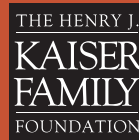
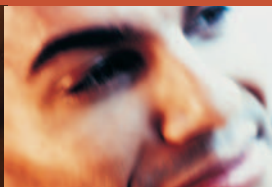
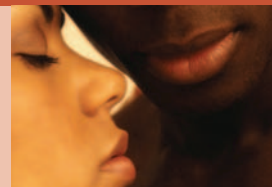


Assessing Public Education  
Programming on HIV/AIDS:  
A National Survey of African Americans

rap-it-up



OCTOBER  
2004

The research described in this report was directed by Victoria Rideout, vice president and director, Program for the Study of Entertainment Media and Health, Kaiser Family Foundation. Ms. Rideout also wrote this report. The Foundation's partnerships with BET and Viacom, Inc. are directed by Tina Hoff, vice president and director, Entertainment Media Partnerships, with assistance from Julia Davis, Meredith Mishel, Laurel Yamaguchi, Laura Wiggs, and Luis Ontiveros, Kaiser Family Foundation. Funding for this research and report was provided by the Ford Foundation.

Graphic design and production:  
Leahandah Soundy, Kaiser Family Foundation  
Additional graphics by:  
Theresa Boston, Kaiser Family Foundation



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## Introduction

Since the first cases of what would later become known as AIDS were reported in the United States in 1981, nearly 1.5 million Americans have been infected with HIV, including more than 500,000 who have already died. Today, nearly one million people are estimated to be living with HIV/AIDS in the United States.

Racial and ethnic minorities have been disproportionately affected by HIV/AIDS since the beginning of the epidemic. Minority Americans now represent the majority of new AIDS cases, Americans living with AIDS, and deaths among persons with AIDS in the U.S. Although African Americans represent just 12% of the U.S. population, they accounted for 50% of new AIDS diagnoses in 2002, the most current year for which data are available. AIDS is now the second-leading cause of death among African Americans age 25-44, and the leading cause among African American women ages 25-34.

In an effort to raise awareness about HIV/AIDS and other sexual health issues in the African American community, the Kaiser Family Foundation began working with Black Entertainment Television (BET) in 1998 to reach their viewers with public health messages. Today, this partnership – called *Rap It Up* – represents the single-largest public education effort on HIV/AIDS and related issues directed toward the African American community. It includes targeted public service ads (PSAs), longer-form programming, community events, and free print and online resources. In 2001, the Foundation also worked with the UPN network on a series of PSAs on sexual health issues, several of which were targeted to African Americans.

In 2003, BET's and UPN's corporate parent, Viacom, also working with the Kaiser Family Foundation, made HIV/AIDS a company-wide commitment with the launch of *KNOW HIV/AIDS*. One significant component of the *KNOW HIV/AIDS* initiative is the integration of HIV/AIDS messages into popular Viacom-produced television sitcoms and dramas – including top-rated shows among African American viewers such as *Girlfriends*, *One on One*, and *The Parkers*, all of which have featured storylines addressing HIV/AIDS in the African American community. In addition, *KNOW HIV/AIDS* extends the reach of messages to African Americans through targeted PSAs on other Viacom television properties, most notably CBS and UPN, and on more than 200 Infinity radio stations and Viacom outdoor properties across the country.

The purpose of these efforts is to help increase awareness about HIV/AIDS and how to prevent it, promote dialogue between partners and with health care providers about sexual health issues, encourage testing, address the role that stigma and discrimination play in the spread of the disease, and promote safer sex behaviors. A primary target audience is young people under age 25.

Certainly no media campaign alone is ever going to be the “silver bullet” that changes behavior when it comes to a topic so personal and so sensitive as sex. The choices people make about sex are inherently complex, private, and subject to numerous competing influences. Clearly, there are important roles for many different parts of the community to play in addressing HIV/AIDS, including government, parents, health providers, religious institutions, grass roots organizations, schools, and drug abuse prevention organizations. The Foundation’s media-based public health messages designed for the African American community are one part of a much larger puzzle.

The Foundation monitors the effectiveness of these media campaigns in a variety of ways, including keeping track of the number of times the programming is broadcast, the number of viewers who see it, how many call the toll-free telephone line or visit the companion Web sites, and the like. Over the years, the Foundation has also conducted focus groups to test messages and formulate approaches for communicating with the target audience, and has conducted national telephone surveys designed to measure sexual health attitudes, awareness and behaviors of the target audience. In addition, several surveys have measured the reach of and response to the Foundation’s public education campaigns (see, for example, *Reaching the MTV Generation: Recent Research on the Impact of the Kaiser Family Foundation/MTV Public Education Campaign on Sexual Health*).

This report presents the results of a nationally representative telephone survey among 800 African Americans 18 and older, conducted in Spring 2004. As part of a broader national survey of more than 2900 Americans on HIV/AIDS, respondents were also asked about exposure to a range of television programming the Foundation had undertaken in partnership with BET or its corporate parent Viacom, targeted to an African American audience. In addition, the survey measured respondents’ attitudes toward HIV/AIDS, their knowledge on related issues concerning risk and transmission, and whether they have taken certain steps such as talking with a partner about HIV, visiting a health care provider, or being tested for HIV.

