

2006 ICDB Compilation - Africa

Video Compilation (13 June 2006)

Duration: 47:26

1. 2006 ICDB PSA 0:30 (English and International)
2. 2006 ICDB Endtag (English and International)
3. Celebrity PSAs for UNITE FOR CHILDREN. UNITE AGAINST AIDS Campaign (Mixed and Split)
 - a and b. Angelique Kidjo (English and French)
 - c. Amitabh Bachchan
 - d. Shakira
 - e. Claudia Schiffer
 - f. Maxim Vengerov
 - g and h. NBA Cares HIV/AIDS (:30 and :60)
4. Youth Profile: Livey Van Wyck, Namibia (English and International)
5. Ethiopia Street Children (English and International)
6. Kenya HIV/AIDS (English and International)
7. Mozambique Child to Child Radio (English and International)
8. Cote d'Ivoire Safer Tomorrow (English and International)
9. Cameroon Youth Trainers (English and International)

Note to Broadcasters: This material is provided free of charge but please credit UNICEF on screen.

For further information about this tape and its contents, email: kcirillo@unicef.org

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INTRODUCTION

The International Children's Day of Broadcasting (ICDB), celebrated on the second Sunday of every December, is a day when broadcasters around the world "Tune in to Kids". They air quality programming for and about children. But most of all, they allow children to be part of the programming process, to talk about their hopes and dreams and share information with their peers.

The Day is a joint initiative of UNICEF and the International Academy of Television Arts & Sciences. Every year, thousands of broadcasters in more than a hundred countries take part in the day, celebrating it in ways that are as unique and special as children themselves.

This compilation provides broadcasters with already cut pieces covering ICDB's 2006 theme - UNITE FOR CHILDREN. UNITE AGAINST AIDS - as well as split track pieces that allow you to lay new tracks or just use the footage for your own unique pieces.

1. 2006 ICDB PSA (English and International)

Date: 12 June 2006

TRT: 0:30

Producer: Karen Cirillo

Editor: John Mims

2. 2006 ICDB Endtag (English and International)

Date: 12 June 2006

TRT: :08

Producer: Karen Cirillo

Editor: John Mims

**3. Celebrity PSAs for UNITE FOR CHILDREN. UNITE AGAINST AIDS campaign
a. Angelique Kidjo – Missing Parents (Mixed and Split)**

English version

Date: 3 October 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

b. Angelique Kidjo – Missing Parents (Mixed and Split)

French version

Date: 3 October 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

c. Amitabh Bachchan – Missing Protection (Mixed and Split)

English version

Date: 30 November 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

d. Shakira – Missing Education (Mixed and Split)

English version

Date: 17 April 2006

TRT: 0:30

Producer: David Koch

Editor: Patrick Flynn

e. Claudia Schiffer – Missing Education (Mixed and Split)

English version

Date: January 2006
TRT: 0:30
Producer: David Koch
Editor: John Mims

f. Maxim Vengerov - Missing Education (Mixed and Split)

English version
Date: 21 February 2006
TRT: 0:30
Producer: David Koch
Editor: John Mims

g. NBA Cares HIV/AIDS (Mixed)

English version
Date: 1 June 2006
TRT: 0:30
Producer: NBA Films

h. NBA Cares HIV/AIDS (Mixed)

English version
Date: 1 June 2006
TRT: 0:60
Producer: NBA Films

4. Youth Profile: Livey Van Wyck, Namibia (English and International)

Date: 21 October 2005
TRT: 1:49
Producer: Rachel Bonham-Carter
Shot on 9 October 2005 in Katutura, Namibia

5. Ethiopia Street Children (English and International)

Date: 20 January 2006
TRT: 1:55
Producer: Sabine Dolan
Shot in October 2005 in Bahr Dar, Ethiopia

6. Kenya HIV/AIDS (English and International)

Date: 27 October 2005
TRT: 2:26
Producer: Jane O'Brien
Shot 5-8 October 2005 in Isiolo, Kenya

7. Mozambique Child to Child Radio (English and International)

Date: 10 April 2006
 TRT: 2:31
 Producer: Sarah Crowe
 Shot 28 March, 2006 in Maputo, Mozambique

8. Cote d'Ivoire Safer Tomorrow (English and International)

Date: 5 December 2005
 TRT: 2:43
 Producer: Bob Coen
 Shot 30 November 2005 in Abidjan, Cote d'Ivoire

