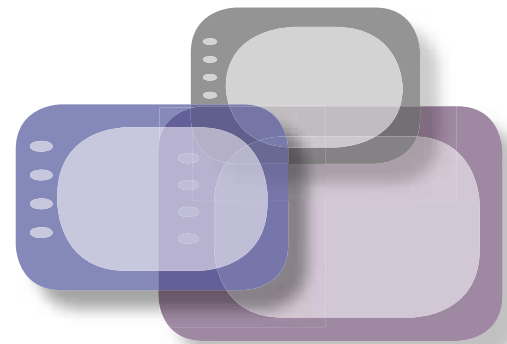



“... Broadcast media have tremendous reach and influence, particularly with young people, who represent the future and who are the key to any successful fight against HIV/AIDS. We must seek to engage these powerful organizations as full partners in the fight to halt HIV/AIDS through awareness, prevention and education”.

**Kofi Annan**





The following project has supported the training of 212 young television producers who have made 107 broadcast items aired in 74 countries. The implementing partners play a critical role within UNESCO's Network. Committed broadcasters offer studio facilities free of charge to distribute and exchange the high quality programmes made by the young TV producers. This brochure gives an overall idea about the Network's activities.

Editor: Nanna Engebretsen

Graphic Design and Layout: UNESCO/CLD

Photographs: Photographs appearing in this brochure are contributions by the participants, trainers and implementing partners of UNESCO's Network of Young TV Producers on HIV and AIDS as well as UNESCO's photobank.

Films are downloadable at [www.unesco.org/webworld/en/hivaids-tv-films](http://www.unesco.org/webworld/en/hivaids-tv-films) and are available for free distribution and broadcasting. Copyright is maintained by the respective implementing partner.

UNESCO's distinctive mix of competencies in education, natural science, social and human sciences, culture, and communication and information enables the organization to support comprehensive, interdisciplinary and intersectoral national responses to HIV and AIDS. UNESCO's Communication and Information Sector builds the capacity of communication and information professionals to respond to the Millennium Development Goals and other internationally agreed upon goals. In this context, UNESCO's Network of Young TV Producers on HIV and AIDS was initiated in 2002 by UNESCO to increase local capacities in the provision of credible and visually coherent information on HIV and AIDS.

Quality television content on HIV and AIDS helps people to improve their understanding about HIV prevention, treatment, care and support. It also influences the development and the implementation of policies necessary to address stigma and discrimination and other issues related to HIV and AIDS. The objective of UNESCO's Network is to increase the number of quality television programmes about the epidemic and to mobilise the commitment of broadcasters to raise the level of knowledge about HIV and AIDS among media professionals.

To meet this objective, UNESCO's Network identifies and supports talented young TV producers in developing countries. The producers are given a break from the daily routine of production and brought together to meet fellow producers face-to-face. With the help of highly qualified experts on HIV and AIDS, they obtain multi-disciplinary knowledge about the epidemic and are supported to produce innovative TV programmes and generate creative TV concepts. Financial support in the form of seed funding allows the producers to travel to rural areas, meet people and find atypical footage. Producers also participate in peer reviews, exchange information and share their TV programmes with each other.

# AFRICA

World AIDS Day Special 2007

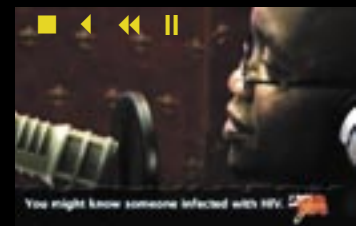
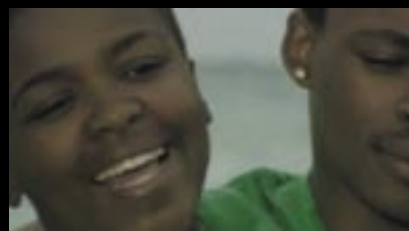
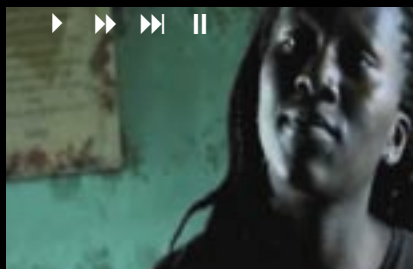
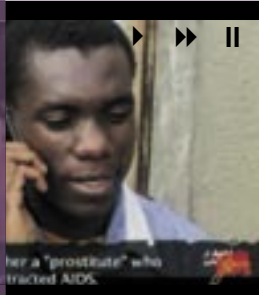
## ▶ The Stigma Within (24'55") ▶▶▶▶ || ■

