

JUNE 2007 PROGRAMMING PACKAGE TABLE OF CONTENTS

Enclosed, please find the contents of the June 2007 CBMP Programming Package which is focused on the LIVE UP messages of Love, Protect, Respect with a particular emphasis on encouraging HIV testing across the region. Over the next several months, we encourage you to air the contents of this programming package to raise awareness among your audiences of the importance of HIV testing as the only sure way to know your HIV status. The package includes new content created especially for our Caribbean audience, re-purposed content from other international campaigns including initiatives for both radio and television, as well as a special HIV testing brochure. We encourage you and your audiences to consider these testing messages as part of how you can LIVE UP in your own life, and in your communities. If you would like to submit original, rights-free content for consideration in future programming packages, please contact us at info@broadcasthivcarib.org.

Programming Guides

- **LIVE UP Public Service Announcements**
TV: Danielle's Date :45
TV: Roger's Date :45
TV: Get Tested :30
Radio: After Danielle's Date :30
Radio: After Roger's Date :30
- **Television Entertainment Programming**
think HIV: This is Me
- **Television Entertainment Programming**
Reflections
- **Radio Entertainment Programming**
Portrait of a Plague
- **Television News and Public Affairs I**
Red Blood, Green Dollars, Black Skin
ICC World Cup Cricket and CBMP Partnership: Opening and Closing Ceremonies
- **Television News and Public Affairs II**
A Series of Interviews on HIV/AIDS in the Caribbean and HIV Testing
Video Footage for News and Public Affairs Programming
- **Radio News and Public Affairs I**
Thembi, A Year Later: Life with HIV
Queen Latifah on New Movie "Life Support"
WHO Recommends Circumcision, Citing HIV Data
- **Radio News and Public Affairs II**
A Series of Interviews on HIV/AIDS in the Caribbean and HIV Testing

HIV Testing Fact Sheet
Tracking System Guidelines
LIVE UP Press Release
DVDs/CDs

- LIVE UP Public Service Announcements
- *think* HIV: This is Me
- Reflections
- Portrait of a Plague
- TV News and Public Affairs Packages I and II
- Radio News and Public Affairs Packages I and II

LIVE UP Brochure

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.

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 Nneka Norville at +1 (650) 440-3429.