



FALL 2006 PROGRAMMING PACKAGE

Enclosed, please find the contents of the Fall 2006 CBMP *Quarterly Programming Package*, including repurposed existing content from other campaigns and initiatives for both radio and television. Over the coming months, the Partnership will develop new content created especially for our Caribbean audience that will be introduced in subsequent packages. If you would like to submit original, rights-free content for consideration in future programming packages, please contact us at info@broadcasthivcarib.org.

CONTENT DESCRIPTION

1. Public Service Announcements (Television)

Reality Check PSAs: Black Entertainment Television (BET) has generously allowed for the rights-free distribution of two PSAs (Reality Check: Group :15, Reality Check: Marvelyn :30), originally produced with the Kaiser Family Foundation (KFF) as part of an ongoing public education campaign on HIV/AIDS, *Rap It Up*. These PSAs include messages of awareness and personal responsibility.

2. Special Documentary (Long-Form Television Program)

Naked Truth 2 Documentary: Produced by Black Entertainment Television, in partnership with the Kaiser Family Foundation, the *Naked Truth: The Lessons Continue* is a 30-minute documentary that engages viewers in many of the issues surrounding HIV/AIDS — particularly through the lens of sexual identity, self-image, and sources of support. It originally aired on BET's "Cable in the Classroom" series, encouraging teachers to tape the show and share it in their classrooms. We encourage you to introduce the documentary in the same way, and perhaps broadcast it multiple times so that teachers can have ample opportunity to tape it for their classes. Teachers interested in getting a programming guide for the documentary may email info@broadcasthivcarib.org with their request.

Stars for Hope Documentary: CMC has allowed for the rights-free distribution of a 24-minute documentary that they produced in the region showing interviews with famous Caribbean musicians. The musicians speak about how their lives have been affected by HIV/AIDS and share messages of testing, responsibility, and communication.

3. Entertainment (Short Film)

Tangy's Song: Produced by Black Entertainment Television, The Black AIDS Institute, and the Kaiser Family Foundation, *Tangy's Song* (24 minutes) tells one woman's story of finding out she, her fiancé, and her baby are all HIV positive. The show chronicles Tangy's battle and highlights her ultimate choice to live a full, happy life as an HIV positive woman, wife, and mother.

4. Radio Programming

Thembe's AIDS Diary: This 30-minute radio series showcases a young South African woman who, using a tape recorder, tells the story of her life and her HIV positive status. The series is produced and edited by Joe Richman, in conjunction with National Public Radio.

5. News Information and Programming

Toronto Highlights Reel: This reel includes highlights from the International AIDS Conference held in Toronto in August. It also includes a compilation of television reports done by regional journalists at the conference.

Science Magazine: AIDS in Latin America and the Caribbean: *Science* magazine recently printed a special issue devoted to the issue of AIDS in Latin America and the Caribbean. Jon Cohen, an American journalist, traveled to the region and wrote stories on the region and individual countries challenged by HIV/AIDS. This could be an excellent piece to inform a news program as well as a longer story about a particular country or the epidemic in the region in particular.

Quarterly AIDS News Update: The Partnership has compiled relevant news stories from the past quarter to inform news reports or journalistic magazine shows. The Update includes suggestions on ways local news or public affairs programming might explore these issues in greater detail. The Update also includes upcoming events, related to HIV/AIDS in the Caribbean, taking place in the region.

6. Tracking Form & Evaluation Survey

The enclosed tracking form should be completed by broadcasters to monitor placement on materials included in this Programming Package. Broadcasters are requested to return these forms by fax to Kimberly Dasher, (650) 854-4800, no later than **November 30, 2006**

TERMS OF USE

All materials included in this Package are made available rights-free to Caribbean broadcasters who are members of the Caribbean Broadcast Media Partnership on HIV/AIDS. All prior branding on the end slates has been removed and replaced with the CBMP logo. The end slate cannot be altered, but broadcasters may add voiceover to the end slate with information about local AIDS service organizations or testing events.

These materials may only be used during airtime donated by the broadcaster and may not be placed during paid time. The spots cannot be retagged with corporate brands, re-used or sold.

FORMAT & USAGE

Pursuant to our Declaration of Commitment on Media Response to HIV/AIDS, signed in Bridgetown on May 10, 2006, broadcasters are encouraged to air these materials free-of-charge throughout the programming schedule, including during prime-time. At the CBU's 2006 Annual General Assembly, CBMP broadcast companies affirmed their commitment to dedicate a minimum of 30 seconds per hour (12 minutes per day) for HIV-related programming distributed through the partnership.

Materials are provided in DVD format, pursuant to the preferences articulated by broadcasters in the June 2006 CBMP members' survey. The CMC will also make them available via satellite. For more information about satellite distribution, please contact Errol Clarke via email: errol.clarke@cmccaribbean.com.

QUESTIONS?

If you have questions about the items included in this Programming Package, or to request a different format, please email us at info@broadcasthivcarib.org or contact Kimberly Dasher at +1 (650) 854-9400.