9. Cameroon Youth Trainers (English and International)

Date: 6 June 2005
 TRT: 2:51
 Producer: Thierry Delvigne-Jean

TIMECODE	SHOTLIST
01 00 00	2006 International Children's Day of Broadcasting PSA English version
01 00 50	2006 International Children's Day of Broadcasting PSA International version
01 01 40	2006 ICDB Endtag English version
01 02 10	2006 ICDB Endtag International version
01 02 40	Angelique Kidjo – Missing Parents English version Mixed Did you know a child is orphaned by aids every 15 seconds? Millions of children are growing up alone, missing their childhood, missing their mother, missing their father. AIDS is devastating families around the globe. Children are missing your support. Unite for Children. Unite against Aids.
01 03 30	Angelique Kidjo – Missing Parents English version Split Same text as above.
01 04 20	Angelique Kidjo – Missing Parents French version Mixed Saviez-vous que toutes les 15 secondes, le SIDA rend un enfant orphelin ? Des millions d'enfants grandissent seuls ... privés de leur enfance.

	<p>Sans mère ... sans père. Le SIDA dévaste les familles partout dans le monde. Des enfants sont privés de votre soutien.</p>
01 05 10	<p>Angelique Kidjo – Missing Parents French version Split</p> <p>Same text as above.</p>
01 06 00	<p>Amitabh Bachchan – Missing Protection English version Mixed</p> <p>Did you know a child is orphaned by aids every 15 seconds? Millions of children are growing up alone, missing their childhood, missing their mother, missing their father. AIDS is devastating families around the globe. Children are missing your support. Unite for Children. Unite against Aids.</p>
01 06 50	<p>Amitabh Bachchan – Missing Protection English version Split</p> <p>Same text as above.</p>
01 07 40	<p>Shakira – Missing Education English version Mixed</p> <p>Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.</p>
01 08 30	<p>Shakira – Missing Education English version Split</p> <p>Same text as above.</p>
01 09 20	<p>Claudia Schiffer – Missing Education English version Mixed</p> <p>Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.</p>
01 10 10	<p>Claudia Schiffer – Missing Education English version Split</p> <p>Same text as above.</p>

01 11 00	<p>Maxim Vengerov – Missing Education English version Mixed</p> <p>Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.</p>
01 11 50	<p>Maxim Vengerov – Missing Education English version Split</p> <p>Same text as above.</p>
01 12 40	<p>NBA Cares HIV/AIDS PSA English version 0:30 Mixed</p> <p>AIDS is devastating children and young people's lives around the world. Millions are missing parents, teachers, brothers and sisters. They need medicine, food, education, and protection. UNICEF works in over 150 countries to stop the spread of AIDS. We can create a better future. Take the step now. Visit unicefusa.org</p>
01 13 30	<p>NBA Cares HIV/AIDS PSA English version 0:60 Mixed</p> <p>Did you know children are dying because of AIDS? Did you know a child is orphaned every 15 seconds? AIDS is devastating children and young people's lives around the world. Millions are missing parents, teachers, brothers and sisters. Children are lacking the knowledge they need to keep themselves safe. They need your support. Basketball is just a game...this is real life, for millions of children. We can create a better future but we need your support. Unite for children, Unite against AIDS.</p>
01 14 50	<p>Youth Profile: Livey Van Wyck, Namibia English version</p> <p>My name is Livey Van Wyck Samaria. I'm married. My husband's name is Connie. I'm a peer educator. live in Namibia. The biggest challenge I face is stigma and discrimination. The way I fight it is to speak out to young people. Especially young people because they have a greater chance of becoming infected with the virus and they think HIV will not affect them. I have lost many things while having been infected. I lost my parents, my family – not that they died, but they have decided they don't want anything to do with me. I lost my friends. I lost my school. It's difficult. I've been walking in the streets when people have thrown stones at me. It is very difficult to live with the virus, but I think that I have gained some self-esteem to fight it</p>