**F**our young people – Thembi (South Africa), Nonjabulo (Swaziland), Gervas and Taij (Tanzania) – are all affected by HIV and AIDS in different ways. Thembi lives with her boyfriend who is rejected by his mother because he is living with HIV. Gervas had a sister who ended her life because of HIV-related stigmatization. Nonjabulo lost both her parents and her two babies. Taij hosts a radio show broadcasting similar stories every day. During the course of a day these young people tell their friends and relatives about their situation. They try to convince them to take an HIV test. Many destinies and human tragedies are covered in a positive way, reminding us that stigma comes from within every person and must be prevented.

African countries from which the participants were selected (Algeria, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Egypt, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Malawi, Mali, Namibia, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, South Africa, Swaziland, Tanzania, Togo, Uganda, Zimbabwe)

Sub-Saharan Africa remains the most affected region in the global AIDS epidemic. It is estimated that 1.7 million people were newly infected with HIV in 2007, bringing the total number of people living with the virus to 22.5 million. Unlike other regions, the majority of people living with HIV in sub-Saharan Africa (61%) are women.

*UNAIDS, 2007 AIDS Epidemic Update,  
19 November 2007*





**Edgar Goran** is a Masters graduate from the Institute of Science and Communication Techniques (ISTC) in Côte d'Ivoire. He enjoys a progressive television career that started in the studios of Radio Television Ivoirienne (RTI-TV2) in 2000. Edgar produces TV programmes on societal and scientific issues for the 5 million viewers of RTI. His film, *Les Routiers*, was produced at a regional workshop hosted by the International Council of French Television and Radio (CIRTEF), transmitted in eight French speaking-African countries and distributed worldwide by TV5 Monde and Canal France International.

▶ *Les Routiers* (6'30") ▶▶ ▶▶ || ■

**A**mbroise, a young truck driver assistant, is curious about everything life can offer, but his boss Moussa, a strict and experienced truck driver, views life differently. One night, as the two men stop for dinner, the young driver notices the lovely, young waitress Jeannette, with

whom he sneaks off to a backroom in the restaurant. That night, his boss sleeps badly in the truck while the couple giggles outside. He is worried. Does his assistant use condoms? What fate will he meet on their tours driving across the African countryside?





## Implementing partners in Africa



**The African Broadcast Media Partnership Against HIV/AIDS (ABMP)**, a pan-African coalition of broadcasters committed to HIV and AIDS programming, trained 14 TV producers from six countries to produce a 24-minute World AIDS Day Special transmitted by 32 ABMP broadcasting members in 2007.



**The International Council of French Speaking Radio and Television Broadcasters (CIRTEF)**, a professional association of public broadcasters, trained 20 TV producers, produced and distributed 14 short films for transmission through its 45 broadcasting members.



**The Children and Broadcasting Foundation for Africa (CBFA)**, a non-profit and independent organization, trained 15 young television producers from seven African countries. They produced a 26-minute documentary and two 5-minute spots.



**The National Film and Television Institute (NAFTI)**, a public institution for higher education in film and television in Ghana, arranged a workshop for 15 young TV producers from seven African countries, which resulted in two 5-minute documentaries.





