



Public Broadcasters
Global Media Summit on **HIV/AIDS**
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PARTICIPATING COMPANIES



BBC WORLD SERVICE TRUST

For more than seventy years, the BBC World Service has been the best known and most respected voice in international broadcasting. Today it broadcasts in 43 languages to a weekly audience of at least 146 million listeners and has a worldwide reputation for editorial independence, trust and reliability. The BBC World Service has a unique role in broadcasting to communities in the least developed countries of the world where radio is the principal source of information for the poorest communities. In Africa alone, the World Service reaches approximately seventy million listeners per week.

To harness these opportunities in a more strategic manner, the BBC World Service Trust was created by the BBC with the aim of utilising the reputation, resources and expertise of the BBC to help reduce poverty through the effective use of the media. Funding for the BBC World Service Trust comes from the UK's Department for International Development (DFID), the European Union, UN Agencies and foundations.

The Trust works in more than thirty countries worldwide. It currently employs more than 500 staff on projects working in the fields of health, education, media development and post-disaster rehabilitation.

Using the Media to Tackle Health Issues

In India, over the past four years, the Trust has worked in a unique partnership with the Indian national broadcasting corporation, Prasar Bharati and the National Aids Control Organisation, to run the world's largest media campaign to combat HIV/AIDS. With the support of DFID, the Trust has assisted Indian production teams to produce entertaining but educational drama series that get the message about HIV/AIDS across to audiences throughout the country. A series of innovative and entertaining programmes including an interactive detective drama, *Jasoos Vijay* and a "reality" youth TV show and more than sixty PSAs in ten languages helped challenge stigmas associated with the epidemic and get people talking about a range of sexual health issues including HIV/AIDS. During its first season, *Jasoos Vijay* became the seventh most popular programme on Indian television, reaching audiences of more than 150 million and consistently winning national awards.

The India campaign has served as a model for a similar multi-media HIV/AIDS campaign in Cambodia. The three-year project, established in mid-2003, takes a pioneering approach in linking HIV/AIDS with maternal and child health messages. The ambitious set of programmes includes Cambodia's first long-running TV drama, *Taste of Life*, set in a hospital and nursing college. It has also produced three phone-in radio shows on maternal and child health and sexual reproductive health. These are complimented by a range of TV and radio PSAs aimed at raising awareness of HIV/AIDS and sexual reproductive health issues.

The Trust is now increasing its work in Africa and the Caribbean where the BBC World Service reaches more than thirty percent of the radio audiences in nine countries in Africa and six in the Caribbean. In 2004, the Trust launched a year-long radio PSA campaign on the BBC World Service to combat the spread of HIV/AIDS in Africa and the Caribbean. It is the first time such educational spots have been broadcast by the World Service. In addition, *Kimasomaso*, ("Speaking out boldly") has been a huge success in East Africa where four and a half million young people have tuned in to listen through the BBC World Service in Kiswahili.

This lively and engaging programme has not only provided reliable and accurate information on sexual and reproductive health, but also created a forum for young people to literally “speak out boldly” on issues of sexual reproductive health and sexuality.

Future HIV/AIDS Work in Africa

The Trust has completed a thorough set of feasibility studies, backed up with intensive research, to assess how media initiatives might contribute to the fight against HIV/AIDS in eight countries in Africa. Common to all of these approaches has been an emphasis on research to ascertain the most effective means of reaching the target audiences, the choice of media formats and culturally appropriate messaging. Production is based entirely in country with a special emphasis on building local production capacity and transferring skills. Wherever possible, a special emphasis is given to using the partnerships and infrastructure established to tackle other health and educational issues.

The Trust started work in February 2005 on a three year project in Nigeria where it will work alongside national radio and television to produce radio spots and discussion programmes on HIV/AIDS, a TV drama, TV spots and films developed in the world’s third largest film production industry. A further HIV/AIDS project has also started in Angola that will consist of an interactive radio discussion programme in Portuguese and radio spots in six vernacular languages broadcast on state broadcaster, Radio Nacional de Angola.

Other programmes are currently in development in Ethiopia, Ghana, Kenya, Malawi, Tanzania and Uganda.



The Broadcasting Organisations of Nigeria (BON) was created in 1973 as an association for all radio and television stations. The Organisation was dormant between 1977 and 1988, and was revived following Nigeria's transition from a military to a democratic state. BON's objectives are as follows:

- Serve as a meeting point for all radio and television Stations including cable and satellite operations in Nigeria;
- Serve as an advisory body to the federal and state Governments on broadcasting matters;
- Encourage and sustain greater cooperation and collaboration among the broadcasting organizations;
- Seek and utilize available resources for training, research and development and set training standards; and
- Set, regulate, and monitor professional standards and ethics of its members.

In regard to HIV/AIDS public education, radio leads the way, reaching more than sixty percent of the African population, and it is treated as an invaluable community resource with much sharing and group listening. Television also plays a dominant role in mass communication, particularly in the urban centers where the average household has access to the television.

News production goes beyond the negative reports of stigmatization and mortality, to focus on achievement and hope. Broadcast news and reports aim to demystify the HIV/AIDS pandemic. Programming includes features, documentaries, magazines, talk shows, musicals and drama, many of which are broadcast during prime time hours.

Most radio/television stations are beginning to set up HIV/AIDS programme units with active, vibrant and passionate personnel whose sole activities are producing consistent programming on HIV/AIDS. These personnel work in partnership with officials from National Action Committee on AIDS (NACA). Member stations include specific sources for anti-retroviral drugs, rehabilitation centers and other support outfits for members of the public to visit in their awareness campaigns.

BON is planning to set up a centralized media broadcast liaison outfit in the NACA Secretariat to issue easy-to-adopt and flexible "production packages" on HIV/AIDS for use by broadcasters. BON is also designing extensive training programmes for broadcast managers and operators in health and HIV/AIDS related education.

BON is looking for a more productive partnership with both the government and international agencies in an effort to effectively communicate messages on the HIV/AIDS pandemic.



CBC/Radio-Canada is Canada's only national public broadcaster, as well as being the only broadcaster devoted to maintaining distinctive Canadian programming. Created in 1936 to preserve Canada's cultural sovereignty, this emphasis remains a key role of the Corporation to this day. CBC/Radio-Canada is one of this country's largest cultural institutions, offering services across Canada on television, radio, the Internet and wireless devices, as well as through its shortwave radio services available around the world through Radio Canada International.

A wide variety of programming is provided on CBC/Radio-Canada's airwaves that reflects Canada in all its linguistic, cultural and regional diversity. Services are available throughout in its two official languages, English and French, and in eight Aboriginal languages in Canada's North. Its international services are available in eight languages.

CBC/Radio-Canada's goal is to serve Canadians by reaching them where, when and how they want. CBC/Radio-Canada offers nearly 20 services, including the following:

Two national television networks (CBC Television and Télévision de Radio-Canada);

- Four commercial-free national radio networks (CBC Radio One, CBC Radio Two, the Première Chaîne, and Espace Musique);
- Two all-News television specialty services (CBC Newsworld and the Réseau de l'information or RDI);
- One television service dedicated to rural and regional programming (CBC Country Canada);
- One specialty television service operated in partnership with other organizations (The Documentary Channel);
- Shareholder of arts and culture specialty television services through public-private partnerships (ARTV, TV5 Monde, the multilateral French-language network);
- International radio programming broadcast via satellite, digital, analog short-wave, the Internet and local radio networks to over 75 countries, delivering a Canadian perspective on the world in eight different languages (Radio Canada International);
- Digital pay audio service offering 45 different channels of continuous music without talk or commercials to 4 million households across Canada (Galaxie); and
- Two Internet sites (*CBC.ca* and *Radio-Canada.ca*).

