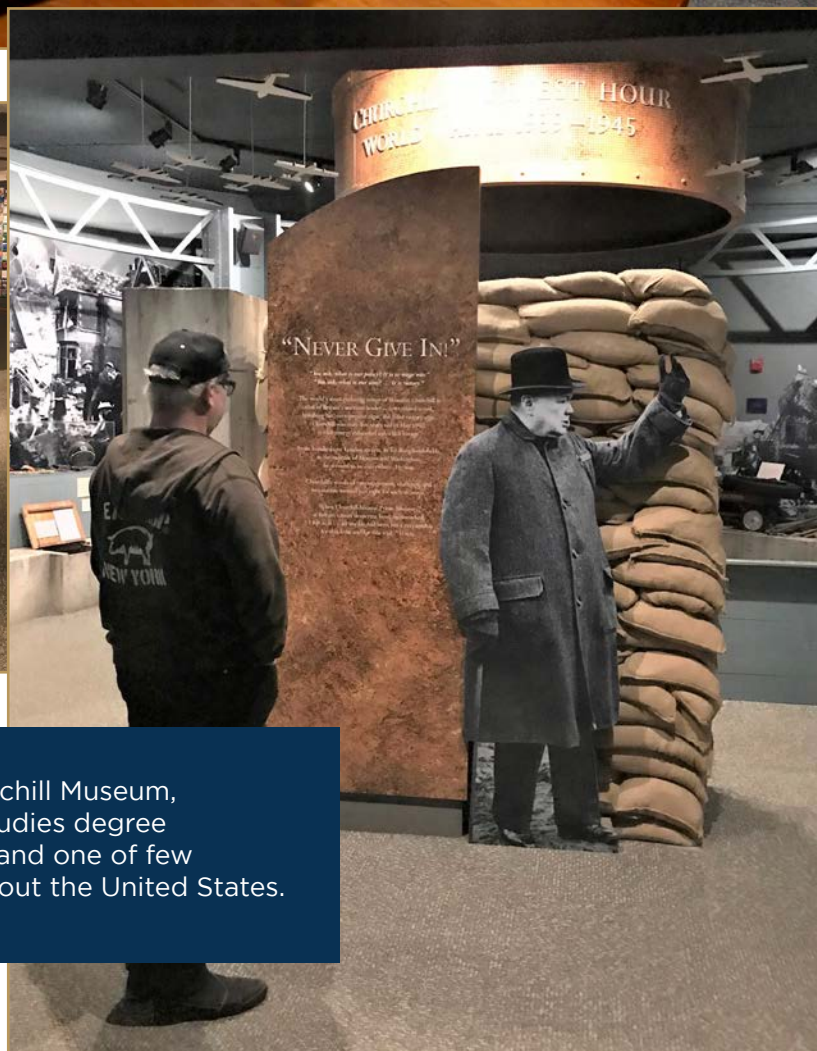
Today we invite you to accept our invitation to recognize the global impact Mr. Roedy has had — and continues to have — in the world. During the Cold War, it came to Mr. Roedy’s attention that the Soviets were “stealing” the signal of MTV. Mr. Roedy’s simple response was, “Let them.” Let them know harmony, let them know freedom, let them know peace. Mr. Roedy knew that simply letting them have access to a world outside of their own would aid in bringing an end to the Cold War. And it did.

The world needs more Winston Churchills, and quite frankly, the world needs more Mr. Roedys.

Please join us in honoring Mr. Roedy with an investment in the future of our history. Please consider making a gift in honor of Mr. Roedy to America’s National Churchill Museum today.

**“ IT IS ONE THING TO SEE THE FORWARD PATH AND ANOTHER TO BE ABLE TO TAKE IT. BUT IT IS BETTER TO HAVE AN AMBITIOUS PLAN THAN NONE AT ALL.”**

**— WINSTON CHURCHILL**  
**FROM *THE GRAND ALLIANCE: THE SECOND WORLD WAR, VOLUME 3, 1948***



In cooperation with America’s National Churchill Museum, Westminster College launched a Museum Studies degree program in 2022 — the only one in Missouri and one of few undergraduate programs of its kind throughout the United States.





WESTMINSTER  
COLLEGE

## ABOUT WESTMINSTER COLLEGE IN FULTON, MISSOURI

Since its founding in 1851, Westminster College in Fulton, Missouri, has been lauded for its reputation as an exceptional small, four-year college where students earn their degrees on an idyllic campus that is nestled quietly among the rolling hills of central Missouri.