# ASIA-PACIFIC

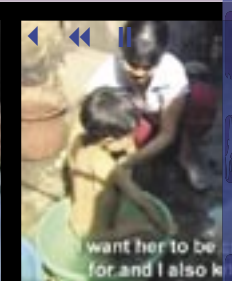


**Pham Diep Anh**, an economics graduate from the University of Hanoi (Viet Nam), has produced over 40 films since 2000 for Vietnam Television. She produced *I Believed* at a workshop by the Asia-Pacific Institute for Broadcasting Development (AIBD). It was distributed to 26 broadcasting members and 70 affiliates of AIBD.

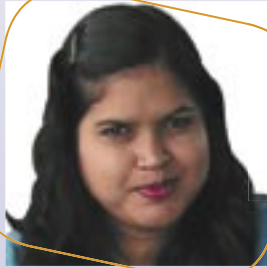
▶ I Believed (5'18") ▶▶ || ■

“I often leave home early when my children are sleeping. Despite all hardships I try to provide them with a life as good as that of their friends in the village ... I was shocked to know my husband had been infected by HIV. I couldn't sleep a wink all night as I was worried about the kids.” Eight months pregnant, a widow and discriminated by relatives and neighbors, Anh's hero

continues selling fish on the food market. She believes that a miracle would save her baby from HIV infection. At the Club of Sympathy she shares her concerns and receives more information about HIV and AIDS. She decides to take the HIV test together with her young daughter. This is a touching story common to many mothers all over the world.



*“I believe that poverty and marginalization have a big role to play in the spread of HIV and AIDS. It is my ambition to be able to help in some small way.” Pham Diep Anh*



Source: [www.globalis.gvu.unu.edu](http://www.globalis.gvu.unu.edu)

Asian countries from which the participants were selected (Afghanistan, Armenia, Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Islamic Republic of Iran, Israel, Jordan, Kyrgyzstan, Nepal, Maldives, Pakistan, Republic of Korea, Sri Lanka, Tajikistan, Thailand, Turkey, Viet Nam)

## ▶ Faith and Hope (6'22") ▶▶ || ■

**Naziah Ali** and **Sangeeta Lal** produced *Faith and Hope* during a workshop in Fiji in 2006. The programme looks closely at the prevention messages designed by the Hare Krishna movement and provides examples on how beliefs can influence attitudes towards sex and HIV. Naziah works as a news reporter for Fiji TV 1 and Sangeeta produces *Sitara*, a TV series for Hindi speaking viewers in Fiji.

In Asia, national HIV prevalence is highest in South-East Asia, with wide variation in epidemic trends between different countries. An estimated 4.9 million people were living with HIV in 2007, including the 440,000 people who became newly infected in the past year. Approximately 300,000 died from AIDS-related illnesses in 2007.

*UNAIDS, 2007 AIDS Epidemic Update, 19 November 2007*







## Implementing partners in Asia



**The Asia-Pacific Institute for Broadcasting Development (AIBD)**, a regional inter-governmental organization, trained 53 TV producers and distributed 33 short films for transmission through its 26 broadcasting members and 70 affiliates.



**The Regional Media Centre (RMC) of the Secretariat of the Pacific Community (SPC)** trained 11 young people in collaboration with the UNESCO Apia office in Samoa. They produced five short documentaries that were transmitted by 15 Pacific TV stations.

Pacific countries from which the participants were selected (Fiji, Papua New Guinea, Solomon Islands)

Background photo: Alison Clayson © UNESCO

# LATIN AMERICA AND THE CARIBBEAN



Source: www.globalis.gvu.unu.edu

## Promoting and Improving Health (PROMESA)

is a non-governmental organization with a mission to promote health through communication and social marketing. PROMESA has made 19 TV programmes available free of charge to support the efforts of UNESCO's Network on HIV and AIDS in transmitting HIV prevention information to the general public. The programmes are licensed under a 10-year agreement for free distribution worldwide to promote attractive television concepts presented by young people for young people.