CBC/Radio-Canada offers high-quality, distinctive Canadian content that informs, enlightens and entertains, created by, for and about Canadians. The main programming areas include: Arts and Culture; High-impact Drama, Comedy and Variety Entertainment; Programming for Children and Youth; Sports; and News and Current Affairs.

Through its international activities, CBC/Radio-Canada seeks to share Canadian values, culture and perspectives with international audiences, including Canadians living abroad. CBC/Radio-Canada broadcasts around the world through Radio-Canada International, and to over 200 countries through TV5 Monde, and to substantial European audiences through Canal 5 in France. CBC/Radio-Canada's international activities also include many production and distribution partnerships.

CBC/Radio-Canada shares its technical expertise with other broadcasters, particularly in developing countries and emerging democracies, including through training and professional exchanges, which help us forge solid alliances that foster large-scale international co-productions and productive exchanges both on programming and key international issues facing broadcasters and major cultural institutions worldwide.

Central Television of Afghanistan / Radio and Television of Afghanistan (RTA)

The Central Television of Afghanistan (CTA) was inaugurated in August 1978, through financial assistance from the government of Japan. CTA initially broadcast two hours of daily educational programming, eventually expanding to six hours. By 1992, CTA had established 21 television studios in provinces around the country. During this period, CTA transmitted three hours of daily programming to the provinces for local broadcast. The local television studios also broadcasted their own programs. However, following the war in Kabul in 1992, the facilities for transmitting programming to the local provinces were destroyed. CTA and its transmitters have consistently been targets of rocket attack by Hezbe-Islame and Hekmatyar and, eventually the Taleban.

Nevertheless, CTA continued to broadcast until the Taleban shut it down in 1995. Numerous television producers, commentators, directors, engineers and technicians were obliged to leave their jobs and many took refuge overseas. Since 2001, following the defeat of the Taleban by coalition and domestic Afghan forces, CTA has worked to rebuild and has received help in doing so from Germany, Japan and the United States. The second phase of rebuilding will be complete in May 2005. Currently, CTA has 150 employees working on television program production (approximately 10-15 percent are women). CTA produces news and political programming (30 percent), entertainment programming (25), educational programming (25), music programming (10 percent) and more (10 percent).

Hungarian Television Corporation / Magyar Televizio (MTV)

The Hungarian Television Corporation (MTV) is a national public service television broadcaster operating two channels, MTV and M2. MTV transmits its programming terrestrially, reaching 96 percent of the population. M2, which is transmitted via satellite, reaches approximately 60 percent of Hungary's population. The two channels jointly employ approximately 1,500 individuals and aired just under 16,000 hours of programming in 2003. Commercial broadcasting was introduced in Hungary in 1997, ending MTV's monopoly on the media market.



televisión nacional del Perú
www.tnp.com.pe

Instituto de Radio y Televisión Peruana (IRTP) is a state agency, founded in 1958, that operates public radio and television in Peru. The television network is Televisión Nacional del Perú, which is the biggest television network in Perú, transmitting 18 hours each day. TNP produces over 35 different programs per week, being by far the largest electronic media producer in our country. TNP's programming complies with cultural and educational objectives, news coverage, public agenda discussions, and entertainment for children and transmits the official agenda of Peru's Executive and Legislative Powers.

TNP is currently working to launch a second television network that will specialize in programs for groups of special interests, and an international program, for worldwide distribution, as a service to the Peruvian community abroad.

Some of TNP's programs include the following:

- Reportaje al Perú: documentaries on Peruvian culture
- Hecho a Mano: craftsmen and traditional art
- Retratos: biography of prominent figures in Peruvian history
- Mediodía Criollo: Peruvian music
- Presencia Nacional: political program
- Viviendo Mejor: program dedicated to helping viewers achieve a better quality of life
- Exportando Mejor: development of the exportation industry
- Hagamos Empresa: business program
- Sonidos del Mundo: Peruvian and world music
- Facetas: solving family problems
- Confirmado: news program
- Educación en Democracia: education program



Kenya Broadcasting Corporation, established in 1961, is a state corporation established by an Act of Parliament to undertake public services. KBC is committed to excellence in broadcast services to their audience, customers, the public and the government. Its guiding principles are to provide the audience with innovative, high quality programmes; enhance development of local cultural values by facilitating the dissemination, preservation and conservation of authentically indigenous values; contribute to the economic, educational, cultural and social well being of Kenyans; and promotes “universal access to information for all” through provision of free to air services.

KBC offers the following radio services: National Kiswahili Service; National English Service; Regional Eastern Service transmitting in Somali, Borana, Rendile, Burgi and Turkana; Regional Central Service transmitting in Meru, Embu, Masai and Kamba; Regional Western Service transmitting in Luo, Kisii, Kalenjin, Kuria, Teso, Luhya, Suba and Pokot; Commercial Radio; music and entertainment, Metro FM transmitting to major urban areas of Nairobi, Mombasa, Nakuru, Nyeri, Eldoret and Kisumu; Coro FM transmitting to Nairobi and Mount Kenya Region on 102.3 and 99.5 MGHZ; and Pwani FM transmitting to coast region. KBC also offers the following television services: KBC Channel 1, pay television channel 2 and Entertainment Metro Television channel 31.

KBC transmits in 19 languages: Kiswahili, English, Kikuyu, Kiambu, Kimasai, Kikamba, Kimeru, Dholuo Luhya, Kalenjin, Kisii, Suba, Teso, Kuria, Pokot, Burji, Borana, Rendile, Somali, Turkana. It has country-wide transmitting facilities as well as production studios in Nairobi, Kasarani, Mombasa and Kisumu. KBC airs news and current affairs, features and documentaries, family soap operas and dramas, cultural programmes, special events, educational programmes, and music and entertainment.

Since the first documented case of HIV in Kenya in 1984, KBC has taken center stage in information, education and communication campaigns about HIV/AIDS. KBC's Channel 1 TV has produced news and current affairs programmes dealing with female genital mutilation and wide inheritance. Channel 1 also broadcasts a family discussion programme, *An Answer*, which uses real life experiences of people living with HIV/AIDS to better enable audience members to relate. Channel 1's comedy programmes, *Vioja Mahakamani*, *Vitimbi* and *Reflections* incorporate HIV/AIDS-related themes, developed through advisement from the National AIDS Control Council. Channel 1 has also introduced an interactive short news call-in programme on HIV/AIDS called *Stay Alive*. KBC's Metro TV airs *Grapevine*, a programme that targets youth with messages that aim to promote behavior change. All of KBC's regional radio services have regular 15 minute HIV/AIDS-related talk programmes, as well as cultural and drama programmes. KBC's English ser airs a number of HIV/AIDS programmes, including a one-hour weekly live call-in show, *A Stitch in Time*. KBC's Metro FM's stations air a short HIV/AIDS programme, *AIDS Life Skills*, that explores the lives of people living with HIV/AIDS, caregiving, AIDS counseling, prevention and how to live positively if infected. Finally, KBC's Kiswahili service airs a regular 15 minute call-in programme, *Ukimwi na Jamii* and a one hour phone programme, *Nipe Nafasi*. Additional programmes integrate HIV/AIDS-related issues.



