



▶▶▶ A Public Education Initiative

## NEWS RELEASE

### **BBC WORLD SERVICE LAUNCHES FIRST EDUCATIONAL HIV/AIDS CAMPAIGN**

#### **Messages and programs to be developed for Africa and the Caribbean, through a BBC World Service Trust, Kaiser Family Foundation and Viacom partnership**

London and New York, May 19, 2003—The BBC World Service Trust, the charitable arm of the BBC, in partnership with the Kaiser Family Foundation, a leader in health information and research, and Viacom, one of the largest media companies in the world, announced the launch of a year-long campaign to combat the spread of HIV/AIDS in Africa and the Caribbean beginning fall 2003.

This partnership will initiate the BBC World Service's first-ever public education campaign tackling HIV/AIDS in these two regions. Public education programs and services produced under the partnership will be made available rights-free to other broadcasters. This collaboration builds on the success of the Viacom and Kaiser Family Foundation's KNOW HIV/AIDS campaign, which launched in the U.S. this January.

Africa, particularly sub-Saharan Africa, has the highest HIV/AIDS prevalence rate of any region in the world. Nearly 30 million or 70% of all those with the disease live in sub-Saharan Africa, with more new infections and AIDS deaths in 2002 than any other part of the world. The Caribbean has also been severely impacted and is the second-most affected region.

The BBC World Service will begin broadcasts in October produced by seven BBC African language services – English for Africa, French for Africa, Portuguese for Africa, Hausa, Somali, Swahili and Kinyanwanda/Kirundi; as well as the BBC Caribbean service.

Short educational spots will be broadcast three times per day at peak listening hours. A five-minute special call-in segment will also be produced as part of the weekly English-language program "Postmark Africa." The reach of the World Service in Africa and the Caribbean, is as high as 30 percent of the radio audience in certain countries.

A variety of longer format programs will also be dedicated to HIV/AIDS during the period of the campaign. The BBC World Service Trust, the Kaiser Family Foundation and Viacom will work jointly to explore opportunities for the production of extended format programming.

"What's exciting about this initiative is that major broadcasters are joining forces to take on AIDS," said Roy Head, Director of Health for the BBC World Service Trust. "The BBC reaches 50 million people in sub-Saharan Africa, and coupled with Viacom's huge audiences across the US and Europe we can make a real difference. And if other big media players can follow suit, so much the better."

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"We are thrilled that an international broadcaster of the stature of the BBC is joining us in battling HIV/AIDS in two of the hardest-hit regions in the world," said Mel Karmazin, President and CEO of Viacom. "The BBC's power and reach will assure that important awareness and prevention messages reach every corner of Africa and the Caribbean in a coordinated effort for the first time ever."

"HIV/AIDS is a global epidemic with a devastating impact in Africa and the Caribbean. The BBC World Service Trust is uniquely positioned to focus greater attention on HIV/AIDS in these regions of the world," said Drew E. Altman, Ph.D., President and CEO of the Kaiser Family Foundation.

KNOW HIV/AIDS campaign is an unprecedented, global media campaign that combats HIV/AIDS through public service messages (PSAs), television and radio programming, and free print and online content. The multi-year effort combines the public health expertise of the Kaiser Family Foundation with the power of Viacom's media brands and unmatched audience relationships to foster awareness of the disease and its prevention. For the first year, Viacom has committed in excess of \$120 million in advertising across its television, radio and billboards in the U.S. and around the world toward the initiative. Support from the Bill & Melinda Gates Foundation is helping to seed the international expansion of this initiative.

According to a recent national survey by the Kaiser Family Foundation, the campaign already has high visibility among Americans over 18. Forty-four percent recognize the brand or have seen one of the messages, including higher percentages among target populations.

#### **About BBC World Service Trust**

The BBC World Service Trust is an independent charity promoting health, education and social development through the innovative use of the media. The Trust has produced a series of ground-breaking and thought-provoking projects in many of the world's poorest countries, developing the capacity of local and national media, building civil society, providing training in media skills and developing health and educational campaigns. [www.bbc.co.uk/worldservice/trust](http://www.bbc.co.uk/worldservice/trust)

#### **About BBC World Service**

The BBC World Service is the world's leading international broadcaster, attracting audiences of 150 million listeners each week. It aims to be the best known and most respected voice in international radio broadcasting. Its values of accuracy, impartiality, objectivity, trust and internationalism are respected globally. It is rapidly developing into a multimedia broadcaster, using radio and the internet, for all its 43 language services. The BBC World Service is available globally on short wave; on FM in more than 135 capital cities; and selected programs are carried on around 2,000 FM and MW radio stations around the world.

#### **About Viacom**

Viacom (NYSE: VIA and VIA.B) is a leading global media company, with preeminent positions in broadcast and cable television, radio, outdoor advertising, and online. With programming that appeals to audiences in every demographic category across virtually all media, the company is a leader in the creation, promotion, and distribution of entertainment, news, sports, and music. Viacom's well-known brands include CBS, MTV, Nickelodeon, VH1, BET, Paramount Pictures, Viacom Outdoor, Infinity, UPN, TNN (to be renamed Spike TV in June), TV Land, CMT: Country Music Television, Showtime, Blockbuster, and Simon & Schuster. More information about Viacom and its businesses is available at [www.viacom.com](http://www.viacom.com).

### **About The Henry J. Kaiser Family Foundation**

The Henry J. Kaiser Family Foundation is a non-profit, independent, national health care philanthropy dedicated to providing information and analysis on the major health issues facing the nation to policymakers, the media and the general public. The Foundation's work is focused in three main areas: health policy, media and public education, and health and development in South Africa. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

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#### Contacts:

##### BBC World Service Trust:

Nusrat Ul-Ghani  
+44 (0)207-557-2492  
[Nusrat.ul-ghani@bbc.co.uk](mailto:Nusrat.ul-ghani@bbc.co.uk)

##### Viacom:

Carl Folta  
1-212-258-6352  
[carl.folta@viacom.com](mailto:carl.folta@viacom.com)

##### The Kaiser Family Foundation:

Matt James  
1-650-854-9400 x204  
[mjames@kff.org](mailto:mjames@kff.org)

Susan Duffy  
1-212-258-6347  
[susan.duffy@viacom.com](mailto:susan.duffy@viacom.com)

Rob Graham  
1-650-854-9400 x237  
[rgraham@kff.org](mailto:rgraham@kff.org)