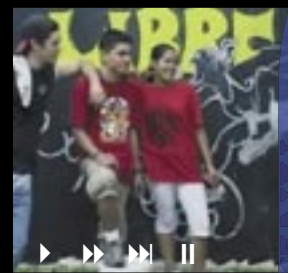
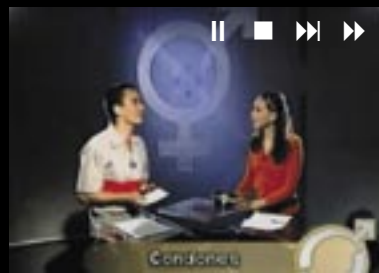
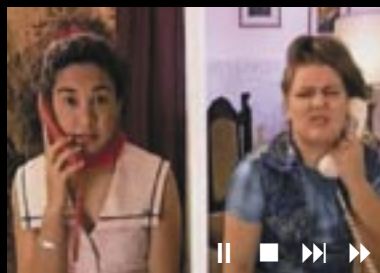
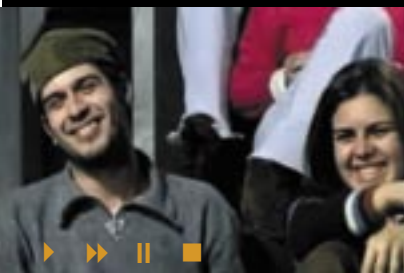


Latin-American and Caribbean countries from which the participants where selected (Brazil, Guyana, Jamaica, Paraguay)

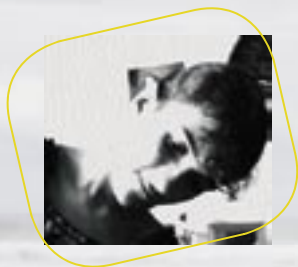
The estimated number of new HIV infections in Latin America in 2007 was 100,000, bringing to 1.6 million the total number of people living with HIV in this region. An estimated 58,000 people died of AIDS. Adult HIV prevalence in the Caribbean is estimated at 1.0%. 230,000 people were living with HIV, including the 17,000 who were newly infected. An estimated 11,000 people died of AIDS in this year and AIDS remains one of the leading causes of death among persons aged 25 to 44 years.

*UNAIDS, 2007 AIDS Epidemic Update, 19 November 2007*





**The Directory of Young Brazilian Media Producers for HIV/AIDS Prevention** contains the profiles of 21 young media producers who responded to UNESCO's call for preventive media material on sexually transmitted infections, HIV and AIDS.



**Ana Carla Viera da Silva** produced *Direitos sexuais reprodutivos* (18'00") and *Carnaval com tesão tem que ter prevenção* (10'00") with support from Graúna – Juventude, Gênero, Arte e Desenvolvimento. ▶▶



**Renan William de Moraes** produced *De igual para igual* (10'00") and *Clube do Jornal* (13'00") with support from Comunicação e Cultura. ▶▶



**Roseli Araújo Lima** produced *Com arte sem Aids* (18'00") and *Diálogos* (18'00") with the support of the NGO Centro de Referência Integral de Adolescentes. ||



**Fábio Anderson Rodrigues** Pena produced *Jogando no time da saúde* (14'00") with support from the Health and Happiness project Ceaps – Projeto Saúde e Alegria. ■



# EUROPE

## ▶ If You Were Me ... (5'19") ▶▶▶ || ■

**A**ndrei is an average 18-year old, no different from other boys of his age. When he was much younger, his parents told him he had acquired an illness related to calcium deficiency. But the truth was that Andrei was living with HIV from the age of three. He recalls how, as he grew older, the sign "HIV and AIDS" marked on the hospital door became sharper and more noticeable. He was heart-broken when the truth was revealed to him at the age of five. Andrei is a talented multimedia artist who has created over 20 films denouncing discrimination. This particular film is an honest story partly illustrated by Andrei's own talent to light up the challenge with metaphors of wisdom and hope.