Korean Broadcasting System (KBS) is the public service broadcaster of Korea. Since its first formation as a broadcasting station in 1947, KBS has been the country's leader in program production and audience service, spearheading developments in television, radio and broadcast technology. KBS initiated Korea's first television broadcasting in 1961 and completed organizational restructuring in 1973 to confirm its present-day role, the nation's public service broadcaster. KBS was positioned as the nation's key broadcaster by the Broadcasting Act of 2000.

KBS regards it a core duty to reflect the diverse voices of Korea through the distinctiveness of its programs, while bringing the world home to its audience through speedy and impartial news reports. KBS also takes a strong lead in promoting culture and arts events, aided by the KBS Symphony Orchestra and the Traditional Music Orchestra. These events are staged on the KBS Hall, a multi-purpose performance stage which accommodates over 1,800 seats.

KBS operates two terrestrial TV channels, one satellite TV channel and seven radio channels, including a multi-lingual channel (Radio Korea International) and the Voice of Love Broadcasting, a radio channel for the disabled and the elders. KBS maintains a nationwide network comprised of 25 local stations, ten overseas bureaus and three subsidiary companies.

Public Trust Most Valued Asset In today's environment of multi-faceted communication and media with a flood of information and sensationalized commercialism, KBS strives to fully satisfy the people's right to know and quality programming through honest and transparent management. By airing accurate and reliable news as well as high quality programs, KBS leads the way in setting the standard for Korea's journalism and broadcasting culture.

Most Influential Media Group in Korea A public opinion poll conducted in 2002 showed KBS to be the most influential among the domestic press and electronic media circles. The Korean public immediately tune in to KBS whenever major issues or breaking news occurs at home and abroad. The Korean people have come to trust KBS to consistently deliver reliable and straightforward programs.

Diverse Cultures Come Together KBS fully embraces the diversity as well as the cohesion of the various cultures of the world. Our programs are designed to promote the development of all sectors of human civilization such as the environment, education, history, culture and arts, and science technology. KBS pursues mutual cooperation and common growth with international media companies and individuals based on the principle of reciprocity. www.kbs.co.kr 18, Yoio-dong, Youngdungpo-gu, Seoul 150-790, Republic of Korea

Malawi Television

Malawi Television (TVM) Limited was officially opened in April 1999 with a mandate to produce and broadcast programs that could entertain, educate and inform the people of Malawi.

Malawi Television has a potential audience of approximately 45 percent of the total population of Malawi and 90 percent of the urban population. TVM has 59 local programs that cover approximately eight hours of the 24 hours the station broadcasts. The remaining time is covered by international feeds from the BBC, the Voice of America (VOA), the Afrisat and Canal France International (CFI).

Programming covers a number of issues including development, education, health, agriculture, HIV/AIDS, heritage, environment, tourism, recreation, news and current affairs.

TVM allocates a great deal of its airtime to programs that tackle HIV/AIDS issues. TVM's News Bulletin also carries stories on HIV/AIDS on an almost daily basis.

With assistance from the National Aids Commission, TVM has produced programs highlighting problems experienced by people living with HIV/AIDS. Through field trips organized by the National Aids Commission, TVM has been able to come up with stories and programs on HIV/AIDS covering almost the entire country.

Some of the programs currently featured on Malawi Television are *Tikambe*, *Youth Magazine* and *Tikuferanji*. *Tikambe*, a vernacular word that means, "Let's talk" is a program that tackles issues about the spread of HIV/AIDS. It features people who have been affected directly or indirectly by the AIDS pandemic. *Tikambe* program is fully sponsored by Malawi Television. *Youth Magazine* is a program targeting Malawian youths. In addition to featuring social issues affecting young people, the program tackles HIV/AIDS. The program is also fully sponsored by Malawi Television.

Tikuferanji is the only soap currently featured on TVM. It receives assistance from the Adventist Development and Relief Agency (ADRA) Malawi and Danida and has been running on Malawi Television for more than two years. *Tikuferanji* addresses the cultural practices that lead to the spread of HIV/AIDS. In summary, *Tikuferanji* is a simple question, "Why are we dying?" The purpose of the program is to answer this question and the program is produced in the language widely understood by almost every Malawian, Chichewa.



NHK (Japan Broadcasting Corporation), Japan's sole public broadcaster, introduced a radio service in 1925 and a television service in 1953. A fee paid by each household that owns a television set finances NHK. This system enables the Corporation to maintain independence from any governmental and private organization and to ensure that the opinions of viewers and listeners are assigned top priority.

NHK currently serves domestic audiences via five television and three radio services. The core channels are General TV and Educational TV, broadcast terrestrially, as well as three radio channels. These services provide a diverse range of programs, including news, education and family entertainment. The three satellite channels also offer a varied and versatile range of programs. Internationally, NHK offers three TV and radio services under the NHK WORLD umbrella.

NHK has 54 stations across Japan and correspondents in 34 locations around the world. Making full use of this network, NHK will continue to offer fast, accurate and detailed reports and programs, covering a broad spectrum ranging from international news to local information.

NHK promotes intercultural dialogue, and continually undertakes new co-production projects with broadcasting stations, production companies and distributors around the world.

NHK has been Japan's leading broadcaster in reporting the AIDS epidemic since the early 80's. Most of the reports then focused on the situation of AIDS patients in the United States and its expansion to Africa. There were very few people with HIV infection or AIDS in Japan and to prevent the inflow of the disease, broadcasters in Japan, especially NHK, broadcast educational programs on AIDS that focused on prevention.

Some of the major programs that NHK has broadcast include the following:

- May 2001 – *Close Up Now* examined the fact that AIDS patients in developing countries were deprived of low-priced drugs and reported Brazil's effort to supply generic drugs to AIDS patients to control the spread of the disease.
- December 2003 – *NHK Special* was broadcast on the occasion of World AIDS Day and updated the world-wide AIDS situation and the fight against the epidemic.
- April 2003 – *NHK Special* focused on the HIV infection problem among young people in Japan, which was on the rise. The program also examined the effectiveness of prevention education at schools.
- "What's On Japan" - a weekly 30-minute news programme that deals with current affairs, fashions and fads, social issues, and sports in Japan. Anchored in English by Michio Kijima and Minoru Takao, it includes regular segments such as 'Access', which focuses on news stories and includes expert interviews; 'The Scene', which highlights the latest technologies, hit products, and cultural activities; and 'On Sports', which covers the Japanese sporting scene. Three recent special features focused on HIV and AIDS in Japan:

World AIDS Day: The Situation and Challenges in Japan

Despite education and prevention activities, the number of AIDS patients and HIV-positive people in Japan is constantly increasing. Japan is the only industrialized country where most new cases of HIV and AIDS are diagnosed among youngsters. NHK reporter Tomoko Omura explained Japan's unique HIV/AIDS situation using the latest data.

Living with HIV

Hiroshi Hasegawa became HIV-positive in 1992 through sexual intercourse and is one of the small minority of Japan's HIV-positive people who have openly disclosed their infection. He recently started a non-governmental organization to address the problems that HIV-positive people face. His goal is to realize a society in which HIV-positive people can continue the daily lives that they had before infection. This film documents Mr. Hasegawa's struggle to deal with HIV and AIDS problems as an HIV-positive person.

World AIDS Day: Challenges in Japan

Focusing on World AIDS Day (1 December 2004), this special feature looked at the fight against HIV and AIDS in Japan. It highlighted the fact that HIV and AIDS cases are growing in Japan but not in other industrialized countries; the lack of social measures to accommodate people living with HIV; and the fact that few people in Japan undergo testing owing to a lack of awareness.

