

Caribbean Television Programming Workshop on HIV/AIDS

Jamaica | May 14-15, 2007

AGENDA

Rose Hall Resort & Country Club
Montego Bay, Jamaica

SUNDAY, MAY 13

10:00 am – 10:00 pm
GUEST ARRIVAL AND CHECK-IN

Lobby

MONDAY, MAY 14

8:00 am – 9:00 am
BREAKFAST & REGISTRATION

*Ballroom Foyer
Rose Hall Resort*

9:00 am – 9:30 am
WELCOME / INTRODUCTIONS

*Rose Hall Room
Rose Hall Resort*

Welcoming Remarks

Dr. Allyson Leacock, Chair, CBMP Steering Committee

Mr. Patrick Cozier, Caribbean Broadcasting Union/Member CBMP Steering Committee

Individual Introductions

9:30 am – 10:15 am
CARIBBEAN BROADCAST MEDIA PARTNERSHIP ON HIV/AIDS

*Rose Hall Room
Rose Hall Resort*

Overview of CBMP & Key Objectives

Dr. Allyson Leacock, Chair, CBMP Steering Committee

LIVE UP Campaign: Key Themes & Strategies

Ms. Tina Hoff, Vice President and Director, Entertainment Media Partnerships,
Kaiser Family Foundation

10:15 am – 12:45 pm
HIV / AIDS IN THE CARIBBEAN

*Rose Hall Room
Rose Hall Resort*

Introduction by: Ms. Jen Kates, Vice President and Director, HIV Policy, Kaiser Family Foundation

10:15 am – 11:00 am
THE CURRENT SITUATION

Ms. Miriam Maluwa, Country Representative for The Bahamas, Cuba and Jamaica, UNAIDS

11:00 am – 11:15 am
BREAK

11:15 am – 12:45 pm

HIV/AIDS: HITTING HOME, PERSONAL STORIES

Moderated by: Dr. Robert Carr, Co-Founder, Caribbean Vulnerable Communities, Jamaica

Ms. Marvelyn Brown, Ambassador and Community Outreach Coordinator, POZ

Ms. Joan Didier, Executive Director, AIDS Action Foundation

Ms. Novlet Dougherty, Executive Director, Jamaica AIDS Support

Mr. Ainsley K. Reid, Programme Officer, Caribbean Conference of Churches

12:45 pm – 2:00 pm

LUNCH

***Luna Di Mare Restaurant
Rose Hall Resort***

2:00 pm – 3:15pm

COVERING HIV/AIDS ISSUES ON TELEVISION: An Open Discussion (Part 1 of 2)

Moderated by: Ms. Jackie Judd, Vice President and Senior Advisor, Kaiser Family Foundation

Rose Hall Room

News and Public Affairs

Mr. Loren Garfield Burford, News Reporter, CVM Television

Mr. Keith Brown, Vice President, News and Public Affairs, Black Entertainment Television (BET)

Ms. Jewel Forde, Producer/Presenter, Caribbean Broadcast Corporation

Ms. Renata Simone, Executive Producer, PBS documentary series: *Age of AIDS*

3:15 pm – 3:30 pm

BREAK

***Ballroom Foyer
Rose Hall Resort***

3:30 pm – 4:45 pm

COVERING HIV/AIDS ISSUES ON TELEVISION: An Open Discussion (Part 2 of 2)

Moderated by: Ms. Tina Hoff, Vice President and Director, Entertainment Media Partnerships, Kaiser Family Foundation

Rose Hall Room

Entertainment and Lifestyle Programming

Ms. Dale Forde, Producer, Caribbean Media Corporation

Ms. Cathy Phiri, Public Affairs Officer, MTV International, *MTV Uncensored Show*

Mr. Paul Richards, Co-Host, The Paul & Nikki Show, Gayelle TV

Mr. Kerry Singh, Marketing Manager, Population Services International

4:45 pm – 5:00 pm

WRAP-UP

Facilitated by: Dr. Allyson Leacock, Chair, CBMP Steering Committee

Mr. Patrick Cozier, Secretary-General, Caribbean Broadcasting Union

***Rose Hall Room
Rose Hall Resort***

6:30 pm – 8:00 pm

DINNER

Co-hosted by: CVM Communications Group & RJR

Honoring: “Getting on With Life” campaign with remarks by Faith Hamer,
Jamaica Ministry of Health

***Wedding Gazebo & Garden
Rose Hall Resort***

TUESDAY, MAY 15

8:00 am – 9:00 am
BUFFET BREAKFAST

Ballroom Foyer
Rose Hall Resort

9:00 am – 9:30 am
WELCOME AND REVIEW

Rose Hall Room
Rose Hall Resort

Dr. Allyson Leacock, Chair, CBMP Steering Committee
Mr. Patrick Cozier, Secretary General, Caribbean Broadcasting Union

9:30 am – 10:30 am
A CONVERSATION WITH GLORIA REUBEN, ACTOR, *ER* and
HBO's *LIFE SUPPORT*

Rose Hall Room
Rose Hall Resort

Interviewed by: Ms. Jackie Judd, Vice President and Senior Advisor, Kaiser Family Foundation

10:30 am – 10:45 am
BREAK

Ballroom Foyer
Rose Hall Resort

10:45 am – 12:00 pm
CASE STUDY: CONTESTS, SCREENPLAYS AND AUDIENCE INVOLVEMENT

Rose Hall Room
Rose Hall Resort

Moderated by: Ms. Nneka Norville, Program Officer, Kaiser Family Foundation

Black Entertainment Television's Rap-It-Up/Black AIDS Short Subject Film Competition
and Scenarios USA/Rap-it-Up "What's the Real Deal" Scriptwriting Contest:

Ms. Sonya Lockett, Vice President Public Affairs, Black Entertainment Television (BET)

Ms. Sonya Wells, Project Manager, Scenarios USA

MTV International's 48fest Short Film Competition (conducted onsite at the 2006 International
AIDS Conference, Toronto):

Ms. Cathy Phiri, Public Affairs Officer, MTV International

12:00 pm – 1:30 pm
LUNCH

Luna Di Mare Restaurant
Rose Hall Resort

1:30 pm – 3:00 pm
BREAKOUT GROUPS

Rose Hall Room
Rose Hall Resort

Introduction by: Dr. Allyson Leacock, Chair, CBMP Steering Committee

Facilitated by: Kaiser Family Foundation staff

Review Programming Models & Formats

Conceptualize Programming Concepts for Home Stations

Develop other Creative and Collaborative Approaches

3:00 pm - 3:15 pm
BREAK

Ballroom Foyer
Rose Hall Resort

3:15 pm – 4:30 pm

SHARING GROUP IDEAS

Facilitated by: Mr. Patrick Cozier, Secretary General, Caribbean Broadcasting Union

***Rose Hall Room
Rose Hall Resort***

4:30 pm – 5:00 pm

PROGRAM TRACKING AND EVALUATION

Ms. Nneka Norville, Program Officer, Kaiser Family Foundation
Mr. Stephen Massey, Senior Program Officer, Kaiser Family Foundation

***Rose Hall Room
Rose Hall Resort***

5:00 pm – 6:00 pm

WRAP-UP, CLOSING CEREMONY & GROUP PHOTO

***Rose Hall Room
Rose Hall Resort***

7:00 pm – 9:00 pm

COCKTAIL RECEPTION

Hosted by: Caribbean Broadcasting Union

Remarks by: Dr. Beverley Wright-Roberts, Regional Technical Director, Western Regional Health Authority, Jamaica

***Sugar Mill Falls
Rose Hall Resort***