## Kaiser Family Foundation Public Education Efforts Directed Toward The African American Community

From its onset in September 1998, the Foundation's partnership with BET has included a significant commitment of airtime to a variety of public service ads, along with a substantial amount of news and full-length programming. In December 2000, the campaign re-launched as "Rap It Up." During 2001, the Foundation joined with the UPN network to develop public service ads specifically targeted to African American viewers. In January 2003 the Foundation partnered with the media company Viacom, Inc., to launch *KNOW HIV/AIDS*, the first cross-platform public education campaign on HIV/AIDS, which also includes programming specifically targeted to African American viewers (including messages embedded in entertainment shows as well as public service ads). This partnership, which is ongoing, includes messages on Viacom-owned channels such as CBS, UPN, and Showtime, as well as on radio and in outdoor advertising.

The Foundation's partnerships with BET and Viacom aimed at African American viewers have included the following components:

**Public service advertising:** In the 6 years since its launch, a total of 31 television PSAs on HIV/AIDS or other sexual health issues have been produced and broadcast on BET as part of the network's *Rap It Up* campaign with the Kaiser Family Foundation. These ads have aired more than 9,000 times over the last 4 years, an average of more than 6 times a day. In addition, 3 ads targeting African Americans were produced and broadcast as part of a partnership the Foundation had with UPN. These ads aired every week in prime time during UPN's African-American-themed shows, over the course of 15 months. The Foundation has produced 15 television ads targeting African Americans as part of the *KNOW HIV/AIDS* campaign with Viacom. These ads have aired on Viacom-owned networks including CBS, UPN and various cable networks a total of more than 17,000 times through July 2004. All ads are tagged with a free telephone referral service and/or web address for viewers to obtain more information about sexual health issues. See Appendix A for a complete list of PSA titles and airdates.

**Full-length special programming:** Under the partnership with BET, a total of 21 different full-length (30–60 minute) specials have been produced and broadcast, airing a total of 32 times and reaching a total national audience of 9 million over the last 7 years. These longer-form specials have taken a variety of approaches: featuring BET talent or other celebrities, such as Big Tigger, who visits a local clinic to get tested for HIV; several teen summit-style forums that feature in-studio interviews and live discussion; or focusing on a specific theme like the disproportionate impact that HIV/AIDS is having among women in the African American community.



**Messages integrated in entertainment programming:** As part of the *KNOW HIV/AIDS* initiative, several Viacom television sitcoms and dramas with significant African American audiences have incorporated major storylines on HIV/AIDS: *Girlfriends*, *One on One*, *Half and Half*, *The Parkers* (all UPN) and *Soul Food* (SHO). Collectively, these 5 shows included 9 episodes on HIV, reaching an estimated audience of 36.8 million.



**Radio and outdoor advertising:** As part of the *KNOW HIV/AIDS* campaign the Foundation has conducted in partnership with Viacom, 4 radio ads and 10 outdoor ads targeting African Americans were produced and featured on Viacom-owned properties. The radio ads aired on more than 200 Infinity and Westwood One stations and the outdoor ads were featured in various formats (billboards, bus shelter posters, and the like) in targeted markets across the country.



**Toll-free telephone referral service:** Since the launch of the BET campaign, the Foundation has maintained a toll-free telephone number that viewers can call for additional information on sexual health topics. Ads and full-length programming broadcast under the BET campaign have been tagged with this phone number and/or a companion Web site. Those who call the phone line can order a free booklet through the mail (*It's Your (Sex) Life*), or they can be connected immediately to a live operator at the CDC's national HIV/AIDS or STD hot lines, or to their local Planned Parenthood clinic. To date, there have been a total of 930,000 calls to the hotline through the *Rap It Up* hotline that Kaiser operates. Programming run on other Viacom-owned networks uses a different number.

**Online content:** In 2001 BET and the Foundation developed online content that is part of BET.com, providing additional information on HIV/AIDS and other sexual health issues ([www.bet.com/rapitup](http://www.bet.com/rapitup)). This section of the BET website includes extensive information and resources about sexual health issues, and interactive elements including quizzes about HIV/AIDS, chat rooms, a searchable database to find local HIV testing centers, and downloadable copies of the *Rap It Up It's Your (Sex) Life* guide.



**Free sexual health information guide:** *It's Your (Sex) Life: Your Guide to Safe & Responsible Sex* is a comprehensive, 30-page booklet that is available free of charge through the toll-free phone number, on the Web, and at events. To date, over 233,000 copies of the guide have been distributed.



**On the ground activities:** In response to growing requests to use *Rap It Up* content, a number of community programs have been developed in recent years. There are *Rap It Up* "Road Tours," testing days conducted in partnership with groups such as the United Negro College Fund (more than 29 such events at which 5,300 people have been tested have been held since 2002) and *Rap It Up* Teen Forums, large-scale community discussions with HIV experts hosted by BET talent (16 such events have been held in hard hit communities so far with 500 to 1,500 teens at each). There are also now complementary guides to use in combination with programming as part of school and community programs. These packages are currently being used in school districts in DC, Detroit, Chicago, Los Angeles and throughout Florida.

## Methodology

In order to help determine how many African Americans have been reached by the Foundation's public education efforts – and to assess their response to the programming they've seen – a nationally representative telephone survey was conducted among 800 African Americans ages 18 and older, from March 15 – May 11, 2004. Respondents were asked whether or not they had viewed a small subset of the many various ads and shows that had been broadcast in recent months as part of the Foundation's public education campaigns with BET and Viacom, Inc. The interviews were conducted in conjunction with the Kaiser Family Foundation's HIV/AIDS 2004 Survey, which included interviews with a total of 2,902 adults, including the 800 African Americans whose responses are analyzed in this report.

