



SUMMER 2006 PROGRAMMING PACKAGE

In an effort to sustain the momentum generated during our Bridgetown Summit, this first *Quarterly Programming Package* includes repurposed existing content from other campaigns and initiatives. Over the next 6 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)

- **Respect Yourself PSAs:** Black Entertainment Television (BET) has generously allowed for the rights-free distribution of two PSAs (About Male :30, About Female :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 encourage HIV testing and include messages of individual respect and personal responsibility.
- **Cricket PSA:** The Mumbai-based Heroes Project has allowed for the rights-free distribution of a PSA (Dressing Room :30) featuring Indian cricket star Rahul Dravid. In this spot, also produced in partnership with KFF, Dravid encourages prevention and protection. This spot may be especially relevant for placement in June/July 2006, as a follow-up to the visit to the region by Dravid and the Indian Cricket Team.

2. Special Documentary (Long-Form Television Program)

***Once There Was A Country: Revisiting Haiti* Documentary:** Courtesy of the Green Family Foundation, this special 55-minute documentary is being circulated rights-free for the first time exclusively to Caribbean broadcasters. Narrated by former U.S. poet laureate Dr. Maya Angelou and Guy Johnson, the film examines the causes of the present health care crisis in Haiti and provides examples of how innovative programs can alleviate poverty and disease in the country's most isolated regions. Also included is a special **Programming Guide** with broadcast recommendations and background information that can inform public affairs or news programming developed by your network in conjunction with the film release.

3. Caribbean HIV/AIDS Fact Sheet

The Kaiser Family Foundation has updated the Caribbean HIV/AIDS Fact Sheet with the latest data and information from UNAIDS (May 2006). This information can be used to inform news or public affairs programming.

5. Tracking Form & Evaluation Survey

The enclosed tracking form should be completed by broadcasters to monitor placement on materials included in this Programming Package. Also included is a brief survey to help us

improve the contents and distribution of future packages. Broadcasters are requested to return these forms by fax to Kimberly Dasher, (650) 854-4800, no later than **September 30, 2006**

Please note that this Package does not include any radio PSAs. We are currently working on gathering radio that can be used in the region while we work to create new radio messages. If you have radio programming that you would like to submit for use in the Fall Package, please contact creative@broadcasthivcarib.org.

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. Members of the CBMP Steering Committee have each already pledged 30 seconds of air time per hour, including during prime-time, for HIV/AIDS messaging distributed by the Partnership. The Committee will be taking this recommendation to the full group in August 2006 to endorse.

Materials are provided in DVD format, pursuant to the preferences articulated by broadcasters in the June 2006 CBMP members' survey. We will be working with the CMC on making these available via satellite for future Packages.

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) 234-9239.