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**FOR IMMEDIATE RELEASE**  
**Thursday, November 27<sup>th</sup>, 2008**

**The Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) and UWI Unite to  
LIVE UP for World AIDS Day**

**BRIDGETOWN, Barbados:** The **Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP)** has distributed an exciting package for Caribbean broadcasters for World AIDS Day 2008. The CBMP distributes programme packages to its 83 broadcast members in 25 territories throughout the region in an effort to help stem the spread of HIV through the empowerment of knowledge and education. This package includes bold new programming for both radio and television that is both informative and entertaining:

- **CBMP** television members will receive a one of a kind special for their World AIDS Day LIVE UP: The Show (LUTS) programme which is also the launch of the second series of LUTS for television. The **CBMP** partnered with the **University of the West Indies (UWI)**, Cave Hill Campus and in collaboration with the **UWI HIV/AIDS Response Programme (UWI HARP)**, moved LUTS out of the studio onto the campus for a special WAD episode featuring a live UWI student audience. This interactive session also features LIVE UP Hero, Corey Lane, who not only provides a wealth of information on HIV/AIDS but also hosts an interactive quiz with the enthusiastic students. On hand to share their technical knowledge and engage the Caribbean students on a range of issues related to HIV/AIDS were Professor Christine Barrow of UWIHARP; Roberta Clarke from UNIFEM; Dr. Hughson Inniss representing the Faith Based perspective; Ingrid Hope of CARE BARBADOS; the new Director of the National HIV/AIDS Commission Ms. Jacqui Wiltshire Gay and Nalita Gajadhar from the Bureau of Gender Affairs.
- **Programming from Regional Partners**  
A regional documentary with a fresh perspective on the epidemic is also included for our TV members. The Caribbean Treatment Action Group (CTAG) and the Caribbean Vulnerable Communities Coalition (CVC) produced the moving documentary, “**Complex Problems, Simple Solutions**”. This programme takes viewers 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. Viewers get the opportunity to take an honest look at the complex problems surrounding access to treatment for groups such as the homeless and substance users, while being offered some of the simple solutions to combating these problems.

“Partnership is one of our core objectives in the CBMP and this documentary represents partnership in action as CVC partnered with CBMP to share it with the region. It is important for us as a region to hear and see members of our vulnerable communities telling their stories. This brings a much needed human face to this pandemic and invites us as a region to come face to face with the many triggers of HIV-related stigma and discrimination” Dr. Leacock noted.

- **Programming from International Partners**

MTV is also an international partner with the CBMP and they have provided “**The Diary of Kelly Rowland**” an MTV documentary featuring Grammy-Award winner and **Staying Alive Foundation** ambassador, **Kelly Rowland**. She takes viewers on a journey chronicling her recent travels throughout South Africa, Kenya, Tanzania and the US. This documentary features the celebrity engaging in frank and intimate discussions with young people who she meets on her journeys about how they overcome experiences related to HIV/AIDS and how they stand up as heroes in the face of the epidemic.

- **New CBMP Radio Programming**

New programming was also included for the CBMP radio members with popular reggae artist **Tanya Stephens** and novelist **Rosemarie Stone** lending their voices to the first ever series of LIVE UP: The Show (LUTS) for radio. Along with these two well known personalities, **CBMP** radio members will get the opportunity to air short segments from other regional heroes who all have engaging stories to tell about their response to HIV/AIDS in the region. This series takes listeners from Jamaica to Barbados, Guyana, Belize, St. Maarten and also Grenada to highlight regional heroes and how they LIVE UP in the face of HIV/AIDS in the region.

“There was a natural segue from our half hour television version of LUTS into our radio series to enhance the local HIV/AIDS programming produced by our members across 25 Caribbean countries. World AIDS Day provides an ideal opportunity to refocus our efforts throughout the year and launch for the year ahead. So this also represents the expansion of our recently launched Heroes Campaign. This radio series highlights the Caribbean reality on HIV/AIDS and it is our hope that this type of programming will demonstrate the leadership role of Caribbean media in the response to HIV/AIDS and inspire the production of more regional programming of high quality” says **CBMP** Executive Director, Dr. Allyson Leacock.

“The CBMP has compiled a programme package which offers broadcast stations effective and quality programming not only for World AIDS Day but to include in their everyday programme schedules all year. This commitment by **CBMP** members to air this programming is a shining example of leadership by the media as the world celebrates the 20<sup>th</sup> anniversary of World AIDS Day stated Dr. Leacock.

## **ABOUT THE LIVE UP HEROES CAMPAIGN**

LIVE UP travelled across the Caribbean, from Bahamas to St. Lucia, to meet with people making a difference in the face of HIV/AIDS. There are seven LIVE UP Heroes featured in this campaign

who all have a story to tell about how HIV/AIDS has affected them. Each is LIVING UP in their own way to help address HIV/AIDS in their community. These LIVE UP Heroes inspire others to become heroes in the fight against HIV/AIDS. To learn more about the campaign or nominate future LIVE UP heroes, visit [www.iliveup.com](http://www.iliveup.com).

LIVE UP Heroes 2008:

- **Wendy Fitzwilliam (Trinidad):** Miss Universe 1998, UNAIDS Goodwill Ambassador, and Founder of The Hibiscus Foundation
- **Alison Hinds (Barbados):** mother, SOCA queen, and HIV/AIDS educator
- **Keith Kemp (Bahamas):** peer educator, HIV counsellor, and Youth Ambassador for Positive Living
- **Corey Lane (Barbados):** youth organizer, community mentor, television host
- **Shana Maruis (St. Lucia):** friend, listener, youth HIV educator
- **Kerrel McKay (Jamaica):** daughter, caretaker, HIV outreach worker
- **Luke Sinnette (Trinidad):** educator, advocate, President of “Friends for Life”

## ABOUT THE CBMP

Created in 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) unites 83 top broadcasters from 25 countries in the region’s first coordinated media response to the pandemic. The Partnership creates a structured framework for sharing information and resources among broadcasters that significantly expands HIV/AIDS-related programming and public education activities across the Caribbean. Member broadcasters deliver HIV/AIDS information across a variety of platforms and formats, including targeted public service announcements (PSAs), entertainment programming, news and public affairs programming, and online resources. In 2007, the CBMP launched **LIVE UP** – the Caribbean’s first media-led regional initiative that links people together with one message of hope and possibility and inspires everyone to consider what is within their power to stem the spread of HIV/AIDS.

The CBMP is overseen by a Steering Committee of broadcast executives representing a diverse constituency of media houses and countries from the region, and operates from a regional headquarters office in Barbados reporting to an independent Board of Trustees chaired by Sir George Alleyne, UN Special Envoy on HIV/AIDS for Latin America and the Caribbean. The CBMP receives technical guidance and production support from the Kaiser Family Foundation. The Ford Foundation and the Elton John AIDS Foundation provide additional financial support to underwrite production of campaign materials and informational resources. For more information on the CBMP at <http://www.cbmphiv.org> and to learn more about LIVE UP and the Heroes Campaign you may visit <http://www.iliveup.com>