

CBMP RADIO PROGRAM WORKSHOP
Wednesday, January 24, 2007

SMALL GROUP IDEAS

TEAM “A” – Dennis Johnson

1. Incorporate diary-like spots on HIV/AIDS pre-news, featuring “testimonials” from people living with HIV/AIDS and others involved/affected;
2. Use popular DJs to reinforce HIV messages in community events through “play-offs”
3. Develop innovative stories around: HIV testing; tourism; parents & children; partner with organizations to research and develop these stories.
4. Incorporate new media into programming, eg. texting messages to audience

TEAM “B” – Fabia Reid

Target audience: 14-25 years old

1. Music contest to develop “Live Up” jingles / songs. Winners may become youth reporters. Celebrities may perform winning jingles / songs, possibly incorporated into PSAs.
 - **Rawle Nelson: very enthused about music competition; similar competition took place in DR
 - **Guyana had jingle competition
 - **US Embassy sponsored competition on Calypso
2. Short weekly segments featuring leaders and “real people” talking about “what ‘live up’ means to them?” or “what they are doing to ‘live up’?”
3. Quiz / call in/out campaign where audiences must answer call with “live up” and answer a question from previous news story.
4. Produce a “sex myths” show / segments where young people submit questions that an expert responds to on-air.

**incorporate “Live Up” into existing concerts

TEAM “C”(Spice Group) – Donellis Browne

1. Five minute vox pops segments reflecting myths with expert to debunk. Ends with an overarching quiz show—possibly in competition across radio stations/countries. Broadcast from schools.
2. Young people “interview” peers and parents about sex-/ relationships-related issues – with tie-ins through school debates, links with other broadcasters
3. Ongoing series examining stigma behind HIV and other health issues—and how impacts health care and well-being.
4. Long-form magazine format program about women’s empowerment (especially issues that are otherwise not discussed) with jingles / short segments incorporated between segments.