	<p>back. To fight my life back..</p> <p>When I go out to youth I tell them that HIV can also affect them. I also share with them that it's not easy to live with the virus because you face many challenges. Speaking out as a young person, sharing with young people really means something – I have seen behavioural changes.</p> <p>Young people are very powerful when they are together. I think when they are together they can set a very good future, but there should be a plan because they can't do it alone. They need some help somewhere.</p> <p>I think that our leaders should know that young people are the leaders of tomorrow and that we feel we have been very much neglected. Government has not really listened to us. They see the situations they are going through but they don't really try to see ways to help us.</p> <p>It's going to take our country a while to give HIV a human face, to understand that it's not a virus that you can decide for me that I'm going to die now or that I don't have any future or any life. I'm just a normal human being having this virus inside of me. Nobody can deny my rights.</p>
01 17 05	<p>Youth Profile: Livey Van Wyck, Namibia</p> <p>International version</p> <p>Same script as above</p>
01 17 15	<p>Ethiopia Street Children</p> <p>English version</p> <p>My name is Mandefro Kassa.</p> <p>I am 14. I am a first grade student at Dil Tchibo School.</p> <p>I was born in Woreta. I don't have a family. Even if Woreta was my home, I lived on the street. I don't know my father – I only hear them talking about him. I don't know that much about my mother either. It is my sister who tells me. I have a sister. She raised me.</p> <p>I live on the streets with my friends. It has been more than a year since I came here.</p> <p>I have not seen one thing that is good about living on then street up until this day.</p> <p>Everything is shocking and frightening. You can't sleep with confidence.</p> <p>There are some drunks who come to where we sleep, youth who can't go home because it is too late. They come on top of us and take away our covers.</p> <p>At that time we get frightened and we don't sleep comfortably because we are afraid.</p> <p>During the rainy season we don't sleep a minute and in Bahr Dar it rains more than in other places. It doesn't rain during the day, it rains at night. A weak person cannot live on the street.</p> <p>Children who live at home come and insult us – they insult as saying we don't know where we come from.</p> <p>At that point all you can do is feel sad – there is nothing else that you can do. If you hit them, they could have an older brother – it is usually the younger ones who insult us.</p> <p>In September we all went together, to register in school. We were told that it was full. They even told us to bring 20 birr for the guards, for us to be able to register.</p> <p>But a teacher at the school, told us about a community based organization working with orphans and vulnerable children and then we were given some money to help support ourselves.</p> <p>After that, we were able to buy new clothes. And with what remained, we bought our shoe shine kits and polish. This has been helping us but now we don't have anywhere to store things – even our clothes.</p> <p>If we get any sleep, it's during the day. We don't sleep at night</p> <p>What I wish for is a home, a shelter. I want to be able to support myself and to help my friends. I don't think of anything else.</p>
01 21 30	<p>Ethiopia Street Children</p> <p>International version</p> <p>Same script as above</p>

01 23 45	<p>Kenya HIV/AIDS English version</p> <p>11 year old Florence Kangai.....leading her classmates in a song about HIV/AIDS. The lyrics tell of loss and bereavement, of pain and suffering, and question the cost of AIDS. Florence is one of many thousands of children in Kenya whose parents have died from AIDS. Now Florence takes antiretroviral drugs to stay alive. But sometimes she doesn't get enough food which worsens the side effects of drugs and reduces their effectiveness.</p> <p>Soundbite Florence "When I lack something to eat and am taking medicines I feel so awful and my body gets weak that I can't even go to school."</p> <p>Florence receives critical help from Pepo La Tumaini Jangwani – a community based HIV/AIDS support centre backed by UNICEF. Here she is given medical care, education and food.</p> <p>Soundbite Khadija Omar Rama "Tumaini realizes they need to give this children support to empower them so they can be self-reliant, they can be better citizens and better persons. And also to fight stigma and discrimination by making them understand and also realize our vision which is restoration of human dignity." The meals she receives at school along with nutritional supplements from UNICEF are vital to sustain her fragile health.</p> <p>Without proper nutrition she will be more prone to infections and illnesses associated with HIV. In the words of the song she sings, AIDS has left her no other way. But with support from UNICEF and its partners she may be able grow up to realize her ambition of becoming an HIV/AIDS counselor and educator.</p> <p>This is Jane O'Brien reporting for UNICEF For every child. Advance Humanity</p>
01 26 35	<p>Kenya HIV/AIDS International version</p> <p>Script same as above</p>
01 29 25	<p>Mozambique Child to Child Radio English version</p> <p>The mikes are tested, the countdown begins and . . . Here is the news. Child-to-child radio in Maputo Mozambique has taken to the airwaves getting the message out about things that matter most to the youth – sex, AIDS, and some hip music. The radio programme goes out once a week to their 8 000 listeners throughout the country and has become something of a window of hope, asking the right questions:</p> <p>Soundbite (Portuguese): Radio Presenter "I wanted to ask Rima a question. What are you doing for children in our country?"</p> <p>Soundbite (English): Rima Salah, UNICEF Deputy Executive Director, "What UNICEF wants is to realize the rights of all children, in Mozambique, in Africa and in all of the world." At 18 Reuben is already something of an old hand at radio, he's been helping out at radio stations since he was six. He believes Child-to-child radio has started to make an impact . . . talking out on taboos and stemming the tide of new HIV infections among teenagers as well as changing attitudes among their parents.</p> <p>Soundbite (English): Reuben Vicente, Youth Journalist, "It was difficult in the beginning because the fathers, the parents they said that we should not talk about this... Mozambique is a traditional country and it is difficult to talk about sex because HIV its related with the sex. And some of them they are saying that it is not real and there is no AIDS..it was a taboo in Mozambique and now we are breaking it."</p> <p>For teenagers it means that the means and the message is in their court now . . . and it seems to be</p>

