

**PROGRAMME PACKAGE  
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Enclosed please find your WAD Programme Package content from the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP).

- **Television Entertainment Programming**
  - **“The Diary of Kelly Rowland”** - Grammy-Award winner and Staying Alive Foundation ambassador, Kelly Rowland travels to South Africa, Kenya, Tanzania and the US and engages in frank and intimate discussions with young people on HIV/AIDS and how they stand up as heroes in the face of the epidemic. **Run Time: 1 Hour**
  - **LIVE UP: The Show – UWI Special** - LIVE UP: The Show moves outside of the studio into the University of the West Indies, Cave Hill Campus in this WAD special taping with a live audience of enthusiastic UWI students. LIVE UP Hero, Corey Lane, talks about working in the field of HIV/AIDS and what it means to be a LIVE UP Hero. Students were also able to participate in a quiz led by Corey as he tested their knowledge about HIV/AIDS. **Run Time: 30:00**
  - **LIVE UP: The Show Promos** - Two :30 promos for LIVE UP: The Show. One promo will introduce the LUTS UWI Special. There is also a promo included for the November episode of LUTS which was sent to you in your previous Programme Package. These promos may be aired in the week leading up to your scheduled airing of the show. **Run Time: :30 each**
  - **“Complex Problems, Simple Solutions”**, In this documentary the Caribbean Treatment Action Group (CTAG) in collaboration with the Caribbean Vulnerable Communities Coalition (CVC), journeys to St. Lucia, Jamaica and Trinidad to engage the stakeholders there on the issue of universal access to treatment especially in relation to vulnerable communities. This documentary takes a frank look at the complex problems surrounding access to treatment for groups such as the homeless and substance users, offering some of the simple solutions to combating these problems.
- **Radio Entertainment Programming**
  - **LIVE UP: The Show – Radio Series** - The CBMP is pleased to launch

LIVE UP: The Show for Radio. This new radio version of the show features eight entertaining and informative segments on HIV/AIDS in the region. This series highlights our everyday regional heroes who are making a difference and LIVING UP in the face of HIV/AIDS in the region.

- **Two 60 second PSAs:** These thought provoking PSAs deal effectively with the question of access to treatment in relation to HIV/AIDS. Listeners get the opportunity to hear first hand from Pansy, a homeless woman living and surviving HIV in Kingston, Jamaica, on the difficulties of accessing treatment. We are all reminded that we are aware of the facts surrounding HIV/AIDS in the region and therefore need to take action today.