NHK has also broadcast programs to raise awareness about the danger of the epidemic using its general and educational television channels as well as radio and will continue to do so in the light of its seriousness for human beings all over the world.



PBS PLAYS UNIQUE MEDIA ROLE IN EDUCATING AND INFORMING AMERICANS ON GLOBAL HEALTH TRENDS

As a trusted community and educational institution in the United States, PBS uses the power of noncommercial television, the Internet and other media to enrich the lives of all Americans through quality content and education services that entertain, inspire and enlighten. Throughout a 35-year history, PBS has met the needs of its members and viewers by providing thoughtful, intelligent discourse and resources of topical and relevant issues faced at home and abroad. Beginning this Fall and extending through 2007, PBS will extend its commitment to health tackling some of the most pressing issues in our global society through on-air programming, online content and community outreach initiatives.

Specific to the AIDS pandemic, PBS has recently presented and will premiere the following specials:

THE NEW HEROES

Tuesdays, June 28-July 5 2005, 8:00-10:00 p.m. ET

This series tells the dramatic stories of 14 daring social entrepreneurs who are undaunted by the chronic challenges of poverty, illness, unemployment, violence and ignorance they see in the world around them. Program website: <http://www.pbs.org/opb/thenewheroes/>

THE NEW HEROES: “Dreams of Sanctuary”

The first episode travels around the world to profile social entrepreneurs who are helping the desperate, the destitute and the determined to make a new beginning. In Africa, Moses Zulu has created a home and school for AIDS orphans and other children in Zambia to nurture their growth into productive adults. In India, Kailash Satyarthi rescues brutally enslaved children in daring and dangerous raids, and has a radical vision to put an end to the market for products made with forced child labor. In San Francisco, former drug addicts and criminals find training, employment and encouragement through Delancey Street, which runs a restaurant, a moving company and other businesses to provide the first stable step to a new life.

NOVA “World in the Balance ‘The People Paradox’”

June 14, 2005, 8:00-9:00 p.m. ET (OB: 4/20/04)

NOVA investigates three countries where social and economic forces have produced starkly different population profiles. In India, women still bear an average of three to four children. Within a few decades the country will overtake China as the world’s most populous nation. In Japan, there are now more people over 60 than under 20. Concerned about paying pensions and decaying economic productivity, the government is using incentives such as bonuses to encourage women to have more children. Meanwhile, in sub-Saharan Africa, adults between the ages of 20 and 60 are dying in the prime of life, largely due to AIDS, leaving the very old and young to fend for themselves. Program website: <http://www.pbs.org/wgbh/nova/worldbalance/>

R_x FOR SURVIVAL — A GLOBAL HEALTH CHALLENGE

November 1-3, 2005, 9:00-11:00 p.m. ET

The series highlights public health breakthroughs and interventions; explores how lack of access to these basic interventions leaves many impoverished countries plagued by preventable diseases; examines the proliferating global health challenges presented by emerging infectious diseases, malnutrition and lack of clean water, and the effort to deliver vaccines and medicines where they are most needed. (Website forthcoming)

ENDING AIDS: THE SEARCH FOR A VACCINE

December 1, 2005, Time TBA

With approximately 100,000 people a week newly infected with HIV, and 3 million expected to die next year alone, finding a vaccine to stop the AIDS pandemic is one of the greatest challenges facing humanity. Yet 20 years after the pandemic began, large-scale human trials have been completed for only one vaccine candidate — and that candidate was widely considered a dismal failure. This one-hour special, narrated by Richard Gere, tells the riveting story of the people and organizations leading the global hunt for a solution. It is the story of man against nature, of a deadly microbe that exists only to reproduce and the scientists racing to stop what one researcher on the front lines describes as “the top of evolution for viruses.” The program takes viewers from high-tech labs in America and Africa, to Kenyan clinics where dying patients seek treatment and Ugandan sugar cane plantations that are preparing for future large-scale trials. It will also delve into the lives and bodies of those who seem to resist the invader naturally, people in whom HIV somehow, for reasons that remain tantalizingly elusive, does not lead to AIDS.

FRONTLINE “The Age of AIDS” (w.t.)

Spring 2006

After more than 20 years of battle, HIV/AIDS still races ahead of the world's best treatment and prevention strategies, with more than 16,000 people throughout the world becoming infected with the disease each day. “The Age of AIDS” (w.t.) presents the definitive television chronicle of this unprecedented global epidemic. Told chronologically over four, hour-long episodes, the program recounts three strands of the AIDS story: the scientific race to identify — and ultimately find a cure for — the disease; the social and political factors that at times hindered education and treatment initiatives; and the human toll that AIDS has taken on millions of infected individuals around the world. (Website forthcoming)

Recent Specials

INDEPENDENT LENS “The Day My God Died”

Young girls whose lives were shattered by the child sex trade describe the day they were abducted from their villages as “the day my god died.” By weaving footage from the brothels of Bombay with these girls’ stories, filmmaker Andrew Levine offers an unforgettable examination of the growing plague of child sex slavery and the spread of AIDS.

Program website: <http://www.pbs.org/independentlens/daymygoddied/index.html>

WIDE ANGLE “AIDS Warriors”

After 30 years of civil war, during which its borders were closed to the outside world, Angola's refugees and soldiers are returning home, and they're bringing with them a deadly new threat to the survival of the nation.

Program website: <http://www.pbs.org/wnet/wideangle/shows/angola/index.html>

FRONTLINE/World “The Sex Workers”

FRONTLINE/World producer Raney Aronson reports from the coming epicenter of the AIDS epidemic as sex workers and their clients struggle to contain the crisis. In cities rife with sex trafficking, where as many as 60 percent of the people are infected with HIV, can their fight help keep the disease from exploding?

Program website: <http://www.pbs.org/frontlineworld/stories/india304/thestory.html>

P.O.V. “State of Denial”

“State of Denial” takes viewers into the lives of six people struggling to survive with HIV in the face of social stigma, a severe lack of access to life-saving treatments, and their president Thabo Mbeki’s controversial stance on the connection between HIV and AIDS. Program website: <http://www.pbs.org/pov/pov2003/stateofdenial/index.html>

LANCE LOUD! A DEATH IN AN AMERICAN FAMILY

This “final episode” of the Loud family saga explores the legacy of Lance Loud, who died on December 21, 2001, at age 50. Lance asked Alan and Susan Raymond, filmmakers of AN AMERICAN FAMILY, to film the documentary several months before his death. In addition to material filmed with Lance in the last months of his life, the program shows his memorial service and includes scenes from AN AMERICAN FAMILY featuring Lance. Beyond examining his role as America’s first gay icon on television, the documentary delves into his years as a rock ‘n’ roll performer in his punk rock band, the Mumps, during the 1970s, and his later years as a writer and columnist for *The Advocate*, *Details*, *Vanity Fair* and other publications.

Program website: <http://www.pbs.org/lanceloud/>

P.O.V. “The Smith Family”

On her ninth wedding anniversary, Kim’s perfect life is shattered when she finds out that her husband Steve has been having affairs with men. Three years later, she discovers she is HIV-positive.

Program website: <http://www.pbs.org/pov/pov2002/thesmithfamily/index.html>

NOVA “Surviving AIDS”

The program looks at the cutting edge of AIDS research, and what scientists are learning about preserving the immune system and marshalling the body’s natural defenses against HIV to keep infected people from progressing to AIDS.

