

think



**A Case Study: *thinkHIV***

**A Partnership of the Kaiser Family Foundation, MTV, and NASTAD**

# LEVERAGING USER-GENERATED MEDIA TO FIGHT HIV/AIDS

Tina Hoff, Vice President and Director | Entertainment Media Partnerships  
July 19, 2007 | Washington, DC

THE HENRY J.  
KAISER  
FAMILY  
FOUNDATION

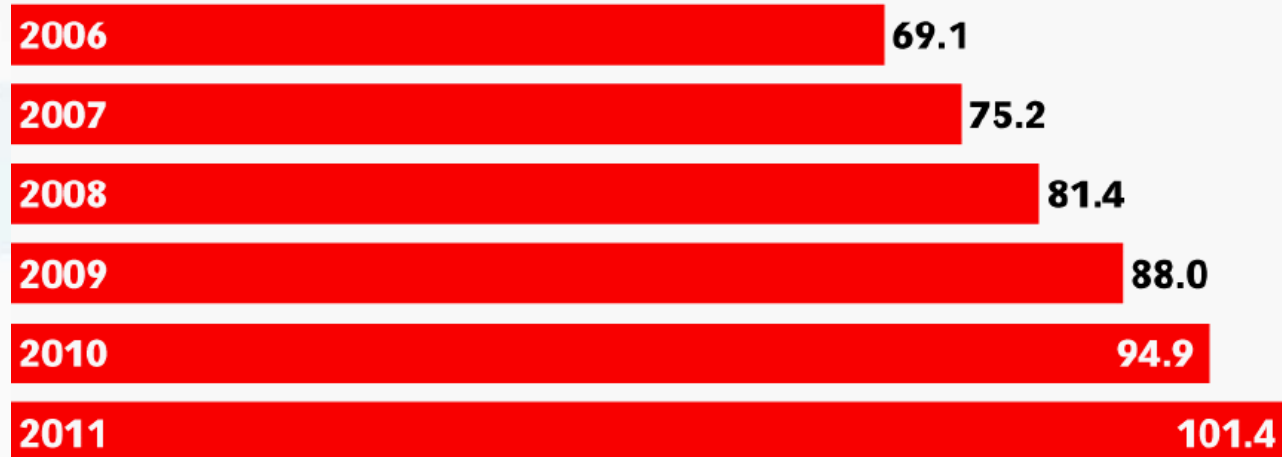
 NASTAD™  
NATIONAL ALLIANCE OF STATE  
& TERRITORIAL AIDS DIRECTORS

## DEFINING USER-GENERATED MEDIA

- **Produced by end-users, as opposed to traditional media producers.**
- **Reflects the expansion of media production through new technologies that are accessible and affordable to the general public**
- **Includes: video, audio, photo sharing, blogs, wikis, podcasts, and online bulletin boards**

## TRENDS IN USER-GENERATED MEDIA

### US Users of User-Generated Content, 2006-2011 (millions)



*Note: includes video, audio, photo sharing, blogs, wikis, podcasts and online bulletin boards*

*Source: eMarketer, June 2007*

084523

[www.eMarketer.com](http://www.eMarketer.com)

# TRENDS IN USER-GENERATED MEDIA

## Percent of Time Spent Online at User-Generated Sites vs. Company-Generated Sites according to US Internet Users, by Age, February-March 2007

### Millennials (13-24)



### Generation X (25-41)



### Baby Boomers (42-60)



### Matures (61-75)



### All respondents



■ User generated

■ Company generated

*Note: numbers may not add up to 100% due to rounding*  
*Source: Deloitte & Touche USA LLP, "State of the Media Democracy," conducted by Harrison Group, provided to eMarketer, April 16, 2007*

083879

[www.eMarketer.com](http://www.eMarketer.com)

Users aged 13-24 spend a majority of their time online at user-generated sites as opposed to company-generated sites

**“For seizing the reins of the global media, for founding and framing the new digital democracy, for working for nothing and beating the pros at their own game, TIME’s Person of the Year for 2006 is you.”**

***-- Lev Grossman,  
Staff Writer, Time Magazine***



## **THE OPPORTUNITY:** USER-GENERATED MEDIA FOR SOCIAL ISSUES

- **UGC popular among young people – key target audience for many social issues**
- **UGC personalizes social issues making them real and tangible for audiences**
- **UGC offers an interactive environment allowing for both the production and consumption of media**
- **UGC provides an opportunity to extend traditional messaging to new media platforms**

## KAISER-MTV PUBLIC EDUCATION PARTNERSHIP

- **Launched in 1997 as a comprehensive media partnership leveraging KFF public health expertise and MTV's reach and creative assets**
- **Campaign focus on HIV/AIDS, STDs, and related sexual health issues**
- **Utilizes MTV's wide array of platforms – on-air, online, outdoor, mobile, special events**
- **Drives audiences to resources for information, local testing centers, etc.**