In 1945, President Harry S. Truman was so impressed by Westminster's reputation, he penned a short post-script on a letter from Westminster College to former British Prime Minister Winston Churchill: "This is a wonderful school in my home state. Hope you can do it. I will introduce you. Regards, Harry S. Truman."

President Truman's warm invitation led to an iconic chapter in world history, when the British Bulldog delivered his now-famous "Iron Curtain" speech from Westminster's Historic Gymnasium.

President Truman knew what many continue to recognize today: A Westminster education leads to success because of, not in spite of, its small size. Furthermore, through numerous opportunities provided by America's National Churchill Museum, which opened on campus in 1969, Westminster excels at making impact through its one-on-one environment and numerous leadership opportunities.

**FOR MORE INFORMATION ON WESTMINSTER COLLEGE, PLEASE VISIT OUR WEBSITE AT [WCMO.EDU](http://WCMO.EDU).**

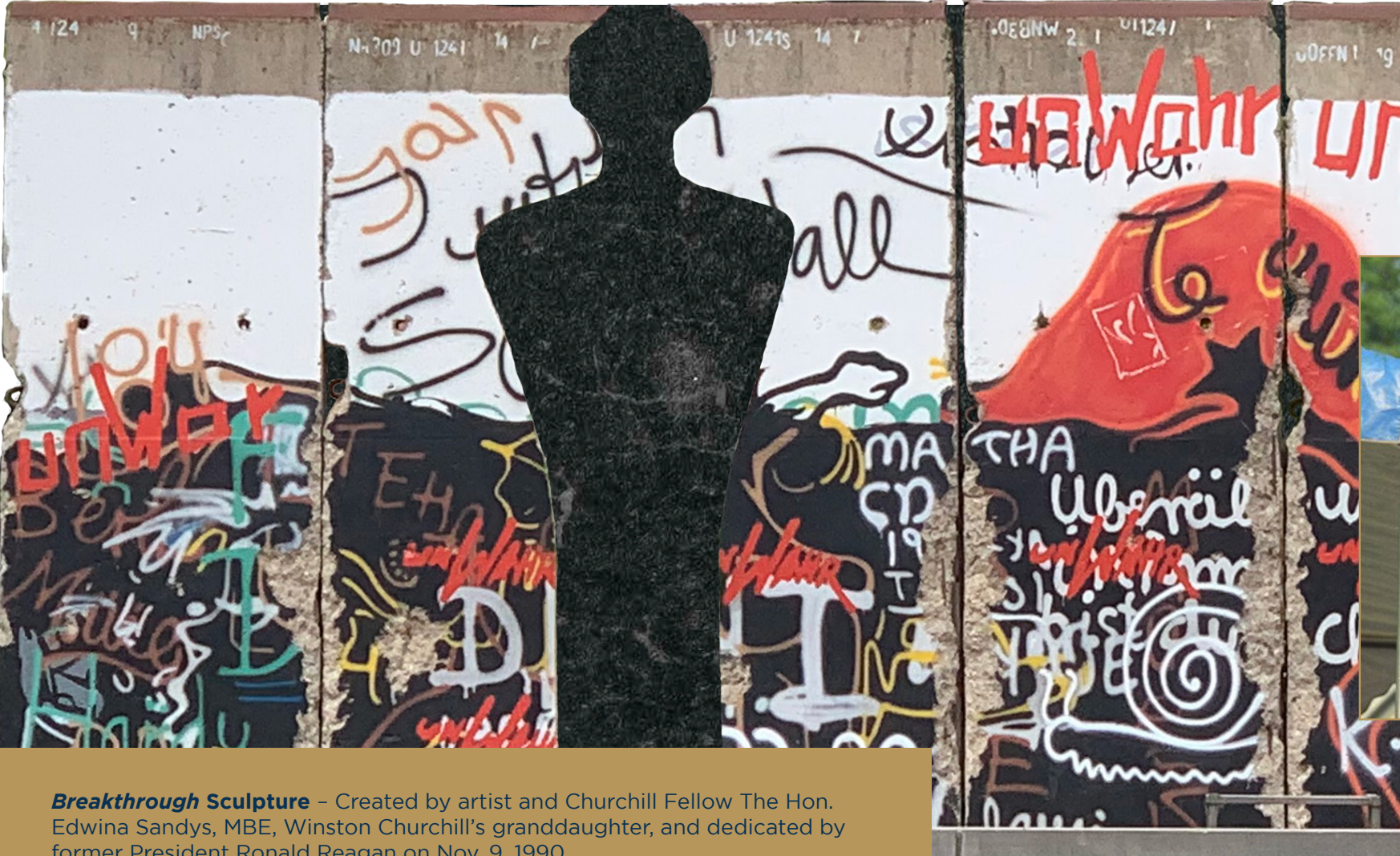


**“ THIS IS A WONDERFUL SCHOOL IN MY HOME STATE. HOPE YOU CAN DO IT. I WILL INTRODUCE YOU.”**

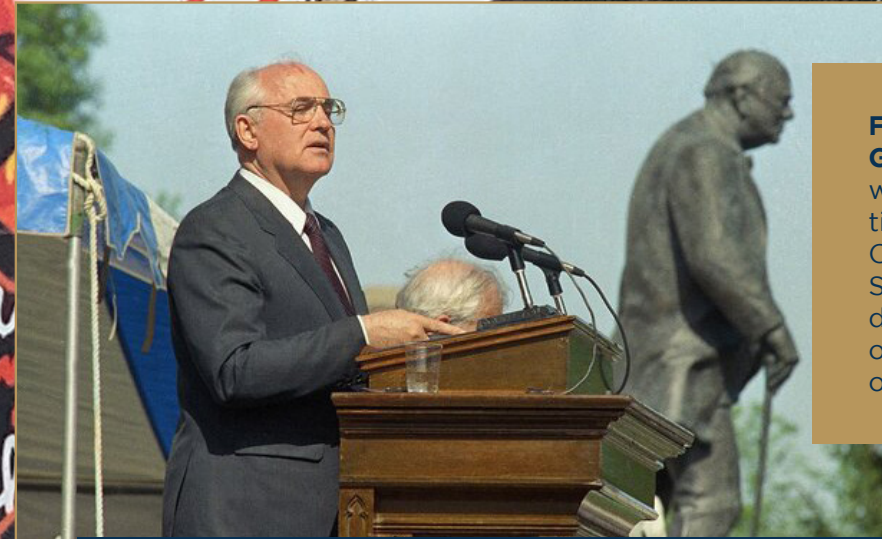
**REGARDS, HARRY S. TRUMAN**

**SMALL COLLEGE.  
BIG IMPACT.**





**Breakthrough Sculpture** – Created by artist and Churchill Fellow The Hon. Edwina Sandys, MBE, Winston Churchill’s granddaughter, and dedicated by former President Ronald Reagan on Nov. 9, 1990.



**Former Soviet President Mikhail Gorbachev** – Westminster College witnessed what was believed at the time to be the closure of the Iron Curtain on the Cold War when former Soviet President Mikhail Gorbachev delivered his address titled, “The River of Time and the Imperative of Action” on May 6, 1992.