Program website: <http://www.pbs.org/wgbh/nova/aids/>

P.O.V. “Silverlake Life: The View From Here”

Winner of more than 10 International Awards, including the Grand Jury Prize at the Sundance Film Festival, “Silverlake Life: The View From Here” is the extraordinary video diary of living with AIDS. The film documents, with guts and with humor, the love and dedication of longtime companions Tom Joslin and Mark Massi. From the emotional challenge of living with a fatal illness to the frustration of maintaining daily routines once considered simple, “Silverlake Life: The View From Here” is an incredible journey that is ultimately a celebration of the strength of the human spirit.

In addition to these specials, PBS’ public affairs series — **THE NEWS HOUR WITH JIM LEHRER**, **RELIGION & ETHICS NEWSWEEKLY**, **NOW WITH BILL MOYERS** and **WASHINGTON WEEK** — feature topics and guests that keep viewers informed on the latest developments and trends in AIDS research, medical breakthroughs and social impact.

PBS is a private, nonprofit media enterprise that serves the nation's 348 public noncommercial television stations, reaching nearly 90 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment, and consistently dominates the most prestigious award competitions. PBS is the leading provider of educational materials for K-12 teachers, and offers a broad array of educational services for adult learners. PBS' premier kids' TV programming and Web site, PBS KIDS Online (pbskids.org), continue to be parents' and teachers' most trusted learning environments for children. More information about PBS is available at pbs.org, one of the leading dot-org Web sites on the Internet, averaging more than 30 million unique visits and 380 million page views per month in 2004. PBS is headquartered in Alexandria, Virginia.



Prasar Bharati, the public service broadcaster of India, has two divisions: All India Radio and Doordarshan television. All India Radio reaches nearly 100 percent of the Indian population, while Doordarshan reaches almost 90 percent.

Prasar Bharati recognizes that the AIDS epidemic is having a profound impact all over the world, and as a result, has geared up its programme producing centers of radio and television to give adequate importance to programming aimed at creating awareness among the Indian population regarding HIV/AIDS. Accordingly this subject has been given a very high priority by all these centers.

Doordarshan Television: HIV/AIDS Programmes

Doordarshan includes 27 channels and 60 programme production centers and has a programme output of 1700 hours per week, in 36 languages and dialects. Doordarshan reaches almost 91 percent of the Indian population in 79 percent of the country. With the introduction of DD-Direct, Doordarshan's DTH platform can now reach every home in India.

Doordarshan has one flagship channel 'DD-I', eight state networks, eleven regional language satellite channels, one International Channel, two Parliament Channels and four other central channels which telecast sports, news, cultural and educational programmes.

Public service programmes, especially programmes on HIV/AIDS, are telecast on DD National to countrywide audience with simulcast on regional language services. Public service messages are telecast in Hindi, sometimes in English and on regional channels in regional languages.

Doordarshan has impressed upon all its production centers the need to give due importance to programming aimed at creating awareness regarding HIV/AIDS in their regular fixed-point charts. These centres formulated informative and interactive programmes such as live phone-in programmes, studio interactions, short and long-duration dramas, panel discussions involving experts, docu-dramas, serials etc. in local languages and dialects towards raising awareness about HIV/AIDS. The frequency of these programmes varies from weekly to quarterly.

Doordarshan has three ongoing HIV/AIDS programmes: *Haath Se Haath Mila*, *Jasoos Vijay* and *Kalyani*. *Haath Se Haath Mila*, a reality show for youth viewers, has traveled to distant corners of India in its effort to link young people and raise awareness regarding their environment and, in particular, about HIV/AIDS prevention and safety. *Jasoos Vijay* is a weekly detective drama serial aired on Doordarshan's National Channel. It was conceived specifically as a vehicle for communicating information and awareness on HIV/AIDS. Finally, *Kalyani* is a bi-weekly health television magazine, telecast from 21 stations in eight states and reaching 50 percent of the Indian population. It has been running since May 2002 as a collaboration between policy makers, service providers and Prasar Bharati.



Public Television Service is the only public terrestrial national broadcaster in Taiwan. It was established through Taiwan's Public Television Act in 1998 and has since produced many award-winning programs. PTS has four critical elements to its mission: 1) produce a variety of quality programming, 2) promote society's sustained development, enrich coverage of indigenous cultures and enhance international cultural exchanges. Almost half of PTS' programming is produced in-house, with an additional three percent being co-produced with outside organizations. PTS' annual budget is 42 million USD, with 75 percent of its funds coming from government sources. In July 2004 PTS launched the Digital Mobile TV broadcasting service. PTS is consistently looking for international partnership to further develop quality programs.

The action PTS has taken related to AIDS epidemic includes news, in-depth documentaries and health education programming. In November-December 2004, PTS produced special programming in conjunction with World AIDS Day, December 1, to inform its audience regarding the HIV/AIDS pandemic, with a specific focus on Africa and China. Programs included *To Live is Better than to Die* and *AIDS in Africa: Condoms, Fish & Circus Tricks*. In April 2002, PTS produced a two-part public health educational program, *Enemy of the Century I* and *Enemy of the Century II*, to educate its audience about HIV/AIDS and safe sex. Finally, PTS is currently developing plans to broadcast *My AIDS Friend*, in order to raise awareness of the HIV/AIDS pandemic among young people in Taiwan.

The following are some of the major HIV/AIDS programs on PTS:

- **Formosa Aboriginal News Magazine:** Taiwan's only news magazine for indigenous people. This program features in-depth reports by indigenous journalists. Recent reports about AIDS include AIDS education in the indigenous villages.
- **The Youth News Weekly:** The first and only in-depth news magazine targeting 10-14-year-old viewers in Taiwan. There are several special editions in the program about AIDS related topics, including "AIDS Babies & Kids" and "What's AIDS".
- **Mighty Media:** Taiwan's only media literacy program for children analyzes media and provides a behind the scenes look at production and broadcasting, showing children how the media works and how it influences society. There is one edition focusing on how the media reports on AIDS and how this impacts people living with HIV/AIDS, as well as society in general.
- **Contemporary Theaters, Portrait of an AIDS artist:** A 12-episode documentary on contemporary theaters in Taiwan. Episode #7 pays its respect to Tien Chi-yuan, Critical Point Theater's founder who died of AIDS.
- **"Love Your Body" Series, Special Report on AIDS:** *Love Your Body* is a 105-episode program on health issues with general information and health tips from doctors. There have been two episodes dedicated to HIV/AIDS-related issues.

- **Gay and Lesbian Week, Special Program on AIDS:** In July 2001, PTS broadcasted 4 films about gay and lesbian related issues, including HIV/AIDS.
- **2004 World AIDS Day Special Programs:** Four films about the worldwide AIDS situation with emphasis on current development in Africa and China. Titles included the following:
 1. To Live is Better Than to Die (TV2, Denmark)
 2. AIDS in Africa: Condoms, Fish & Circus Tricks (TPI, USA)
 3. These Patents Make Me Sick (Upside Television, France)
 4. AIDS- the Woman's Story (RNTV, Netherlands)
- **Animation Shorts on AIDS, The Three Amigos:** PTS plans to broadcast this twenty-episode animated film series in the near future to raise awareness of AIDS epidemic and to stop the spread of HIV/AIDS among young people in Taiwan.



Radio Telefís Éireann (RTÉ) is the Irish Public Service Broadcasting Organisation. A statutory corporation, it provides a comprehensive service on radio (since 1926) and on television (since 1961), and a large range of other services including publishing, performing groups and transmission.

RTÉ is a dual funded organisation - and in 2003, 50% of its revenue was from public funding (via the Licence Fee) and 50% from commercial sources.