The survey was designed by staff at the Kaiser Foundation, in consultation with Princeton Survey Research Associates (PSRA), with fieldwork conducted by Princeton Data Source, LLC.

The margin of sampling error for the complete set of weighted data among all African American respondents is  $\pm 4\%$ . The margin of error for subgroups is higher. It is important to remember that sampling error is only one possible source of error in this or any other public poll.

Following is the list of programming asked about in the survey:

### Advertisements:

*Excuses* – The actress Mo'Nique makes light of the lame reasons men often give for not using condoms and encourages women to accept "no excuses." Produced as part of the Kaiser Family Foundation/Viacom *KNOW HIV/AIDS* campaign.

*Number Ones* – African American men are depicted as "number one" in sports, business, music – and new HIV infections. Produced as part of the Kaiser Family Foundation/BET *Rap It Up* campaign.

Alicia Keys/Ruben Studdard – Pop artists Alicia Keys and Ruben Studdard talk about HIV/AIDS and its impact on young African Americans. Produced as part of the Kaiser Family Foundation/BET *Rap It Up* campaign.

*What's Unsaid* – This series of ads shows couples having conversations about all the difficult issues like AIDS that they are *not* going to talk about before having sex. Produced as part of the Kaiser Family Foundation's *Fight For Your Rights: Protect Yourself Campaign* with MTV and *Rap It Up* with BET.

*Word on the Street* – In this series of ads, young African Americans stop people on the street to ask them whether they used protection the night before, and to congratulate them when they have. Produced under the Kaiser Family Foundation/Viacom *KNOW HIV/AIDS* campaign.

### Full-length shows:

#### BET:

*106 & Park* – A special World AIDS Day edition of BET's top-rated show, featuring Alicia Keys and Ruben Studdard talking about HIV/AIDS and its impact on young people. Produced as part of the Kaiser Family Foundation/BET *Rap It Up* campaign.

*The Naked Truth* – A documentary-style show about attitudes about sexuality and homophobia in the African American community and the impact on sexual health. Produced as part of the Kaiser Family Foundation/BET *Rap It Up* campaign with financial support from the Ford Foundation.

*Rap City* – A special edition of this popular BET open forum show during which the host, Big Tigger, gets an HIV test to help demystify the process for viewers. Produced as part of the Kaiser Family Foundation/BET *Rap It Up* campaign.

#### UPN:

*Girlfriends* – An episode of the weekly UPN sitcom in which Joan's college girlfriend reveals that she is HIV positive. Produced as part of the Kaiser Family Foundation/Viacom *KNOW HIV/AIDS* campaign.

*One on One* – An episode of the weekly UPN sitcom in which Flex gets tested for HIV. Produced as part of the Kaiser Family Foundation/Viacom *KNOW HIV/AIDS* campaign.

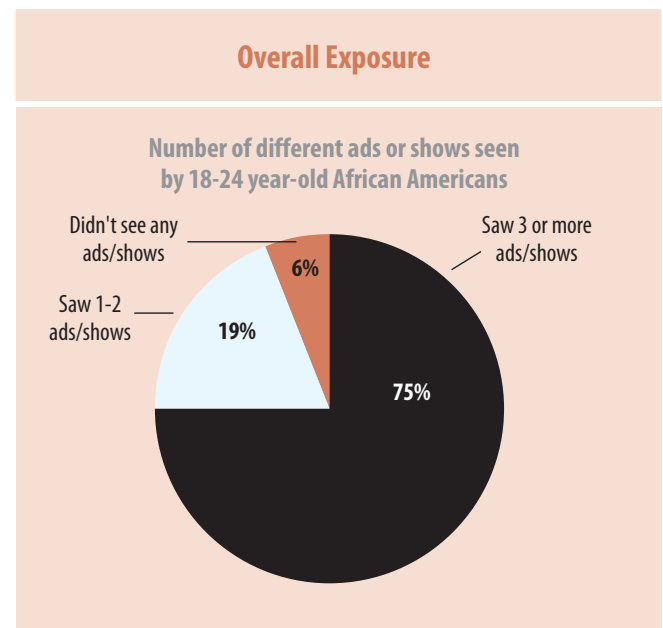
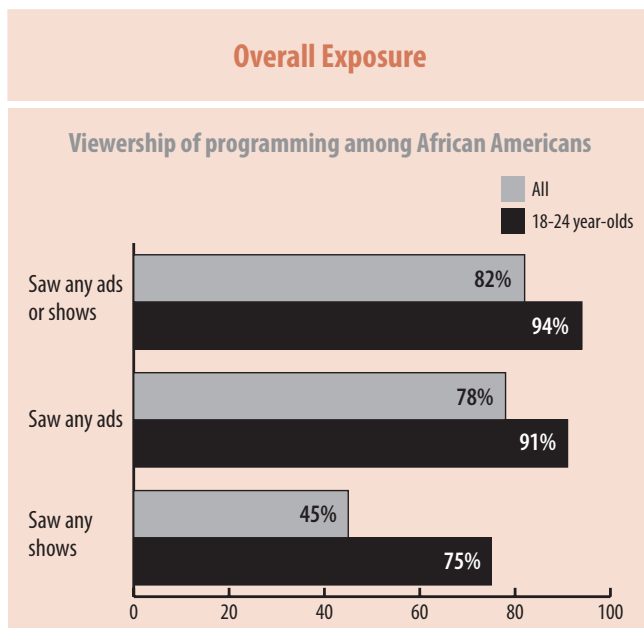
*The Parkers* – An episode of the weekly UPN sitcom in which T learns that the girl of his dreams is HIV positive. Produced as part of the Kaiser Family Foundation/Viacom *KNOW HIV/AIDS* campaign.