**“MUSIC IS MORE POWERFUL THAN MISSILES.”**  
**— FORMER SOVIET PRESIDENT MIKHAIL GORBACHEV TO MR. ROEDY**

## CONNECTING WINSTON CHURCHILL TO THE NEXT GENERATION

When former Soviet President Mikhail Gorbachev and many other world leaders followed in Mr. Churchill’s footsteps and visited Westminster to deliver messages of freedom and liberty, a Communist threat was something of a stalemate.

Just a little more than a year before Mr. Gorbachev delivered his speech titled, “The River of Time and the Imperative of Action,” Westminster eagerly welcomed former President Ronald Reagan for a similar purpose.

On November 9, 1990, Mr. Reagan proudly dedicated eight carefully chosen sections of the Berlin Wall that Mr. Churchill’s granddaughter, artist and Churchill Fellow The Hon. Edwina Sandys, MBE, creatively formed into an original sculpture titled *Breakthrough*. As he stood on campus in front of those pieces of the Wall, Mr. Reagan delivered a powerful message that served as final punctuation to his famous “Tear Down This Wall” speech given at the Brandenburg Gate just a little more than three years earlier.

Today, in contrast, our students and faculty members find themselves regularly examining issues of global significance through thoughtful, scholarly assignments and discussions, keeping the tenacious spirit of the British Bulldog alive.

Westminster students are encouraged to examine global issues and ask pertinent questions, particularly following recent Russian aggression in Ukraine: “Is Churchill’s message more relevant than ever? How can our rich history remain relevant? If business can ‘rock,’ as former Chair and CEO of MTV Bill Roedy says in his similarly titled memoir, can history be hip?”