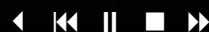
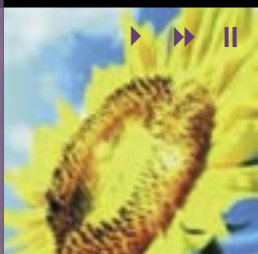


Source: [www.globalis.gvu.unu.edu](http://www.globalis.gvu.unu.edu)

European countries from which the participants were selected (Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Romania, Serbia, Slovenia, The former Yugoslav Republic of Macedonia, United Kingdom of Great Britain and Northern Ireland)

Between 2001 and 2007, the estimated annual number of new HIV infections decreased in Eastern Europe from 230,000 in 2001 to 150,000 in 2007. This decline is due mainly to the slower growth of the HIV epidemic in the Russian Federation, the country with the largest epidemic in this region. The drivers of the epidemic in Eastern and Central Europe are primarily injecting drug use and heterosexual transmission. The HIV epidemics in Spain, Italy, France and the United Kingdom continue to be the largest in Western and Central Europe.

UNAIDS, 2007 AIDS Epidemic Update,  
19 November 2007



*Diana Ticleanu, winner of the 2000 European Audiovisual Reports Contest, has produced many health- and HIV-related stories and covered topics on the various aspects of European Integration for Romanian public television. Her film If You Were Me ... was produced at a workshop organised by ERNO and distributed to its 12 broadcasting members.*





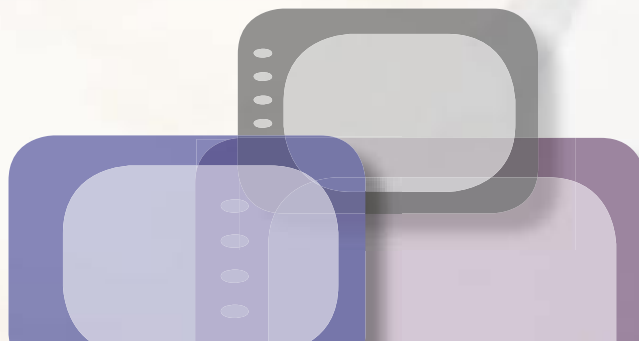
**D**uring the 2007 workshop in Croatia, a discussion was held on the difficulties related to appropriate visual content, use of language and ethics when reporting on HIV and AIDS issues. Specific attention was paid to Marijana Podgorelec's story, from Croatian Television, about two girls living with HIV in Kutina. These girls faced social discrimination and experienced difficulties integrating into

primary school after a weekly magazine published their full personal details and photos in a related story. **Claudia Stancu** from Romania noted that she will now pay more attention to the choice of words and simplified medical terminology when reporting on HIV and AIDS. **Gabrijela Mehdin**, from Croatia appreciated the need to exchange "not just experiences but also doubts, opinions and fresh ideas".

## Implementing partner in Europe

**ERNO**

**Eurovision Regional News Exchange for South-East Europe (ERNO)**, a network of 12 public broadcasters, trained 15 producers from 10 countries in 2007. The participants produced eight television items which were transmitted through the 12 broadcasting members of its network.





# SPECIAL INITIATIVES



## ▶ Staying Alive – 48Fest 2006 (22'03") ▶▶▶▶ || ■

**48Fest** is part of MTV's HIV and AIDS prevention media campaign, *Staying Alive*, supported by UNESCO's Network and other partners. Forty-eight trained young TV producers broke into eight teams to write, shoot and edit a 3-minute film

on HIV and AIDS in only 48 hours. Along with a 24-minute "making-of" documentary hosted by Nelly Furtado, Justin Timberlake and Alicia Keys, the programmes were distributed through MTV channels worldwide.