In a highly competitive broadcasting environment RTÉ is the distinctive leader in the Irish media, providing schedules of programmes of cultural, educational and informational excellence on both radio and television.

Because RTÉ is a public service broadcaster, all its services are publically owned. They include:

- Two television channels, (RTÉ One, a mixed channel, with a broadly based schedule, and RTÉ Two, which carries Children's and Sports programmes, and particularly targets a 20-44 year old demographic in peaktime),
- Four radio channels,
- A publishing division comprising the RTÉ TV Guide and rte.ie with websites for programmes,
- Performing groups - orchestras, choirs, string quartet,
- Transmission network service - bringing signals throughout Ireland,
- Regional offices and correspondents,
- Library and archives

In addition RTÉ, at the behest of Government, has established a third national television service, the Irish language TG4 which has operated autonomously under the aegis of RTÉ for 8 years.

RTÉ matters to Irish people, whether they live on the island or elsewhere, and to the many people worldwide who are interested in Ireland and its people, history and culture. From a population of just over 4 million:

- RTÉ Radio reaches over 1.5 million or 50% of adults every day (source: JNLR Jan-Dec 2003)
- 45% of all peak-time adult television viewers are watching RTÉ Television (source: Nielsen Media Research: Jan-Jun 2004)
- 90% of households that use teletext use RTÉ Aertel (source: Nielsen Media Research)
- RTÉ.ie had an average of 6.9 million page impressions every month during 2003 (source: RTÉ)
- Over half a million individuals tune into the RTÉ Television News at nine o'clock, each week night (source: Nielsen Media Research, Jan-Dec 2003)
- 9 of the top 10 most watched TV programmes in Ireland in 2003, were RTÉ Television programmes (source: JNLR Jan-Dec 2003)
- The Top 10 national weekday programmes are all on RTÉ Radio - six on RTÉ1 and four on RTÉ 2FM (source: JNLR Jan-Dec 2003)



RUSSIAN MEDIA PARTNERSHIP TO COMBAT HIV/AIDS

The Russian Media Partnership to Combat HIV/AIDS unites over 30 top media companies from across the Russian Federation – including “Gazprom-Media”, “CTC-Media”, “Prof-Media”, “SOYUZ” and “ROL” – to address the country’s rapidly growing epidemic. Initiated by Gazprom-Media and Transatlantic Partners Against AIDS during the inaugural meeting of the Global Media AIDS Initiative at the United Nations in January 2004, the Partnership seeks to mobilize the communication power of mass media to prevent HIV transmission and reduce stigma and discrimination of people living with HIV/AIDS. Ten months later, the Partnership played a key role in organizing the first Eurasia Media Leaders Summit on HIV/AIDS in Moscow.

On World AIDS Day (December 1st) 2004, the Russian Media Partnership to Combat HIV/AIDS launched Stop AIDS (Stop SPID), an unprecedented nationwide cross-platform and cross-marketing media campaign to combat HIV/AIDS through public service advertisements (PSAs), television and radio programming and print editorial content, consumer products placement, an interactive internet campaign and free print and online information resources. For the first time in the world, competing media companies launched a coherent, comprehensive campaign under one brand and with one message. The three-year commitment of advertising space alone made toward the Partnership is estimated at more than US\$200 million. The first wave of campaign advertisements is currently being broadcast in prime-time national television, including on leading networks CTC, TNT, REN-TV, DTV Viasat, Domashniy, MUZ-TV and MTV-Russia among others; on leading radio stations, including Ekho Moskvyy, NASHE radio, Serebryany Dozhd', Russkoye Radio, Radio Maximum, HitFM and Dinamit FM; and, in print publications such as YES!, Cosmopolitan, Good Housekeeping, Aktzia, Itogi and Perfect Flight.

The Partnership has been showcased as a model effort during several international events, including the 2004 EU Conference on Corporate Social Responsibility and the Global Creative Meeting on HIV/AIDS, held at the U.N. headquarters (November 2004); and will be presented at the Global Media Leaders Meeting in Cannes (April 2005), the Global Public Broadcasters’ Summit on HIV/AIDS (May 2005), and the Cannes Lions Festival (June 2005).

Coordinated by Transatlantic Partners Against AIDS (TPAA), the Partnership is overseen by a Steering Committee made up of representatives from each of the member companies with technical guidance and production support from the Henry J. Kaiser Family Foundation and Viacom as part of “KNOW HIV/AIDS.” The Bill & Melinda Gates Foundation and the World Bank Group provide financial support, and UNAIDS and INFO-Plus are technical advisors to the Program. The effort is coordinated with Russian and international experts and communities of people living with HIV/AIDS, and is endorsed by the Federal Agency for Monitoring Consumer Rights and Welfare, the Federal Agency for Press and Mass Communication, the Ministry of Health and Social Development, the Russian State Duma, and the Federation Council of the Russian Federation.

Campaign materials, which will be produced in stages over the three years of the project’s implementation, are available rights free to all organizations interested in using them.



The South African Broadcasting Corporation (SABC) is the largest broadcaster in Africa operating extensive television and radio broadcast networks. The SABC also is the largest producer of television and radio programming in Africa. HIV/AIDS education and prevention are a central part of the SABC's programming mission. The SABC works to integrate HIV/AIDS related messaging and information into its most popular entertainment programming as well as through its extensive public service commitment. The SABC's goal is to work toward an AIDS free generation in South Africa and globally, and to provide hope for families and individuals affected by HIV/AIDS. This commitment focuses on:

- Increasing awareness of the extent of the epidemic
- Providing information on the means of transmission and prevention of HIV
- Targeting young people in particular with appropriate HIV prevention messaging
- Encouraging more open communication between parents and their children about issues relating to HIV/AIDS
- Providing information about AIDS treatment
- Providing information on support programs for those affected by HIV/AIDS.

In fulfilling its HIV/AIDS mission, the SABC works in partnership with the South African government and private sector groups, as well as corporate advertisers and sponsors. Concrete examples of our work include platforms addressing adults, youth and children through various genres, including drama, documentaries, magazines and talk shows, as well as through extensive use of public service announcements.

loveLife

The SABC is the broadcast media partner for *loveLife*--South Africa's national HIV prevention programme for youth. The *loveLife* partnership includes an annual series of public service announcements targeting youth and their parents on radio and television, extensive radio programming for young people on all 13 ethnic language radio stations, and co-produced television programming on South Africa's leading youth channel including the popular S'camto series and an annual World AIDS day television special. The *loveLife* partnership also includes off-air activities, such as road shows, involving radio and TV celebrities, joint broadcasts with *loveLife* from remote locations, and activities designed to mark events such as World AIDS Day.

Commissioned Dramas

Other SABC commissioned programming also targeting a youth audience includes three recently broadcast drama series: *Yizo Yizo*, *Gaz'lam*, and *Tsha, Tsha*. These dramas reflected the lives, loves and relationships of contemporary South African youth and included substantial HIV/AIDS content. *Take 5*, a daily youth talk show, also provides young people with a platform to debate and engage with issues that are uppermost in their minds and affect their lives and creates a base for formulating opinions and providing leadership with youth.