Beginning freshman year, all Westminster students engage with five “domains” that are critical to leadership development. They are then challenged, throughout their four years at the College, to become “leaders of character” in service to the good of society. All students are encouraged to take on campus leadership opportunities, which are numerous as a result of Westminster’s small size. Interwoven into the foundational emphasis on leadership are many lectureships made possible through generous endowments, allowing students to listen to world leaders in the College’s uniquely intimate setting. Many meet the lecturers face to face. Often, students major in Security Studies, Global & Transnational Studies, or Political Science as a result of their associations with Westminster’s lecturers, leading to lucrative careers at the U.S. Capitol or other prestigious locations throughout the world.





# AMERICA'S NATIONAL CHURCHILL MUSEUM

## HOW A 17TH CENTURY LONDON CHURCH ARRIVED AT WESTMINSTER COLLEGE

In the 1960s, Westminster College undertook what *The Times* of London referred to as “perhaps the biggest jigsaw puzzle in the history of architecture.” Westminster shipped the ancient Church of St. Mary the Virgin, Aldermanbury — redesigned/rebuilt in the 17th century by Royal Architect Sir Christopher Wren following the Great Fire of London — from England to the United States. The project rescued St. Mary’s from almost two decades of ruin after an incendiary bomb heavily damaged the church during the Blitz of World War II. Westminster arranged to rebuild the structure stone by stone on campus as a memorial to Winston Churchill’s “The Sinews of Peace,” or “Iron Curtain,” speech delivered at Westminster on March 5, 1946. St. Mary the Virgin, Aldermanbury, today stands on campus as the centerpiece of America’s National Churchill Museum.

In the decades following, as a result of Mr. Churchill’s speech, the foundation of Westminster College’s core value of leadership was solidified. Today, the College consistently acts as a platform and key venue for world leaders to deliver transformative ideas to a global audience. Westminster’s students receive a front-row seat as history is made.

Incidentally, Mr. Churchill himself endorsed the idea of relocating the bombed church from London to Westminster’s campus, calling the ambitious project an “imaginative concept.” Ambition and audacious imagination remain Westminster College’s specialty.

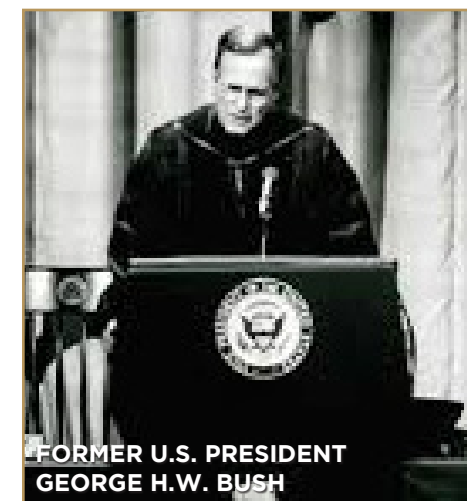
**FOR MORE INFORMATION ON  
AMERICA’S NATIONAL CHURCHILL  
MUSEUM, PLEASE VISIT OUR WEBSITE AT  
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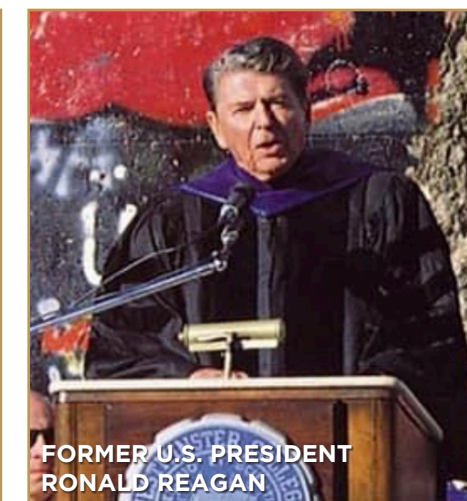
“ PERHAPS THE BIGGEST JIGSAW PUZZLE IN  
THE HISTORY OF ARCHITECTURE.”