## Survey of African Americans on HIV/AIDS Public Education Programming – Key Findings

**Reach of the campaign:** A large majority of African Americans have seen the HIV/AIDS programming of the *Rap It Up* and *KNOW HIV/AIDS* public education campaigns.

More than 8 in 10 African American adults – and more than 9 in 10 of the target audience of 18-24 year-old African Americans – reported having seen at least one of the ads or shows asked about in the survey.

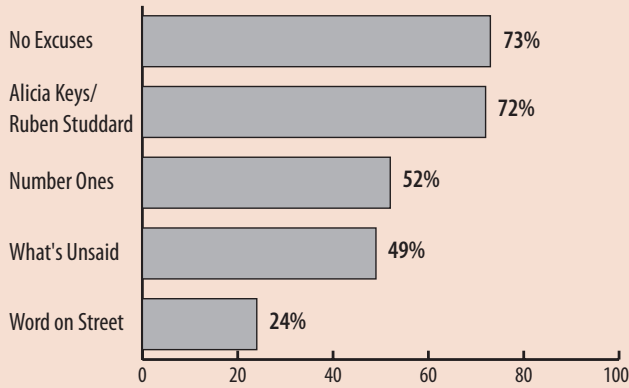
Particularly among younger African Americans, those exposed to the programming typically saw a variety of different ads and shows, and many of them saw them quite frequently. Nearly half (48%) of all African Americans and 3 out of 4 18-24 year-olds report having seen at least 3 or more of the ads or shows referenced in the survey.



Three out of four (78%) African American adults – and 9 out of 10 younger African Americans (91%) – remember seeing one or more of the five specific ads asked about in the survey. Among the target audience (18-24 year-olds), viewership of specific ads ranged from 24% to 73%. Four in ten 18-24 year-olds reported seeing the ads “many” times.

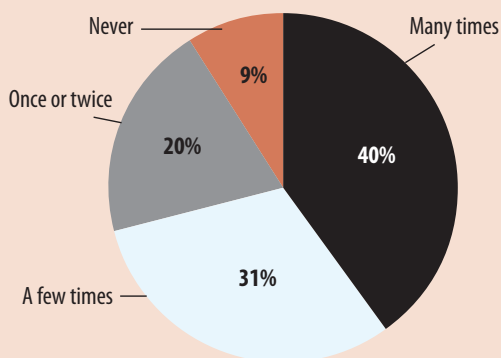
### Ad Exposure

Viewership of specific ads among 18-24 year-old African Americans



### Ad Exposure

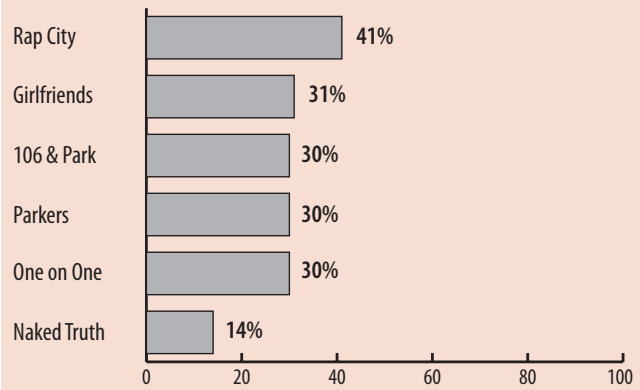
How often 18-24 year-old African Americans saw the ads



The full length shows that aired on BET and UPN were an important component of this public education effort, supplementing the 30-second ads with 30- or 60-minute programming that allowed for a much fuller discussion of the issues. The BET shows (*Rap City*, *106 & Park*, *The Naked Truth*) were non-fiction programs dedicated to HIV/AIDS issues, whereas the UPN shows (*Girlfriends*, *One on One* and *The Parkers*) are weekly sitcoms that incorporated significant storylines about HIV/AIDS into their regularly scheduled episodes. It is a significant finding of this research that fully 45% of all African American adults and 3 out of 4 (75%) younger African Americans (18-24) report having watched one or more of these full-length episodes. Indeed, with the exception of one show, each episode was reportedly seen by at least 3 in 10 African Americans in the target audience (18-24).