Children's Programming

Through our efforts to address the needs of children and their families, we have aligned our programming with the real life circumstances of the diverse range of South Africa cultural and family settings. Our goal is to educate young people and to encourage early parent child interaction and communication about difficult issues like gender, relationships, and HIV/AIDS. One of the primary vehicles for communicating with young children is the popular Soul Buddyz radio and TV drama promoting the health and well being of children aged 8-12. Using a format that appeals to this age group, messages about sexuality, HIV+AIDS interwoven with messages on children's rights, have proved to be effective. The SABC's most successful children programming venture is Takalani Sesame. This series includes the HIV positive Muppet, Kami. While most current research shows that young children are generally uninformed about HIV+AIDS, the project's preliminary findings suggests that Kami may be reaching children in new ways. Among 7-9 year olds in particular, it seems that the messages of acceptance of others with HIV+AIDS are coming through. "We must play with children like Kami," one respondent said. Kami is breaking ground nationally and internationally. She has been introduced to the rest of Africa through SABC Africa and has just been appointed the UNICEF goodwill ambassador for children and their families, globally. Through Takalani, we will be addressing adults on how to talk to children about HIV+AIDS and to pass on basic information, as well as dealing with the emotional, spiritual and psycho- socially.

Partnership with the Government

As part of its commitment to the Partnership against AIDS, launched by President Thabo Mbeki on 9 October 2002, the SABC entered into a partnership with the Department of Health (DoH) to create public awareness about HIV/AIDS.

The SABC and DoH are committed to an ongoing campaign on radio and television to raise awareness of the HIV/AIDS condition and to create a platform for those infected and affected by HIV to speak out. The SABC/DoH partnership and consciousness raising and publicity campaign runs under the umbrella name of *Khomanani*, which translates as *Care enough to Act*. The SABC is motivated to show communities across the country and continent that with positive action and programmes HIV/AIDS can be dealt with.

The *Positive Living* campaign speaks to the moral and social responsibility we all have to assist in destigmatising HIV/AIDS by creating a safer environment for people infected and affected by HIV/AIDS. The campaign shares an extensive mass social mobilisation geared at reducing stigma and enhancing health care seeking amongst HIV positive people. It encourages voluntary counselling and testing, increasing disclosure and reducing blame, denial and fear.

The *Circle of Support* campaign is geared at supporting vulnerable children infected and affected by HIV/AIDS and other social ills. The target group comprises of adults, both able to help as caregivers and those in need of assistance. A high capacity national information hotline has been operational since September 2002.

Then there is the *Khethimphilo* campaign which translates as *Choose Life* and is aimed at young people. The key objective of this youth AIDS prevention campaign is to inspire African youth through positive programming, individual and communal action to take responsibility for their own lives. By focusing on the youth as the face and voice of the campaign we reach the people at greatest risk and try to influence their individual attitudes and behaviour for the future. Using youth icons, role models, youth organisations, and schools, we will extend the message in hope of moving our country and the continent from awareness to action.

In addition, there are the Sexually Transmitted Infections (STI) and TB campaigns dedicated to raising public awareness about these conditions and encouraging people to take the necessary steps to prevention and cure.

The *Health Worker Excellence* campaign, which is mainly radio-based and is aimed at healthcare professionals and carers, exhorts the public to light a flame of hope and culminates in a thank-you Public Service Announcement.

It is envisaged that the work undertaken in the partnership between SABC and DoH will go a long way towards proving these organisations commitment to curtail the impact of HIV/AIDS and ensuring a healthy future for our country and continent.

Future Commitments

The SABC will continue to seek ways in which to bring messages about HIV+AIDS to all its viewers and listeners, both in South Africa, on the continent and globally. This is our commitment. As the public broadcaster, the SABC realises the magnitude of its responsibility to enlighten and inform the public about HIV/AIDS as well as the importance of supporting nationwide efforts to stem the tide of the pandemic.



Sesame Workshop is a nonprofit educational organization making a meaningful difference in the lives of children worldwide by addressing their critical developmental needs. The Workshop develops innovative and engaging educational content delivered in a variety of ways — including television, radio, books, magazines, interactive media, and community outreach. Taking advantage of all forms of media and using those that are best suited to delivering a particular curriculum, the Workshop effectively and efficiently reaches millions of children, parents, caregivers and educators – locally, nationally and globally.

The Workshop is committed to the principle that all children deserve a chance to learn and grow; to be prepared for school; to better understand the world and each other; to think, dream and discover; to reach their highest potential.

Sesame Workshop was founded over thirty years ago as Children’s Television Workshop. Identifying a specific need to help children from low-income families be prepared for school, the Workshop’s founders shared a common goal: to use the medium of television as a tool to help children learn. This group of visionary educators, researchers, psychologists, child development experts, artists, writers and musicians pioneered the concept of entertaining, enriching television that could measurably enhance the lives of millions of educationally disadvantaged youngsters. From this collaboration came Sesame Street— now one of the single greatest educators of young children in the world.

Research is our anchor and our compass. Sesame Workshop pioneered a model for Sesame Street that has proven successful for decades. We attribute much of that success to our collaborative, research-intensive approach to the development of programs and activities. The Workshop’s offerings reflect both a deep understanding of children’s developmental needs and the best ways to address those needs. As a result, Sesame Workshop’s programs and products are richer, more thoroughly researched and tested to ensure they engage children in a way that maximizes learning. Through the years, Sesame Workshop has partnered with likeminded leaders — from foundations, corporations, individuals, governments and licensees – around the world who share their vision.

In addition to ABCs and 123s, Sesame Workshop provides life lessons about health and safety, coping with loss, and social skills such as respect and sharing. Takalani Sesame, the South African adaptation of Sesame Street, is the result of a partnership involving the South African Department of Education, the South African Broadcasting Corporation, SANLAM Life Insurance Limited, the U.S. Agency for International Development, Kwasukasukela, and Sesame Workshop. Designed to promote school readiness for children ages three to six, it is broadcast daily on television and radio and in communities in four provinces through an extensive outreach program. In 2002, Sesame Workshop joined the fight against HIV/AIDS in South Africa with the addition of a pioneering HIV/AIDS curriculum to Takalani Sesame.

The HIV/AIDS curriculum was developed by the Takalani Sesame partners to provide children and their caregivers with skills for coping with profound loss, basic knowledge of the disease, and a basis for altering behaviors that perpetuate HIV/AIDS-related stigma. Its goal is to improve the lives of children and families touched by the disease.

The curriculum is centered on the adventures of the newest member of the Sesame Workshop Muppet family: Kami, the affectionate, articulate, 5-year-old Muppet who is, without apology or embarrassment, HIV-positive. Like her Muppet counterparts around the world, Kami addresses complicated and sometimes contentious issues in ways that are accessible and engaging to children and adults alike. Since her debut in September 2002, Kami has been warmly received and widely recognized, helping to increase public discourse on issues typically constrained by stigma and silence. Participating fully in the fun and learning on Takalani Sesame, Kami brings to life the curriculum's key objectives: mainstreaming age-appropriate basic education messages on HIV/AIDS through mass media; assisting young children, their parents, caregivers, and educators in gaining knowledge and skills to deal positively with the consequences of HIV/AIDS, as well as promoting preventive behavior; reducing stigma by fostering respect and caring for people infected with HIV/AIDS; helping children build self-esteem and develop coping mechanisms; breaking the silence through better understanding of the disease and its effects on individuals and communities; modeling positive interactions related to HIV/AIDS between children and caregivers in the media; and transforming public perception of HIV/AIDS by modeling and promoting dialogue and discussion.

Kami and the Takalani Sesame HIV/AIDS curriculum are generating strong interest worldwide. In November 2003, UNICEF appointed Kami its global "Champion for Children" infected with and affected by HIV/AIDS. In this role, she is helping to raise global awareness of the plight of children dealing with this terrible pandemic.