— *THE TIMES* OF LONDON

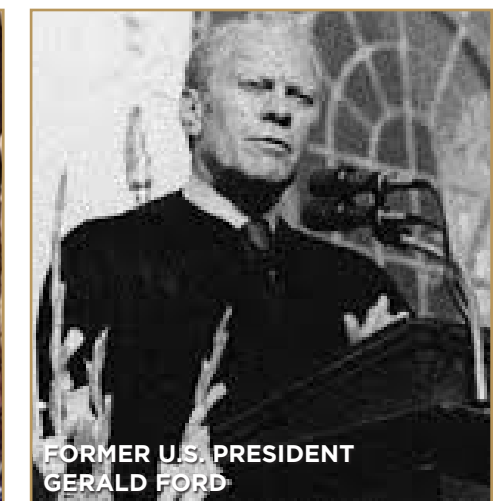




FORMER U.S. PRESIDENT  
GEORGE H.W. BUSH



FORMER U.S. PRESIDENT  
RONALD REAGAN



FORMER U.S. PRESIDENT  
GERALD FORD

## A GLOBAL STAGE IN THE MIDDLE OF AMERICA

Everyone roots for the underdog.

Think of David and Goliath. Cassius Clay and Sonny Liston. Charlie Brown and Lucy (and his football). Even William Shakespeare recognized the significance of small when he penned dialogue for Helena in Act 3, Scene 2, of *A Midsummer Night's Dream*: "Thou she be but little she is fierce."

Through his numerous wartime battles, Winston Churchill had direct experience with the dynamics between the underdog and the bully. Fittingly, his warnings about Soviet aggression came in the most unlikely of places: Westminster College in Fulton, Missouri — a humble location in the middle of rural America.

Westminster is the scrappy little fighter who continues to punch outside of its weight class: Mr. Churchill's "Iron Curtain" speech laid the foundation for other world leaders and dignitaries to deliver messages of significance that have achieved staying power. Past and recent speakers include former Presidents Ronald Reagan, George H.W. Bush and Gerald Ford; former U.S. Secretary of State Madeleine Albright; U.S. General (Ret.) and former CIA Director David H. Petraeus; former Israeli Ambassador Ron Dermer; and Jeh Johnson, former U.S. Secretary of Homeland Security, to name just a few.

More recently, former world chess champion and political activist Garry Kasparov, as well as the Right Hon. James Cleverly, MP, have delivered powerful messages concerning Soviet aggression in Ukraine and concerns about newfound threats to international peace. America's National Churchill Museum on the campus of Westminster College is the fitting location for messages of such impact. Despite its small size and rural location, Westminster is a small college with a global impact — both yesterday and today.

“ ... JOINED WITH YOUR OWN IN FRATERNAL ASSOCIATION,  
THE HIGH ROADS OF THE FUTURE WILL BE CLEAR, NOT  
ONLY FOR US BUT FOR ALL, NOT ONLY FOR OUR TIME,  
BUT FOR A CENTURY TO COME.”

— WINSTON CHURCHILL

“THE SINEWS OF PEACE”

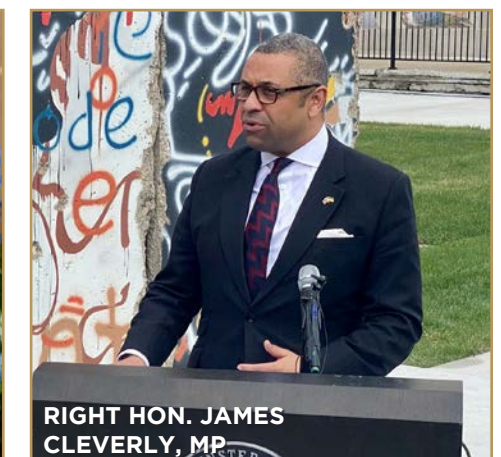
MARCH 5, 1946 AT WESTMINSTER COLLEGE, FULTON, MISSOURI



FORMER U.S. SECRETARY OF  
STATE MADELEINE ALBRIGHT



WORLD CHESS CHAMPION  
AND POLITICAL ACTIVIST  
GARRY KASPAROV



RIGHT HON. JAMES  
CLEVERLY, MP





WESTMINSTER  
COLLEGE

AMERICA'S  
NATIONAL  
CHURCHILL  
MUSEUM

## WAYS TO GIVE

### MAKE A GIFT ONLINE

Make a gift to honor Bill Roedy through our secure online giving site. You can make a one-time gift via debit/credit card or electronic fund transfer.



SCAN THE QR CODE  
OR VISIT [WCMO.edu/Go/Roedy](https://wcmo.edu/Go/Roedy)

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### GIFTS IN THE MAIL

If you prefer to make a gift via check, please mail it to the address below. Indicate the purpose or designation of your gift in the memo line of the check.

Westminster College  
Business Office  
501 Westminster Avenue  
Fulton, MO 65251





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