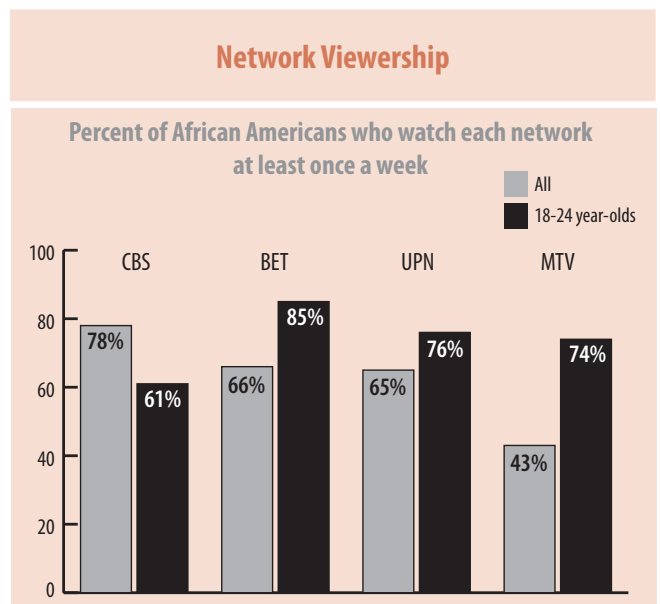
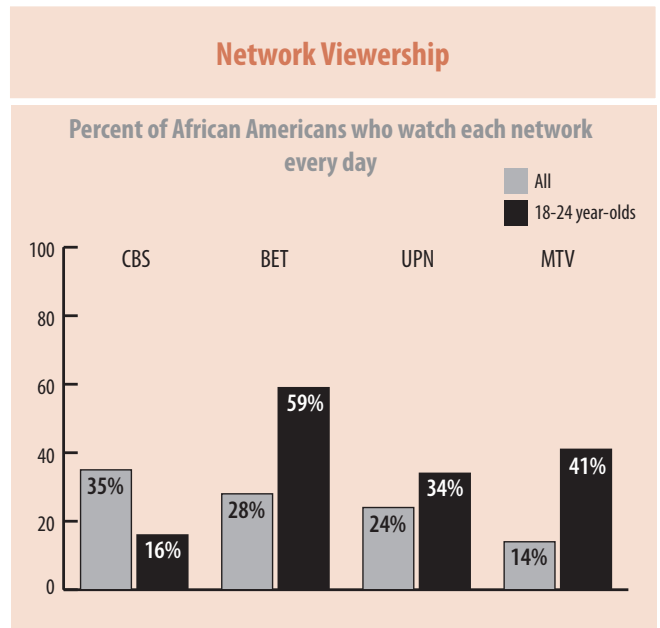
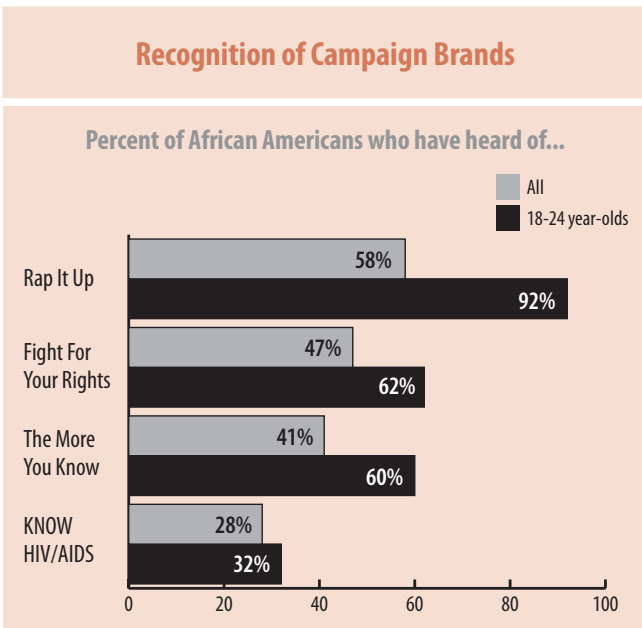
### Show Exposure

Viewership of specific shows among 18-24 year-old African Americans



The campaign “brand” on BET (*Rap It Up*) was widely recognized among African Americans; the Viacom *KNOW HIV/AIDS* campaign, which is aimed at a broader audience, was recognized by about 3 in 10 African Americans. (Two other public education campaigns – MTV’s *Fight For Your Rights* and NBC’s *The More You Know* were also asked about in the survey for comparative purposes.)

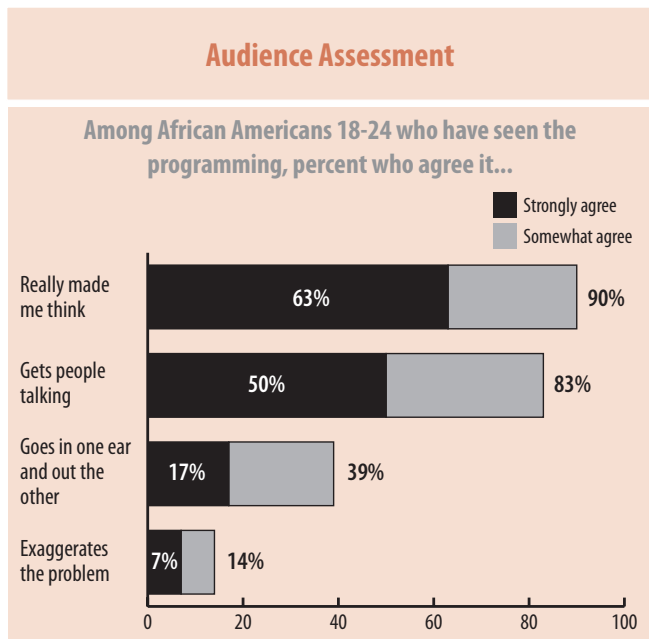
The survey also indicates that a significant proportion of African Americans tune in to BET, CBS and other Viacom networks on a daily and weekly basis, making these networks an excellent venue for reaching this audience.