# thinkHIV CAMPAIGN COMPONENTS



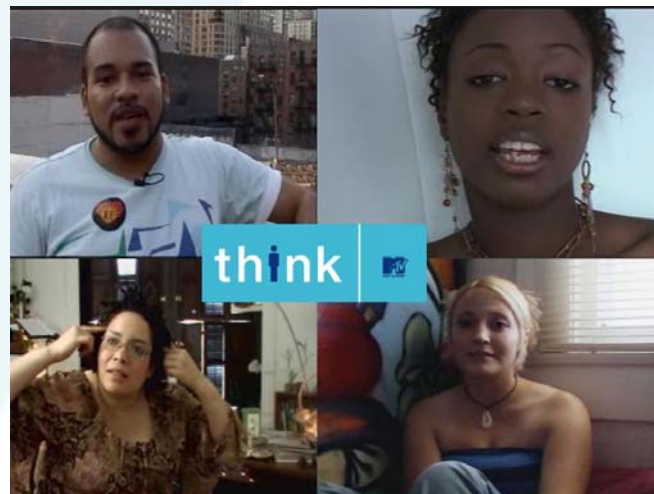
On-Air and Online Promotion of Alive @ 25 National Vlogging Contest



The Vloggers



[www.thinkhiv.org](http://www.thinkhiv.org)  
Online Community



"thinkHIV: This is Me" Documentary

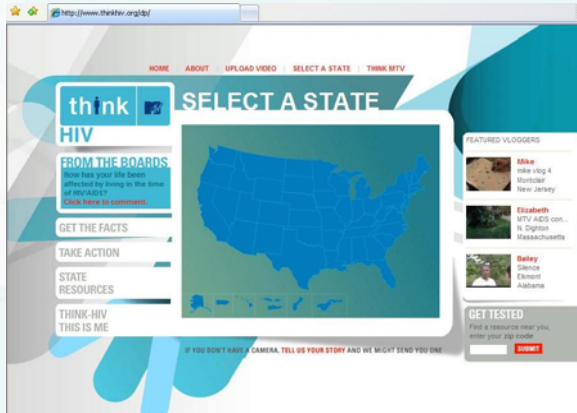


## “ALIVE AT 25” NATIONAL VLOGGING CONTEST



- **Essay Question:** “If *thinkMTV* gave you a video camera, what would you film to explain what the HIV/AIDS epidemic means to you, your friends/family or the state you live in?”
- **Contest promoted on-air and online at [www.think.mtv.com](http://www.think.mtv.com)**
  - 647 submissions received
  - 47 finalists selected to receive cameras (roughly 1 per state)
  - One national winner – Joyce Joseph, age 21, Virginia
- **Vloggers included young people living with HIV/AIDS or personally affected by the epidemic**

# www.thinkHIV.org ONLINE COMMUNITY



- Provides easy access to information and resources about HIV/AIDS, including testing center locator and suggestions for community activism

- Site features vlogging contest winners
- Corresponding complementary social networking community for vloggers on MySpace at [www.myspace.com/thinkhiv](http://www.myspace.com/thinkhiv)

## “*thinkHIV*: THIS IS ME” DOCUMENTARY



- *First* entirely user-generated show produced and aired by MTV
- Part memorial, part testimonial – short vignettes filmed by young MTV viewers infected or affected by HIV/AIDS
- Paints raw, intimate, and informative portrait of the epidemic’s impact on their lives.
- Show premiered at XVI International AIDS Conference in Toronto (August 2006), and broadcast nationally on MTV in August, December 2006
- Reached nearly 2.2 million viewers on-air and remains available online, linked to [www.thinkhiv.org](http://www.thinkhiv.org), bringing in an additional 51,902 viewers
- Distributed worldwide to broadcasters in Africa and the Caribbean

## IMPACT & KEY CONCLUSIONS

- **Young people are using media in new, innovative ways – creates an opportunity for a different level of engagement with this audience than available through traditional media platforms**
- **Users are engaged to produce content that reflects *their* lives and *their* realities, making the issue more personal and relevant**
- **Online community creates opportunity to link audiences together and connect them to local resources, services, and support systems**

## ISSUES TO CONSIDER

- 1. What motivates young people to produce and/or consume user-generated content? Is this an organic process, or can it be “forced” through effective marketing?**
- 2. How to monitor UGC without compromising the medium?**
- 3. What are the barriers to use of and access to UGC?**
- 4. How can user-generated content and other new media platforms extend traditional on-air messaging, while also complementing and supporting those messages?**

think



**A Case Study: *thinkHIV***

**A Partnership of the Kaiser Family Foundation, MTV, and NASTAD**

# LEVERAGING USER-GENERATED MEDIA TO FIGHT HIV/AIDS

Tina Hoff, Vice President and Director | Entertainment Media Partnerships

July 19, 2007 | Washington, DC

THE HENRY J.  
KAISER  
FAMILY  
FOUNDATION

The NASTAD logo, featuring a stylized graphic of three people in blue and orange, followed by the text 'NASTAD' in blue and 'NATIONAL ALLIANCE OF STATE & TERRITORIAL AIDS DIRECTORS' in smaller blue text below it.  
**NASTAD™**  
NATIONAL ALLIANCE OF STATE  
& TERRITORIAL AIDS DIRECTORS