

## WORLD AIDS DAY 2007 PROGRAMMING PACKAGE

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Enclosed, please find the contents of the **World AID Day 2007 CBMP Programming Package** . Each year World AIDS Day is on December 1<sup>st</sup>, and this year, the programming package is focused on reducing stigma and discrimination in recognition of this special day. World AIDS Day is an opportunity to dedicate additional time to HIV/AIDS focused programming like those included, and we encourage all broadcasters to air this content with that in mind.

#### 1. Programming Disks/CDs and Guides

- **LIVE UP: The Show**
  - TV: LIVE UP The Show – Pilot Episode 30:00
  - TV: LIVE UP The Show – Promos :15
- **LIVE UP Public Service Announcements**
  - TV: Jam Session: House :45
  - TV: Jam Session: Club :45
  - TV: Text Messaging Resource Promo :15
  - Radio: Jam Session: House :45
  - Radio: Jam Session: Club :45
  - Radio: Text Messaging Resource Promo :15
- **Television Entertainment Programming**
  - Great Belize Productions: HIV and Vulnerable Populations 23:15
- **Television News Programming**
  - MTV Staying Alive Testing Diaries Special(with segments from Africa, the Caribbean and India) 21:25
- **Radio News Programming**
  - NPR: Tell Me More- July 23, 2007 – featuring Devon Kennedy, a seventeen year old talking about abstinence and HIV/AIDS 10:37
  - NPR: News and Notes – August 20, 2007 – featuring Sylvia Glover and Dr. Luther Virgil talking about myths around HIV/AIDS transmission 8:21
- **Internet Banner Ads**
  - LIVE UP: The Show
  - LIVE UP Text Messaging Resource

#### 2. CBMP World AIDS Day Press Release

#### 3. Website Tracking System Guide

#### 4. 2008 Small Project Awards Solicitation

#### 5. LIVE UP Stickers (Stickers and Suggested Use)

## **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 LIVE UP 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. At the CBU's 2006 Annual General Assembly, CBMP broadcast companies affirmed their commitment to dedicate a minimum of 30 seconds per hour (12 minutes per day) for HIV-related programming distributed through the partnership.

Materials are provided in DVD format, pursuant to the preferences articulated by broadcasters in the June 2006 CBMP members' survey. The CMC will also make them available via satellite. For more information about satellite distribution, please contact Errol Clarke via email: [errol.clarke@cmccaribbean.com](mailto:errol.clarke@cmccaribbean.com).

## **LIVE UP: THE SHOW**

If you would like to volunteer a local broadcaster to produce a LIVE UP: The Show segment, contribute a show idea or nominate someone for the "How I LIVE UP" segment, please visit: [www.iliveup.com](http://www.iliveup.com) and click on LIVE UP: The Show to contact show producers with your interest and contact information.

## **FUTURE PACKAGES**

If you would like to submit original, rights-free content for consideration in future programming packages, please contact us at [info@broadcasthivcarib.org](mailto:info@broadcasthivcarib.org).

## **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](mailto:info@broadcasthivcarib.org) or contact Caroline Herter at +1 (650).854-9400.