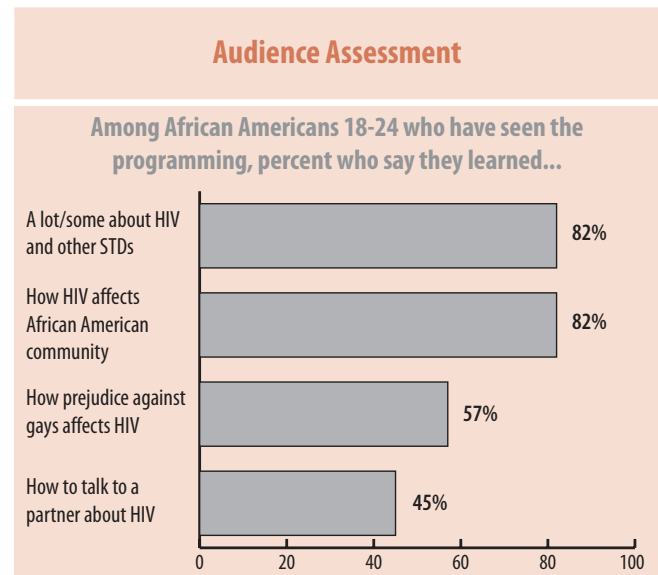
**Audience response:** The majority of those who have seen the programming say that it has had a positive impact and that they have learned important information from it.

The majority of those who have seen any *Rap It Up* or *KNOW HIV/AIDS* content – either the television advertisements or the shows – report that it has had a positive impact and that they have learned from it. Four in five African Americans who have seen the campaigns say the programming really made them think (85%) or that it gets people talking about HIV and AIDS (82%). On the other hand, some do say that the messages go in one ear and out the other (44%) or exaggerate the problem (21%).

Focusing on the impact among younger African American adults, 8 in 10 of those aged 18-24 (83%) say the campaigns get people talking about HIV and AIDS, and 9 in 10 (90%) say the programming really made them think. Again, some also say the messages go in one ear and out the other (39%) or that they exaggerate the problem (14%).

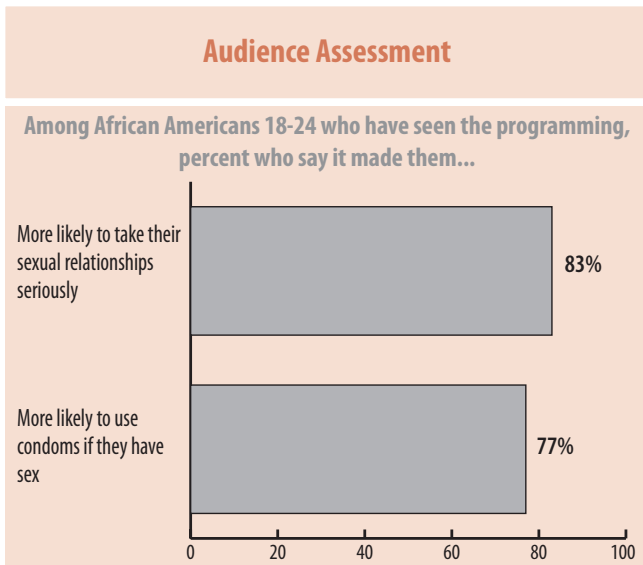


Young African American adults who saw the programming say they learned a great deal from it. Eight in ten say they learned a lot (47%) or some (35%) about HIV and AIDS. A similarly high number of this group (82%) say they learned at least some about how HIV/AIDS affects the African American community; and a majority (57%) say they learned how prejudice may affect the fight against AIDS. Forty-five percent say they learned how to talk to a sexual partner about HIV and AIDS.

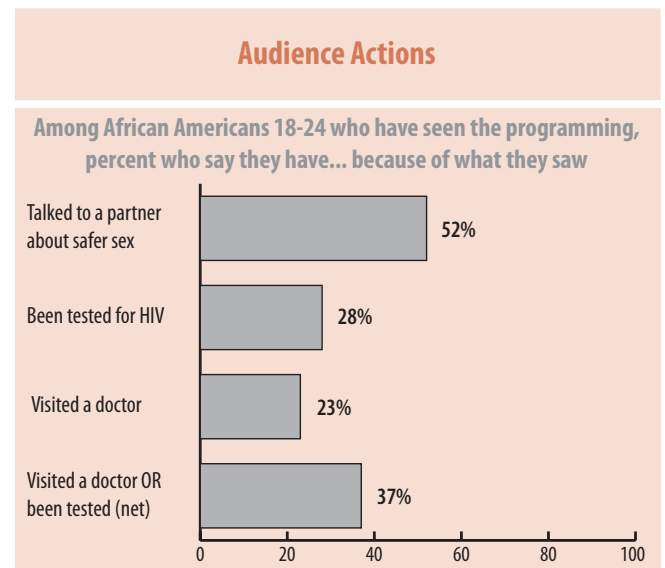


**Impact on audience intentions and behaviors:** The majority of viewers say the programming has influenced how they plan to behave in the future, and many say they have already taken steps to protect their health as a result of what they saw, including more than one in three African American young adults who say they have visited a doctor or been tested for HIV as a result.

The vast majority of viewers in the target audience say the programming made them more likely to take their sexual relationships seriously (73%), and to practice safer sex (66%). The impact on younger blacks is more pronounced: 83% of those under 25 say the shows made them more likely to take their relationships seriously, while 77% say it made them more likely to use condoms if they have sex.



