



We recognize that the world's media are in a unique position to help fight the AIDS epidemic. Through its extensive reach, media is as a powerful force for educating and informing the public about the HIV/AIDS epidemic. We, therefore, resolve through our companies to expand public knowledge and understanding about HIV/AIDS.

*Pledge by the Founding Members of
the Global Media AIDS Initiative
Signed January 15, 2004
U.N. Headquarters, New York*

THE GLOBAL MEDIA AIDS INITIATIVE

MISSION

To leverage the power of media to help prevent the spread of HIV and reduce the stigma facing those already living with the disease.

The Global Media AIDS Initiative (GMAI) is founded on the principle that media companies – with their communication power, programming resources, and creative talent – represent formidable allies in any effort to inform about HIV/AIDS, change attitudes, and fight AIDS-related stigma.



THE HIV/AIDS CHALLENGE

During the past 25 years, over 60 million people worldwide have become infected with HIV, the virus that causes AIDS, and more than 25 million have died. The death and devastation caused by AIDS has wreaked havoc on social stability and economic development, exacerbated poverty, and caused immeasurable human suffering around the world. Despite the best efforts of policymakers, the scientific community and civil society, the HIV/AIDS epidemic continues to outpace the response.

With its vast communications infrastructure and ability to shape attitudes, raise awareness, and influence behavior, mass media represent a formidable force in the fight against HIV/AIDS – both in stemming its spread and reducing stigma against people already living with the disease. HIV is preventable. Yet, gaps in public awareness and knowledge about HIV/AIDS continue to exist in every region of the world. By working in partnership with media, information can be spread faster than the disease.

THE MEDIA OPPORTUNITY:

Why Media Makes a Difference

THE REACH

Inform and Educate

By incorporating HIV-themed messaging across platforms, media can open channels of communication and foster discussion about HIV/AIDS. From targeted 30-second PSAs, to original long-form programming, to HIV-themed storylines incorporated into popular TV sitcoms or dramas, media can deliver lifesaving messages and entertain audiences at the same time.

THE CUTTING EDGE

Challenge Stigma & Discrimination

Media can help break the silence that surrounds HIV/AIDS and create an environment of support and solidarity for people already living with the disease.

HISTORY

The GMAI was launched in January 2004 at an historic meeting of top media executives from around the globe, convened by former United Nations Secretary-General Kofi Annan. Conceived and organized by the Kaiser Family Foundation and UNAIDS with financial support from the Bill and Melinda Gates Foundation and the Ford Foundation, the GMAI seeks to mobilize and leverage the vast resources of the world's leading media companies to address AIDS. Supporting companies pledge to make AIDS a business priority, and dedicate airtime, creative talent and production resources to HIV-themed programming. Since its launch in 2004, the GMAI has grown to include more than 160 media companies worldwide, united in the fight against HIV/AIDS. It is overseen and directed by a Board of top media executives.

GOALS & OBJECTIVES

- Increase the number of media companies worldwide actively developing or airing HIV/AIDS-related programming;
- Support exchange of best practices and rights-free programming;
- Promote collaboration among media companies in hard hit regions to undertake more coordinated responses to the epidemic;
- Promote the integration of HIV/AIDS-related messaging across all broadcast platforms and program formats;
- Engage and build support among non-traditional media and other relevant sectors ; and,
- Engage proactively with international organizations, major donors, and other relevant institutions to solicit feedback, network, and create opportunities for increasing media response to AIDS globally.

www.thegmai.org

JOIN THE GMAI

The GMAI invites media companies and regional broadcast coalitions to join this worldwide effort against HIV/AIDS.

BECOME A MEMBER OF THE GMAI AND TAKE ACTION BY:

- Designating the fight against HIV/AIDS as an overall corporate priority;
- Committing substantial time and/or space to the issue, including programming/editorial and advertising;
- Providing current news coverage of the epidemic, both globally and locally;
- Supporting efforts to train reporters and producers to cover the epidemic;
- Supporting the development and broadcast of HIV/AIDS related shows, films and documentaries;
- Encouraging the integration of HIV/AIDS-themes in storylines;
- Making content addressing HIV/AIDS available rights-free to other outlets;
- Providing comprehensive workforce education efforts about HIV.

THE GMAI SUPPORTS PARTICIPANTS' EFFORTS BY:

- Facilitating communications and information amongst worldwide members
- Highlighting best practices in HIV/AIDS-related programming and PSAs
- Facilitating access to HIV/AIDS-related rights-free programming
- Providing guides to producing effective HIV/AIDS related programming and messaging
- Sharing case studies on effective regional campaigns and activities
- Organizing skills and capacity building training workshops
- Providing step-by-step guides to producing capacity building workshops
- Sharing resources on HIV/AIDS reports and regional statistics

If you are interested in joining the GMAI, contact us today: info@thegmai.org

GMAI HIGHLIGHTS FROM AROUND THE WORLD

Media companies worldwide have responded to the GMAI's call-to-action, putting their creative talent and technical resources to work to produce hundreds of public service ads (PSAs) and integrating powerful HIV/AIDS themes into news, public affairs and entertainment programming. These efforts have resulted in hundreds of millions of dollars in airtime and advertising space used to disseminate HIV awareness and prevention messages in some of the hardest-hit countries and regions of the world.

