



2007 SMALL PROJECT AWARDS FOR DEVELOPMENT OF HIV/AIDS PROGRAMMING

The CBMP Project Awards Program aims to underwrite the development and production of original local television and radio programming on HIV/AIDS and related issues in the Caribbean. The Project Awards were announced in conjunction with the launch of the LIVE UP campaign in March 2007. CBMP broadcast members were invited to submit proposals for programming that were then reviewed by a regional committee using a set of standard criteria.

The 2007 CBMP Project Awards will involve celebrities, youth, musical artists and representatives of vulnerable communities in creating innovative pieces about HIV/AIDS for radio and TV broadcast. The recipients include:

Grenada Cablevision Ltd., Community Channel 6 (Grenada) – *The Wave of Tomorrow: It Can Happen to Me*

A 60-minute video documentary on the effects of HIV and AIDS with specific emphasis on Grenada's response to the epidemic.

Caribbean Media Corporation (Regional) – *Stars for Hope III*

Stars III, a half-hour documentary film that blends music and performance, will use the voices and images of Caribbean artists and West Indies cricketers to focus on the link between substance abuse and HIV, featuring the story of a former entertainer who lived on the streets after becoming addicted to drugs.

CVM Jamaica – *Sparking the Consciousness*

As part of a three month campaign focusing on HIV prevention and behavioral change, a forum on World AIDS Day (Dec. 1) 2007 will be held in Kingston, Jamaica to focus on the following HIV-related themes – protection, testing, living with HIV/AIDS, and discrimination.

Great Belize Productions (Belize, TV Channel 5) – *HIV and Vulnerable Populations: MSMs and CSWs*

A television news feature/documentary production featuring individuals in vulnerable populations such as men who have sex with men (MSM) and commercial sex workers (CSW) and organizations that work with these groups to highlight issues related to HIV/AIDS.

National Broadcasting Corporation of St. Vincent & the Grenadines – *Youths Dubbing/Rapping against HIV/AIDS*

A competition with the popular medium of dub to develop specific messages in musical form for broadcasting during HIV programming. Winners will have opportunities to serve as youth ambassadors at HIV/AIDS events.

The programming will be made available rights-free to broadcast companies across the region as part of the CBMP's regular distribution of Programming Packages for its broadcast membership. The 2008 Projects Awards Program will be announced in early 2008.