Two in five African Americans who saw the programming (40%) report they took at least one action to protect their own health after seeing the ads or shows, as did a majority (58%) of those in the 18-24 year-old age group. The most widespread behavioral change reported was talking to a partner about safer sex. Just over a third of all African Americans (35%) and roughly half of those aged 18-24 (52%) say they were moved to do this by the ads or shows they saw. More than one in three viewers in this age group (37%) say they either visited a doctor or got tested for HIV because of the programming they saw.





## Conclusion

One clear finding of this survey is the incredible power of television to reach a huge audience with public health information. The mix of public service ads, full-length specials, and storylines in entertainment shows – all targeted to an African American audience – was seen by more than nine out of ten African American 18-24 year-olds, with most seeing a variety of content multiple times. Given the fact that most PSAs are just 30 seconds or shorter, it is an important finding that 3 out of 4 young African Americans saw at least one of the full-length shows asked about in this survey. When a media partner is committed to donating quality airtime to a public education campaign – and to using a variety of programming formats – the exposure can be significant.

The survey also indicates that viewers respond positively to such programming, with many saying it made them think, gets people talking, and taught them important information. In fact, many respondents report having taken specific actions as a result of exposure to the programming; it is especially noteworthy that more than a third of the target audience of 18-24 year-old African Americans report having either visited a doctor or been tested for HIV because of the programming they saw.

However, no survey can prove whether a media campaign “caused” viewers to take certain actions, and no media campaign is likely to have such a direct effect by itself. The purpose of the Foundation’s efforts is to contribute to the media component of a multi-pronged nationwide effort to address the crisis of HIV/AIDS in the African American community; to ensure that all young African Americans have the information they need to protect themselves and others; and to take advantage of the central role of media in young people’s lives by putting the power of media-based social marketing to use on behalf of a positive outcome for young people.

## Appendix A

### Television, Radio, and Outdoor Public Service Announcements September 1998-July 2004

#### BET/Kaiser Family Foundation *Rap It Up* Television PSAs

PSA Title	Run Period	Broadcasts
Knowledge :30	9/98-9/99	n/a
Speak Your Mind :30	9/98-9/99	n/a
Chandler :30	9/98-9/99	n/a
Test :30	1/00-12/00	n/a
Couples :30	1/00-12/00	n/a
Results :30	1/00-12/00	n/a
Unusual Suspects :60	1/01-3/01	185
Handle Yours :30	4/01-5/01	257
Free :30	6/01-2/02	1107
Couch :30	2/02-12/02	872
Couples (No Matter) :30	2/02-12/02	524
Use Me :30	5/02-12/02	830
Assume Positive :30	10/02-1/03	32
Risk :30	10/02-2/03	285
Doesn't Have to Happen :30	10/02-2/03	273
Statistics :30	2/03-4/03	275
Pharmacy :30	5/03-6/03	37
Security :30	5/03-	586
Bedroom :30	4/04-	92
Couch :30	4/04-	474
Hallway :10	4/04-	240
Number One :30	4/04-	203
Jill Scott :30	1/03-6/03	155
Ashanti :30	1/03-6/03	343
Flex Alexander :30	1/03-6/03	384
Tigga :30	6/03-12/03	754
Alicia Keyes :30	12-03-4/04	591
Ruben Studdard :30	12/03-4/04	286
Film Contest :30	3/03-03/03	230
Ja Rule :30	4/02-	n/a
Juan Dixon :30	10/02-	n/a

## Appendix A (continued)

### Other African American-targeted Television PSAs (Viacom/Kaiser Family Foundation *KNOW HIV/AIDS* and UPN/Kaiser Family Foundation)

PSA Title	Network	Run Period	Broadcasts
Hair :30	UPN	1/01-12/01	356
Perfect Girl :30	UPN	1/01-12/01	377
Car Wash :30	UPN	1/01-12/01	68
Excuses (Monique) :30	various*	1/03-	3431
Million :10	various*	1/03-	204
Now Available :30	various*	1/03-	4070
Tornado :10	various*	1/03-	1627
Tornado Revised :10	various*	6/03-	5160
Word Brother :10	various*	1/03-	986
Word Sister :10	various*	1/03-	132
Word Brother to Brother :10	various*	1/03-	129
Couch :30	various*	6/04-	307
Window :10	various*	6/04-	203
Hallway :10	various*	6/04-	428
Couples :30	various*	2/04-	55
Security :30	various*	2/04-	50
Pharmacy :30	various*	2/04-	451
Statistics :30	various*	2/04-	261

\*These ads aired on the following channels as part of the *KNOW HIV/AIDS* initiative: BET, UPN, Country Music Channel, Comedy Central, Lifetime, MTV, Nick, Spike, TNN, TV Land, VH-1 and CBS/UPN affiliates.

#### *KNOW HIV/AIDS* Outdoor PSAs

PSA Title	Debut Date*
You Better Ask Somebody	1/03
Represent	1/03
Handle Your Business	1/03
Meet the New Face of HIV	1/03
Are You Positive...? (female)	1/04
Are You Positive...? (male)	1/04
Test Drive	1/04
Hold	6/04
Think	6/04
Partners	6/04

\*These ads have appeared over 9,000 times in the top 50 US markets as of June 2004.

