



Entertainment Television Summit on HIV/AIDS

Thursday, 12th May 2005 – Mumbai

Agenda

- 9:30 – 10:00 am Registration and Tea / Coffee
- 10:00 – 10:10 am Welcome / Introductions
Heroes Project & Kaiser Family Foundation
- 10:10 – 10:15 am Opening Comments
Dr Subhash Salunke, Director General, Health Services, Government of Maharashtra
- 10:15 – 11:15 am Communicating Creatively About AIDS
Moderated by Cyrus Broacha, VJ, MTV India
- Dr. Neal Baer, Executive Producer - Law & Order: Special Victims Unit (also co-creator e.r.)*
Tracy Poust, Executive Producer - Will & Grace
Gursheel Walia, Creative Head - Sony Entertainment Television India
Nilanajana Purkayastha Senior Executive Producer - Star India
- 11:15 am – 12.30 pm Real Life Stories
Moderated by Dr. Jaya Shreedhar, Health Communications Consultant, Internews
- Dr. Suniti Solomon, YRG Care*
Elango Ramchandar, Karnataka Network Of Positive People
Asha, Karnataka Network Of Positive People
O. Hari Kumar, SASO
Anand Grover, Lawyers Collective
- 15 minute break to transfer to lunch*
- 12:45 – 2.15 pm Lunch
- 2.15pm - 3:45 pm Case Studies [45 minutes each]
1. *Jasoos Vijay, Doordarshan/BBC World Service Trust/NACO*
- Usha Bhasin, Director Programmes, Doordarshan
- Devika Bahl, Creative Director, BBC World Service Trust
 2. *S'camto, SABC/Love Life*
- Kamscilla Naidoo, Head of Commissioning and Special Projects, SABC
- Carolyn Carew, Creative Executive Producer, Love Life
- 15 minute break to transfer to workshops and Tea / Coffee*
- 4:00 pm – 5:15 pm Concurrent Workshops
- *Using Comedy to Break Social Taboos, Tracy Poust, Will & Grace*
 - *A Dramatic License to Entertain and Educate, Dr. Neal Baer, Law & Order / e.r.*
 - *Making Reality TV Real, Carolyn Carew & Kamscilla Naidoo, Love Life/SABC*
- 5:15 – 5:30 pm Wrap Up

Followed by Cocktails & Live Performance by Rabbi Shergill.