CANADA

Canadian Broadcasting Corporation/Radio Canada

In 2006, the CBC/Radio Canada provided expanded coverage of the XVI International AIDS Conference in Toronto. The CBC is working to provide rights-free French-language content on HIV/AIDS to broadcasters in Africa and the Caribbean. www.cbc.ca

U.S.

Major U.S. Media Companies Address HIV/AIDS

The Kaiser Family Foundation continues its decade-long work with media organizations in the US to carry out multi-faceted campaigns on HIV/AIDS and related issues, including: KNOW HIV/AIDS, a joint venture with CBS Corporation and Viacom Inc.; think:hiv with MTV; Rap-It-Up with BET; and, Enterate with Univision. www.kff.org/entpartnerships

HBO & NBA Join Forces to Promote HIV Testing

Home Box Office (HBO) and the National Basketball Association (NBA) have joined forces with the Global Business Coalition (GBC) and the Kaiser Family Foundation to produce a set of PSAs featuring Queen Latifah, Jamie Foxx and NBA players. The spots encourage HIV testing, and will be distributed rights-free to media across the US, Africa and the Caribbean. www.testing411.org

CARIBBEAN

Caribbean Broadcast Media Partnership on HIV/AIDS

Over 50 television and radio broadcasters representing more than 20 Caribbean countries are working together to leverage resources and share content in an effort to inform about HIV/AIDS and fight stigma. Members pledged up to 12 minutes of airtime per day for HIV/AIDS-related messages, branded under a single regional campaign – LIVE UP: Love. Protect. Respect. www.cbmphiv.org

AFRICA

Africa Broadcast Media Partnership Against HIV/AIDS

African television and radio broadcasters from more than 25 countries united in 2005 to coordinate a media response to the HIV/AIDS epidemic on the continent. Committing an unprecedented 5% of airtime between 6 a.m. and midnight (approximately an hour per day), the coalition's "It Begins with YOU" campaign reaches people across Africa with an empowering message of hope and unity. www.broadcastthivafrica.org

LATIN AMERICA

Latin American Media Leaders Summit on HIV/AIDS

In August 2006, TV Globo, UNICEF, and MTV International convened a Latin American Media Leaders Summit on HIV/AIDS. The organizers committed to creating an ongoing partnership among media companies to share information and programming resources.

GLOBAL

BBC World Service

Through news and public affairs programming, the BBC World Service has made the fight against HIV/AIDS a corporate priority. The BBC World Service Trust, the company's philanthropic arm, operates media programs on the ground in many hard hit parts of the world. www.bbc.co.uk

Staying Alive

This global campaign of MTV Networks International and its more than 40 international channels worldwide provides young people with information about HIV/AIDS and related issues. Programming developed under the campaign is provided rights-free to all GMAI member companies. www.staying-alive.org

UKRAINE

Ukraine Media Partnership on HIV/AIDS

A coalition of top Ukrainian media companies have joined forces to share programming content and resources in an effort to educate young people about HIV/AIDS and tackle stigma and discrimination. The Partnership's StopSNID (StopAIDS) debuted in 2006 with on-air messages and complementary online resources.

INDIA

Heroes Project

Co-chaired by Richard Gere and Parmeshwar Godrej, this national media initiative works with many of the country's top broadcasters and societal leaders to get out information about HIV/AIDS and fight stigma and discrimination. www.heroesprojectindia.org

RUSSIA

Russian Media Partnership on HIV/AIDS

More than 50 Russian media and communications companies led by TransAtlantic Partners Against AIDS partnered in 2004 to undertake the StopSPID (StopAIDS) campaign, the country's first coordinated national HIV/AIDS media response. An estimated \$250 million in airtime has been committed by Russian media companies to StopSPID messages over a three-year period. www.stopspid.ru

ASIA

Asia Media Workshop on HIV/AIDS

In May 2007, the Asia-Pacific Institute for Broadcasting Development – together with UN partners – organized a workshop for media practitioners, non-governmental organizations, and other experts to discuss the media's role in tackling HIV/AIDS.

Think Positive: The Asian Face of AIDS

The Asia-Pacific Broadcasting Union (ABU), MTV Networks International, UNDP, and the Kaiser Family Foundation joined forces with a coalition of 14 leading Asian broadcasters across 11 countries to create short-form programs on HIV/AIDS that were shared rights-free with ABU members.

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