



## **WINTER 2006 WORLD AIDS DAY PROGRAMMING PACKAGE**

Enclosed, please find the contents of the Winter 2006 CBMP Quarterly Programming Package, including re-purposed existing content from other campaigns and initiatives for both radio and television. Over the coming 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](mailto:info@broadcasthivcarib.org).

### **CONTENT DESCRIPTION**

#### **1. Public Service Announcements (Television)**

**25 Heroes PSAs:** Black Entertainment Television (BET) has generously allowed for the rights-free distribution of four PSAs (25 Heroes: Danny Glover (:30), 25 Heroes: Alicia Keys (:30), 25 Heroes: Sheryl Lee Ralph (:30), 25 Heroes: Wyclef Jean (:30)) originally produced with the Kaiser Family Foundation (KFF) as part of an ongoing public education campaign on HIV/AIDS, *Rap It Up*. In commemoration of 25 years of HIV/AIDS, this special "Heroes" collection recognizes and acknowledges an extraordinary group of doctors, activists, public officials, celebrities and people living with HIV/AIDS both domestically and internationally.

**Ouch! Television PSAs:** Through the *Ouch!* campaign, the Caribbean Epidemiological Center (CAREC) and the Pan-American Health Organization (PAHO/WHO) seek to identify the pain stigma and discrimination inflict upon people living with HIV/AIDS, to increase tolerance and acceptance of that community, and to help them deal with their status. Three television PSAs from the campaign are included in this package ("Young People" (:32), "Protection" (:48), "Doctor" (:28)). They all focus on the message that discrimination does not protect against HIV...It hurts.

#### **2. Public Service Announcements (Radio)**

**Ouch! Radio PSAs:** As a part of the *Ouch!* campaign the radio PSAs "Myths" (:30) and "Employer" (:30), like their television counterparts, hope to educate their audience about the negative effects of stigma and discrimination.

#### **3. Entertainment Programming (Television)**

**48Fest (Documentary & Short Film Compilation):** Produced by MTV International, in partnership with the Kaiser Family Foundation, *48Fest* documents a 48-hour film competition held at the XVI International AIDS Conference 2006 in Toronto, Canada and hosted by Staying Alive, MTV International's campaign against HIV/AIDS. *48Fest* gave 48 youths from all over the world 48-hours to write, shoot, edit and deliver a three-minute short film. Each of six teams was assigned with creating a film focusing on one of eight HIV and AIDS-themed subjects. Hosted by Nelly Furtado, this 36-minute special follows the aspiring filmmakers on their 48-hour journey concluding with their finished films and the selection of a winning team. Since the documentary itself does not show any of the films produced during the competition in their entirety, MTV International has also given rights-free access to all eight films produced during *48Fest* including the winning film. The winning team covered the topic of stigma and discrimination in their short film entitled: "Fear and Loathing."

***What's Going On? HIV/AIDS in the Caribbean:*** Produced by Showtime Networks, in cooperation with the United Nations, "What's Going On" is a 10-part documentary series focused on children caught in the crossfire of global conflicts and health crises. A celebrity spokesperson for the United Nations hosts each half-hour episode. This episode, the first of the series, is hosted by Danny Glover and highlights the plight of children infected with HIV/AIDS in the Caribbean using the story of children at Cyril Ross Nursery in Trinidad and Tobago as the focal point of the show.

#### 4. Entertainment Programming (Radio)

***Consequences:*** The Barbados Government Information Service (BGIS) has allowed for the rights-free distribution of the recently produced radio drama "Consequences." The drama focuses on the impact of the HIV/AIDS pandemic on the lives of a number of young university students, as they grapple with the effects of HIV/AIDS and issues of morality, trust and responsibility. "Consequences" seeks to effect behavioral change as it relates to HIV/AIDS in Barbados.

#### 5. News and Information Programming (Television)

***HIV Testing in Belize:*** Produced rights-free by Great Belize Productions, Kendra Griffith presents this three-part series reporting on both the necessity for and the ease with which HIV testing can be obtained in Belize. In the 20-minute piece, Griffith explains that if Belize and the world are going to stop the rising rates of HIV infection, then the initial step is to encourage people to know their HIV status through HIV testing.

***AIDS: Sustaining the Momentum:*** A production of CBC news, hosted by Jewel Forde, "AIDS: Sustaining the Momentum," features an interview with Ambassador Mark Dybul, US Global AIDS Coordinator, on the state of the epidemic in the Caribbean and efforts to fight it. In the interview, Ambassador Dybul highlights the importance of public-private partnerships, giving special recognition to the CBMP, the role of personal responsibility, community-based activities, and education to combat stigma and discrimination as major areas of importance in the fight against HIV/AIDS.

#### 6. News Information and Programming (Radio)

***Living with AIDS:*** Produced by National Public Radio and provided rights-free, "Living with AIDS" is a series exploring the disease's impact around the world. Enclosed in this package are 3 episodes of the series exploring variations on this theme. The first episode "AIDS in Kenya: Glimmers of Hope," discusses the impact of the epidemic in Kenya's western Suba District and highlights signs of hope for its residents amid the devastation (11:57). The second episode "Houston- The Stigma of AIDS Poses a Health Risk" looks at the dangers stigma poses to the residents of Houston, Texas, many of whom live in denial of HIV (7:18). The third episode "Resistant TB Strikes South Africans with HIV" investigates a drug resistant form of tuberculosis that has shown up among people infected with HIV in South Africa (3:19).

#### 7. Supplemental Materials

***Quarterly AIDS News Update:*** The Partnership has compiled relevant news stories from the past quarter to inform news reports or journalistic magazine shows. The Update includes suggestions on ways local news or public affairs programming might explore these issues in greater detail. The Update also includes upcoming HIV/AIDS-related events taking place throughout the Caribbean.

**Programming Guides:**

- ***48Fest***
- ***What's Going On?***
- ***Consequences***
- ***HIV Testing in Belize***

**8. Tracking Form & Evaluation Survey**

The enclosed tracking form should be completed by broadcasters to monitor placement of materials included in this Programming Package. Broadcasters are requested to return these forms by fax to Kimberly Dasher, +1 (650) 854-4800, no later than **January 31, 2007.**

**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. 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).

**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 Nneka Norville at +1 (650) 854-9400.