Tom Man  
Canada



Trupti Gilada  
India



Peng Fang  
China



Ajuki Ike  
Uganda/Canada



Suzanne McRae  
Guyana



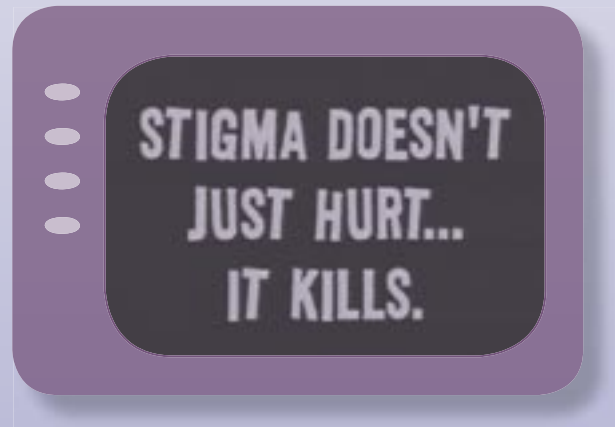
Milena Zaharieva  
Bulgaria

*It was finally the Green Team who took home the prize awarded for the film **Fear and Loathing** during the **48Fest** in Toronto 2006. **Tom**, one of the six award-winning TV producers, arrived late the first day and nearly missed the whole show. **Peng** discovered his passion for directing. **Ajuki**, the film student, was chasing new ideas while **Trupti** made friends for a lifetime. No one watching the winning film would ever believe that the mean main character, **Suzanne**, is in real life a care and support coordinator for youth. **Milena** is still convinced that this was one of those experiences you'll never forget.*



## ▶ Fear and Loathing (3'35") ▶▶▶ || ■

**S**uzanne jumps to the conclusion that Maria is living with HIV soon after seeing her leave an HIV clinic. Maria hears Suzanne telling a friend that **"it's about God's punishment"** and that Suzanne no longer wants to be seen with Maria. Suzanne realizes too late that Maria has overheard the entire conversation. This award-winning and dramatic short film explores the impact of stigma and its devastating consequences. The images and visual sequences bring home the meaning of discrimination.



# TRAINING FOR LIFE

Participants of UNESCO's Network of Young TV Producers on HIV and AIDS interviewed the first female to deliver her views on the use of condoms on national television in Pakistan. They argued amongst themselves about the myth that women or homosexuals are to blame. Over 200 young TV producers, key actors in HIV and AIDS prevention, know that the topic is worth more than just one TV programme and are keen to convince their employers.

"Think positive", repeats the trainer during the script-writing session in South Africa. The participants agree to avoid clichés and stereotypes, images of the talking heads, the posters, the needles and tubes of blood. Just as the trainees get confident that they now have all it takes to make a good programme, an unexpected challenge turns up. An actor has shaved off his hair in the middle of a shoot, another has had second thoughts about participating in the film.

After collecting footage, meeting people living with HIV, and taking part in heated discussions and debates, the trainees know they have completed an intensive course about HIV and AIDS. They view their original rushes and realize that much of the material does not address issues of interest to the TV audience. They turn to the Executive Producer who helps them understand how they can best use their footage. Together they direct three spot productions. Now they are ready to test their skills on individual film projects.

At the Asia Pacific Institute of Broadcasting Development, the trainers have submitted their report. "Much time is spent unlearning negative bias and intolerance", says Scott Rawdin, lead trainer of the Islamabad workshop. He commented that more time should be spent understanding individual perceptions, for example about gender issues, to avoid passing on the wrong message.



Linda Shen © UNESCO

## Too embarrassed to talk about sex

Another TV trainer from the Asia Pacific Institute of Broadcasting Development, Moneeza Hashimi, explains how the trainees found it difficult to discuss sex. "It was at times quite obvious that the women were having certain reservations in discussing the sexual aspects of the transmission of the virus", she said. "Using terminologies such as condom, sexual intercourse or homosexuality embarrassed the women, particularly in the presence of their male colleagues".

This is also true for the TV audience. In Farrukh Afzal Malik's TV programme **HIV and AIDS** a woman says that she doesn't think one should talk about "these evils" so openly. Another interviewee in the same programme explains, "whatever is shown on TV about the issue doesn't make us feel comfortable, especially when our children are present. It is not good for the family at all".

