



PROJECT BRIEF

AIDS Reports by 12 Asia-Pacific Television Producers/Journalists

Advocacy in Coordination with Grass-roots Initiatives

PROPOSAL

Asia-Pacific Broadcasting Union (ABU) in collaboration with **UNDP's Asia-Pacific Development Information Programme (APDIP)** and **MTV International** propose a co-production workshop involving 12 (twelve) television producers from 12 (twelve) Asia-Pacific countries which will result in the creation and on-air usage of "HIV/AIDS Reports". Content produced will draw on specific grassroots initiatives and the regional and in-country work of organisations working on HIV/AIDS issues in individual participating countries.

The production will be supervised by a contributing Executive Producer to be provided by the **MTV International's Staying Alive Campaign**. This will allow participating producers to benefit from the expertise gained by MTV/Staying Alive over the course of six years of productions. As well, it will allow MTV/Staying Alive and its partners to gain further visibility and mileage of the World AIDS Day initiative/brands on more local levels internationally.

DETAILS

Participating broadcast journalists will each create 2 X 2.5-minute segments to contribute to a pool of content for use by all participating broadcasters in forming full-length documentaries or to be run as a series of individual short-form programmes or otherwise. The "AIDS Reports" will focus on the implications of HIV/AIDS in the contributing producer's home country, with an emphasis on the human or social dimension.

The ABU will play a coordinating role in the production of the "AIDS Reports" by soliciting applications from its member broadcasters in China, Vietnam, Cambodia, Laos, Thailand, Indonesia, India, Sri Lanka, Nepal, Bangladesh, Pakistan, Afghanistan, and other countries. ABU will assign a Project Manager to coordinate a production workshop to be held in Bangkok, Thailand where producers will have access to the Asia regional offices of UNDP, UNAIDS, UNFPA, UNODC, World Bank, Asian Development Bank and others for sourcing experts and information on HIV/AIDS.

MTV International's Staying Alive Executive Producer will coordinate the producers and the productions by applying its knowledge and expertise gained in the production of the annual MTV Staying Alive content.

Completed productions will be available for exchange between the participating broadcasters as well as being made available rights free to all ABU member broadcasters.

UNDP-APDIP will provide content advisory assistance by coordinating responses and support from sister UN agencies and other international development organisations. UNDP-APDIP will assign a Project Manager to collaborate with ABU's Project Manager and MTV's Executive Producer on the overall project.

UNDP-APDIP and ABU will establish and closely coordinate communication between the broadcasters, UN agencies, grass-roots and in-country activities and experts.

TIMELINE

April 11-15 – MIPTV, Cannes France

Announcement of Collaboration – MTV–ABU–UNDP–Kaiser Foundation–World Bank



May – Selection of TV Producers from 12 Countries

July 28-20 – First Workshop on producing content on HIV/AIDS, Bangkok

August-September – Production of pieces by 12 TV producers

September 1 – Deadline for submission of rough cuts to Executive Producer

October 1 – Deadline for submission of final edits to Executive Producer

November 21-23 – Asia-Pacific Broadcasting Union, Annual General Meetings

Presentation of produced content to 100 regional and int'l broadcasters

November 28-December 2 – Launch of produced material

**Asia Television Forum and
CEO Leadership Forum on HIV/AIDS, Singapore (to be confirmed)**

December 1 – World AIDS Day

On-air launch of content produced

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