#### *KNOW HIV/AIDS* Radio PSAs

PSA Title	Debut Date*
Number One :30	1/03
Two Per Hour :30	1/03
Common :30	1/04
Karen Gibson Roc :30	1/04

\*These ads have aired over 15,000 times in the US as of June 2004.

## Appendix B

### Full-Length Programming

#### BET/Kaiser Family Foundation *Rap It Up* Full-Length Special Programming October 1998-June 2004

TITLE	ORIGINAL AIRDATE	TOTAL VIEWERS**
Teen Summit: AIDS - A Crisis Among African Americans	10/10/98	246,000
Teen Summit: STDs...What You Don't Know Can Hurt You	3/20/99	276,000
Teen Summit: Sex...Let's Talk	6/19/99	327,000
BET Tonight: HIV/AIDS in the Correctional System	11/10/99	159,000
Teen Summit/Rap City: He Say...She Say: Battling Sexual Politics	1/29/00	588,000
Heart and Soul	5/27/00	214,000
World AIDS Day Special: Watch Yourself: Blacks Confronting AIDS	11/30/00	n/a
Teen Summit: Do You Know the Score?	5/19/01	432,000
The Naked Truth	5/30/01	699,000
Life Track: HIV/AIDS and the African American	11/28/01	241,000
106 + Park World AIDS Day Special: Watch Yourself 2	11/30/01	937,000
BET Tonight: Saving Our Sisters: What Black Women Must Know About HIV/AIDS	6/26/02	498,000
BET Tonight: Before You Say Yes: Teens Talk About HIV/AIDS	6/27/02	286,000
106 + Park World AIDS Day Special	12/2/02	799,000
The Naked Truth 2	1/8/03	688,000
Open Mic: HIV Testing Day Special	6/27/03	330,000
BET Nightly News: Southern Blues: The Truth About AIDS in the South	6/25, 6/26, 6/27/2003	1,050,000
106 + Park World AIDS Day Special	12/1/03	559,000
Rap City: Tha Bassment	12/1/03	NA
The Naked Truth 3	3/20/04	234,000
Open Mic: HIV Testing Day Special	6/24/04	417,000
Total Viewers:		8,980,000

\*\* Includes rebroadcasts

## Appendix B (continued)

**Viacom/Kaiser Family Foundation *KNOW HIV/AIDS*  
Entertainment Programming Targeting African American Viewers  
January 2003 - April 2004**

TITLE	ORIGINAL AIRDATE	TOTAL VIEWERS**
Girlfriends (UPN):		14.18 million
Lynn discloses her documentary on sexuality and HIV/AIDS; Toni reveals that she will be taking an AIDS test.	1/6/03	
Lynn attends a poetry reading and revises documentary theme to include HIV/AIDS.	1/7/03	
Joan's college friend discloses that she has HIV.	3/17/03	
Lynn prepares to showcase her documentary on HIV/AIDS in the African American community.	5/12/03	
Half and Half (UPN):		6.73 million
Mona and Dee Dee admonish Spencer for having unprotected sex and convince him to be tested for HIV.	2/23/03	
One on One (UPN):		7.16 million
Flex Alexander's new girlfriend insists he get tested for HIV.	2/10/03	
The Parkers (UPN):		8.81 million
T learns that the girl of his dreams is living with HIV.	2/16/04	
Nikki's friend from high school comes to town to participate in the local AIDS walk.	3/24/03	
Soul Food (SHO):		NA
Kenny's brother reveals he is HIV positive and the family deals with his illness.	4/14/04	
Total Viewers:		36.88 million

\*\* Includes rebroadcasts

## Appendix C

### Honors and Awards

#### BET/Kaiser Family Foundation *Rap It Up* and Viacom/Kaiser Family Foundation *KNOW HIV/AIDS*

2004 National Academy of Television Arts and Sciences Governor's Award for *KNOW HIV/AIDS* PSAs

2004 National Academy of Television Arts and Sciences Public Service Advertising Award nominee for *Rap It Up* PSAs and *KNOW HIV/AIDS* PSAs

2004 Peabody Award winner for *KNOW HIV/AIDS* PSAs

2003 Emmy Award nominee for *Rap It Up* PSAs

2003 Global Business Coalition on HIV/AIDS Commended Community Program

2003 Cable Positive POP Award Recipient for Outstanding Newsmagazine or Series for *BET Tonight* HIV Testing Day Specials

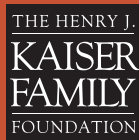
2002 National Broadcasters Association for Community Affairs Award Recipient for Network Group Total Campaign for *Rap It Up*

2002 National Academy of TV Arts and Sciences "TV Cares Ribbon of Hope Award" for BET's public service advertising for *Rap It Up*

2002 Cable Television Public Affairs Association Beacon Finalist for Full Campaign/Series Category for *Rap It Up*

2002 Cable Television Public Affairs Association Joel Berger Award Recipient for the *Rap It Up* Campaign

2002 Cable Positive POP Award Recipient for Outstanding Newsmagazine Series or Special for *The Naked Truth*



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The Henry J. Kaiser Family Foundation  
2400 Sand Hill Road  
Menlo Park, CA 94025  
Phone: 650.854.9400  
Fax: 650.854.4800

Washington Office:  
1330 G Street N.W.,  
Washington, DC 20005  
Phone: 202.347.5270  
Fax: 202.347.5274

[www.kff.org](http://www.kff.org)