In contrast, when TV producers of the South Pacific assembled at the Regional Media Centre of the Pacific Community in Fiji, they discussed the pros and cons of voluntary and confidential counseling and testing. They questioned the practices of the Hare Krishna Movement and valued the lead trainer's ability to guide their thinking in visual terms. Motivated by a rich exchange of views, the trainees produced programmes about testing and counseling. **It's Better to Know** is one such documentary that follows Llane Munau, a young Papua

New Guinean girl, trained at the workshop and now encouraging young people like herself to get tested.

"As a media person, I had basic knowledge about working with moving pictures but I had a lot of unanswered questions about making documentaries on HIV and AIDS", Llane said after completing the workshop in Fiji. "It was an eye-opener as we compared how different groups and countries deal with the issues surrounding HIV and AIDS. Flying back to Papua New Guinea, I said a small prayer of thanks for all those whom I met in Fiji".



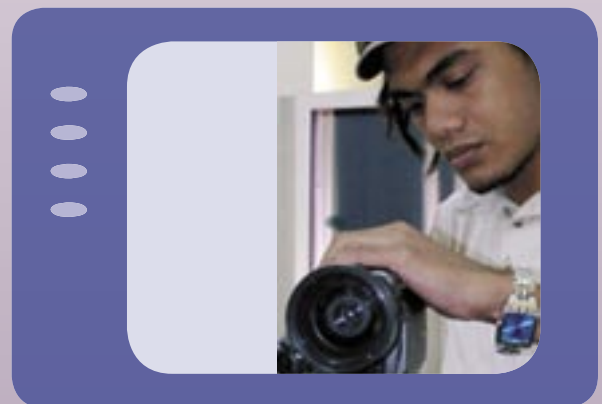
## Facing the challenge

On the one hand, the TV producers need more air-time for HIV and AIDS topics. On the other hand, the audience needs quality TV programmes, phone-in possibilities and online platforms that are culturally sensitive and able to introduce new ways of discussing sexual health. "Being a somewhat conservative society, we can not discuss so many things openly especially related to sex and [we] try to avoid listening to others. In a circle of friends, it's easier but when it comes to mass communication it's hard to find a proper way of communication with suitable language. There are comments in my film from women saying the same thing ... they were very well educated university students and lecturers ... but it wouldn't have been easier for me if they were common, not so well-informed persons," comments TV producer Farruk Afzal Malik.

Both trainers and trainees express the need for longer training sessions. In all cases, trainees have been positive and grateful for the opportunity to discuss the seriousness of HIV and AIDS. For some, the problem only becomes real soon after a first-time meeting with a person living with HIV. For others, HIV is a part of their everyday life. Ricus Dullaert, the lead trainer in South Africa, revealed toward the end of the workshop that he was living with HIV causing an emotional and uplifting moment that participants will never forget.

For the young producers, challenges and difficulties continue after the training. It is hard to get through to editors. Equipment is scarce. Funds are competitive and almost inaccessible for such specific programming. The support of Chief Executive Officers and middle level managers can inspire young TV producers to maintain updated knowledge about HIV and AIDS and use their talent to create innovative concepts and programmes.

Broadcasters and training institutions are invited to collaborate with the UNESCO's Network to find lasting solutions for quality media programming on HIV and AIDS.







## To participate in UNESCO's Network of Young TV Producers on HIV and AIDS:



Send a broadcast copy of your completed film on HIV and AIDS to the Network for free distribution worldwide.



Get your broadcaster to secure seed funding for your TV programme on HIV and AIDS.



If you are a media training institution, contact the address below to make further suggestions to improve television reporting on HIV and AIDS.

UNESCO  
Communication and Information Sector  
1, rue Miollis  
75732 Paris Cedex 15  
France



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Raul Delangero © UNESCO

