



**PRESS RELEASE - *For Immediate Release***

## **“Think Positive: The Asian Face of HIV/AIDS”**

### **HIV/AIDS-themed Programming Launched by ABU in Partnership with MTV Staying Alive, UN agencies and Kaiser Family Foundation**

**Singapore, 30 November 2005** – The Asia-Pacific Broadcasting Union (ABU), MTV International, several UN agencies and the Kaiser Family Foundation launched “Think Positive: The Asian Face of HIV/AIDS” this afternoon at the Asia Television Forum. The short-form television productions are a compilation by fourteen national broadcast companies from across the Asia-Pacific.

The content production project was accomplished through a cooperative arrangement involving the ABU, MTV, UNDP Regional HIV and Development Programme for Asia, UNDP Asia-Pacific Development Information Programme (UNDP-APDIP), UNAIDS-APLF, UNICEF, MTV International and the Kaiser Family Foundation. The partnership has produced a series of ‘made for television’ programmes to raise awareness of the global HIV/AIDS pandemic.

“Think Positive: The Asian Face of HIV/AIDS” focus on the implications of HIV/AIDS in the contributing producer’s home country, with an emphasis on the human or social dimension. Completed productions are available for exchange between the participating broadcasters as well as being made available rights-free to all ABU member broadcasters.

Participating television producers from Bangladesh Television; China Central Television; PT Surya Citra Televisi, Indonesia; PT Indosiar Visual Mandiri Tbk, Indonesia; Sistem Televisyen Malaysia Berhad (TV3); Nepal Television; Geo Independent Media Corporation, Pakistan; Media Niugini, Papua New Guinea; ABS-CBN Broadcasting Corporation, Philippines; MediaCorp News, Singapore; EAP Networks (Pvt) Ltd - Swarnavahini (TV), Sri Lanka; National Broadcasting Services of Thailand (Channel 11); and Vietnam Television each created segments for use by all participating broadcasters as individual short-form programmes.

MTV International supported the co-production project with the contribution of an executive producer who provided technical and creative direction to the participating producers while drawing on the achievement of MTV’s long-running Staying Alive campaign. The Kaiser Family Foundation, UNDP, UNAIDS and UNICEF lent substantive



expertise based on their work in HIV/AIDS communication, while the ABU played a coordinating role in the production of the content by soliciting applications from its member broadcasters. Two production workshops were held in Bangkok, Thailand where producers interacted with Asia regional offices over the course of the past 6 months where producers consulted experts, shared story ideas and commented on the productions.

“This was a first co-production initiative arranged by the ABU for its member broadcasters and in association with the Global Media AIDS Initiative,” said Craig Hobbs of the ABU. “It has resulted in strong interest and participation by our broadcasters, who moved very quickly to complete this project in time for World AIDS Day, and is one that is already stimulating many additional broadcast activities relating to the increasing awareness and changing behaviour for fewer HIV infections.”

“MTV Staying Alive is a global campaign committed to collaborating, sharing resources and capabilities in the fight against HIV/AIDS. This project provided a unique opportunity to broadcasters to join hands in the creation of thought provoking programming that will empower and educate billions of viewers across Asia with information on HIV/AIDS,” said Ms Natasha Malhotra, Senior Vice President, MTV Networks Asia.

“The Asian-Pacific region faces a critical moment in its effort to stem the tide of HIV/AIDS,” said Tina Hoff, Vice President and Director, Entertainment Media Partnerships, Kaiser Family Foundation. “Through sustained efforts the media can play a critical role in breaking the silence and mobilizing society to confront HIV/AIDS.”

“Outreach of the right and useful information on prevention and care across various sections of society still remains a major challenge in addressing the growing HIV/AIDS epidemic in the region. I am hopeful that this project, with substantial voluntarism from producers of national broadcasters will help bridge this gap,” said Sonam Yangchen Rana, Senior Advisor and Programme Coordinator, Regional HIV and Development Programme for Asia, UNDP Regional Centre in Colombo.

#### **About ABU**

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-governmental, professional association of broadcasting organisations, with 140 broadcast company members in 54 countries and regions, reaching a potential audience of over 3 billion people. The ABU was formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise cooperative activities amongst its members. [www.abu.org.my](http://www.abu.org.my)

#### **About MTV's Staying Alive Campaign**

Staying Alive began in 1998 as an Emmy award-winning documentary profiling the lives of six young people from around the world infected with or affected by HIV/AIDS. Growing from the tradition of annual documentaries, Staying Alive has expanded to a multi-tiered campaign to promote awareness about and prevention of HIV/AIDS in the international youth community. It's the single largest global on-going HIV/AIDS awareness & prevention campaign for young people.

The campaign is a partnership between MTV Networks International, YouthNet spearheaded by Family Health International, and the Kaiser Family Foundation. Additional partners include USAID, UNAIDS, The



World Bank, and other organisations. Staying Alive will inform young people about the virus, promote safe lifestyle choices, provide information about local organisations and mobilise youth to overcome the stigma and discrimination surrounding HIV/AIDS and to fight for an end to the spread of HIV/AIDS.

#### **About the UNDP Regional HIV and Development Programme for Asia**

The UNDP Regional HIV and Development Programme for Asia, based at the UNDP Regional Centre in Colombo, seeks to address the development, governance and trans-border challenges of HIV/AIDS in the region and supports integrated, rights-based, multi-sectoral responses that promote gender equality, sustainable livelihoods and community participation. Focus areas of work include policy advocacy and outreach, mobility and HIV/AIDS including migration and human trafficking, capacity development, leadership, human rights and empowerment of people living with HIV/AIDS.

#### **About UNDP APDIP**

In collaboration with National Governments, APDIP seeks to assist national and regional institutions in Asia-Pacific to improve the application of Information and Communication Technologies (ICTs) for social and economic development and knowledge-sharing and networking. APDIP also helps to target and focus regional ICT initiatives to achieve relevant development goals by making ICT an integral part of development cooperation and solutions

#### **About Kaiser Family Foundation**

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

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