In South Africa, the Workshop is seeking to expand and deepen the impact of the existing project by creating new materials and strategies for caregivers. A further goal is to extend radio programming and community outreach activities to the remaining five provinces: Gauteng, Free State, Mpumalanga, North West, and Western Cape. In southern Africa (Swaziland, Lesotho, Namibia, Botswana), Sesame Workshop is exploring the feasibility of replicating Takalani Sesameon television, radio, and through community outreach throughout the region.



TV5 is the first French global TV channel and a forum for all shades of opinion. It is a general-interest TV channel offering an original view of the world by providing information and programmes whose concern is to portray and share a diversity of cultures and outlooks. TV5 can be picked up by cable or satellite by more than 160 million homes, 24 hours a day and 7 days a week in more than 200 territories, making it one of the 3 largest global TV networks, alongside MTV and CNN.

For several years now, TV5's editorial team, programmes and internet site have given extensive coverage to events and programmes focusing on global AIDS control. In collaboration with UNAIDS, during the week of World AIDS Day special programmes have been devoted to efforts to control the pandemic; the programmes hinge on:

- Mobilizing TV5's editorial team who devote numerous items and TV panels (guests on TV news broadcasts and in the programme L'invité) to the global AIDS control effort.
- Broadcasting UNAIDS mobilization campaigns: "Live and let live", in December 2003
- Purchase of documentaries and dramas addressing the different issues raised by the epidemic in different parts of the world:
 - "Vivre positivement" (Look on the bright side), by Fanta Régina Nacro, broadcast in December 2003;
 - "Une histoire de l'AZT" (A history of AZT), by Vincent Detours and Dominique Henry, broadcast in December 2003;
 - "ABC Africa" by Abbas Kirostami, broadcast in December 2002;
 - "L'homme que j'aime" (The man I love) by Stéphane Giusti, broadcast in December 2002;
 - "It's my life", by Brian Telley, broadcast in December 2002;
 - "SIDA ici et là-bas" (AIDS here and there), by Pierre-Yves Vanderweerd, broadcast in December 2002.
- Broadcasting short programmes produced by different health agencies and AIDS organizations;
- "Les scénarios du Sahel" (Sahel settings), feature films; "Azimuts", reports produced by UNDP; "Moussa le taximan" (Moussa the taxi driver), feature films
- Musical video clips by Ensemble contre le Sida.

The wide range of formats used, current events, films, documentaries, short programmes musical clips and advertising breaks enables us to get across to audiences with different tastes in TV programmes.

Occasionally, TV5 acts directly in support of activities or projects connected with AIDS control, particularly in sub-Saharan Africa:

- Offering the first prize for Scénarios du Sahel (West Africa) - 2002;
- Providing audiovisual equipment for CTA (Outpatient Treatment Centres) in Ouagadougou and Bobo Dioulasso in Burkina Faso - 2003.

Future Commitments

TV5 wishes further to intensify its commitment to AIDS control by adopting a framework agreement for cooperation and partnership with UNAIDS in order to:

- Strengthen global mobilization for AIDS control thanks to programmes promoting an understanding of the epidemic through a global and regional focus and mobilizing audiences at an individual level;
- Act as a mouthpiece for the 40 million people living with HIV thanks to an exchange of testimonies and views that hold out hope for control efforts without concealing the political, social and cultural problems posed by the epidemic;
- Encourage the production and broadcasting of programmes and images (films, dramas, documentaries, personal testimonies and magazines) making it possible to address:
 - The major issues cutting across all regions and which foster North/South, South/North, South/South and North/North comparisons and exchanges of experience;
 - Crisis situations threatening certain areas with outbreaks of epidemics: young demobilized soldiers in the Great Lakes region, refugee camps, prisons, famines, etc;
 - The intimate personal worries of those who, in one way or another, are faced with AIDS.

These objectives could be attained by:

1. Developing special programmes on AIDS on TV5, involving mobilization of the human resources and image bank of UNAIDS, which has a vast global network of representatives in the field;
2. Broadcasting UNAIDS global or regional campaigns on TV5, with its eight specific regional signals, and by relaying basic information on AIDS control through TV5's news programmes and broadcasts;
3. Jointly developing audiovisual productions that enrich the store of images of global efforts to control AIDS; these joint productions could involve pooling resources or jointly seeking other partners.



TVN is the public TV of Chile. It promotes the national culture, its identity and values in its whole diversity. In its screen it's plural and objective concerning the representation of the culture, social, economical, religious and political reality of the country, and it is independent from the different powers operating in the society. It connects Chilean people all over the territory and Chilean people living abroad. It is auto-financially in its requirement of expenses and investments, offering its products to the advertising market. TVN represents all Chilean people in their social, cultural and religious diversity.

A TV OF INTERNATIONAL CLASS

TVN expects to be leader at the generations of contents and in its audience's programmatic satisfaction. It promotes a high quality and massive spreading. It would like to be in a position of vanguard within the Spanish speaking TV and to become an unavoidable reference of a better television for Chile. TVN wants to be the Spanish speaking international class.

A CREATIVE AND INNOVATING TV

TVN is a public leader television at the industry, distinguished for its divers and plural role. It opens spaces for experimenting, it is updated with technological transformations, it creates change, takes risks and overtakes its competitors. TVN would like to within the most creative and innovating organizations of the country.

THE AUDIENCES AT THE FOCUS

TVN considers it imperative to know the audience's aspirations concerning television programmes, its behaviour towards television programmes, and to understand its tastes and preferences, bringing forward its changes, beyond the economical criteria. The audiences are the focus, including – in its role of public TV- those that the commercial approach ignores.

A TRUSTABLE TV

TVN expects to be the most trustable and upright mass media because in it relays its prestigious. Its news and report programmes will be at the informative vanguard and the programmes of all the areas of the channel must be trustable due to the fact they are the most credible.

A TALENTED HUMAN TEAM

To be leaders at the generations of contents, TVN wants to hire and promotes the most creative people. It looks for them actively and opens a space to them for development in the enterprise. It wants their workers to be proud of working in TVN.



The Voice of Viet Nam is broadcasting on 6 channels, one of which deals exclusively with cultural and social matters. There is a daily 15-minute program about medical matters where HIV/AIDS is being talked largely about. This topic is also dealt with in five other channels from different angles since HIV/AIDS is being considered a growing social problem. In general, the HIV/AIDS infection rate is below the normal rate but in some places like in Ho Chi Minh City, Quang Ninh and Hai Phong, it is already above 1%.

It's understood that in a country like Viet Nam where 80 % the population lives in rural areas, the media, especially radio broadcasts, plays in an important role in educating and circulating messages about health matters and social concept and habits. The Voice of Viet Nam, the only national broadcaster, has diffused many programs about HIV/AIDS, its symptoms and how to prevent it as the common efforts to cope with this disaster of the century. Another important aspect is to campaign for a change of social behaviour toward people living with HIV/AIDS. VOV News for its part has also contributed to this common effort through the diffusion of health messages, on- line discussions and Q&A over the matter.

One person living with HIV/AIDS, Mme Tran Thi Hue who has distinguished herself in tireless efforts to care for other people living with HIV/AIDS, was lauded by Time magazine as one of the heroines of ASIA. She also came to VOV News together with her husband and 3 year-old son, both of whom are also living with HIV, for two hours for an on-line discussion with VOV News readers.

(<http://www.vov.org.vn/chuyenmuc/diendanvagiaoluu/phamthihue.html>)