	<p>a winning formula</p> <p>Soundbite (English): Reuben Vicente, Youth Journalist, “We are fighting, we are fighting to say to say to every children in mozambique that if you did not start yet you must start, not now, but later.”</p> <p>If he was in charge of the Reuben has some very real ideas about what he would do.</p> <p>Soundbite (English): Reuben Vicente, Youth Journalist, “If I became the next president of Mozambique I would ensure that every child in Mozambique would live in better conditions, more schools, yes, more recreation and.I would change the situation.”</p> <p>This Sarah Crowe reporting for UNICEF Unite for Children</p>
01 32 30	<p>Mozambique Child to Child Radio International version</p>
01 35 15	<p>Cote d’Ivoire Safer Tomorrow English Version</p> <p>They are soldiers on the front line of the battle against the spread of HIV/AIDS in Cote d’Ivoire. Armed with information and determination these peer educators make the rounds of schools and colleges spreading awareness.</p> <p>Cote d’Ivoire has the highest rate of HIV/AIDS infection in the West Africa – over 7 per cent. And like everywhere, it’s young people who are most at risk.</p> <p>The peer educators always receive an enthusiastic reception – the students eager for information that could save their lives.</p> <p>Soundbite, French, Evariste Kone, UNICEF peer educator: “Someone who is ill-informed or ignores the risks posed by HIV is the most dangerous. That’s why these young people really want to be informed because the more you learn, the more you know and the more you know how to avoid HIV.”</p> <p>Encouraging sexually active teens to get tested is one of the key messages. Marina, a 19-year-old college student has taken heed. After weeks of hesitation she has decided to take an AIDS test – a defining moment in her life. The counsellor at this HIV/AIDS support center first spends some time giving her basis information and important advice about the disease.</p> <p>It’s then time to take the blood sample. In addition to free voluntary testing this UNICEF-supported center offers advice and counseling as well as medical care and psycho-social support for those living with the virus.</p> <p>One drop of blood is carefully placed on the test kit – the result will be known in just 15 minutes. But for Marina it’s an agonizing wait until she is called back into the counseling room and asked if she is ready for her result – the moment of truth. Tears of joy and relief.</p> <p>Soundbite, French, MARINA, 19, college student: “It taught me a lot and when I leave here I’m going to talk with those who have not taken the test yet and tell them it’s important. It’s important to know your status.”</p> <p>Preventing infection among young people is one of the most urgent priorities for UNICEF and its partners in the fight against HIV/AIDS. Through awareness campaigns and by providing services like these, they aim by 2010 to reduce the percentage of young people living with HIV by 25 per cent globally.</p>
01 38 20	<p>Cote d’Ivoire Safer Tomorrow International Version</p> <p>Script same as above</p>
01 41 20	<p>Cameroon Youth Trainers English version</p> <p>These young people are looking for a fight... walking through their neighbourhood on the lookout for risky locations that could contribute to the spread</p>

of HIV in their community. The HIV prevalence rate in Cameroon is 11%, so young people are up against a deadly opponent. When Junior heard about a UNICEF-supported project led by young people, he decided to join in. He mobilized his friends, and they took the fight to the streets. Risky locations are everywhere. Junior points to an abandoned house, where and boys and girls often go to meet... he says. Further up, is a dilapidated car that young people use as shelter to have sex.

At the core of the project is the risk and vulnerability mapping exercise. This hands-on approach allows young people to map the locations where youth are most likely to be exposed to HIV. Soundbite: JUNIOR, "We have identified 32 bars in our communication area; teenagers go there to show that they can act like grownups; they drink beer and hook up with girls..."

But the mapping exercise is only the starting point. Junior and his team mates meet regularly to discuss their findings and identify the types of positive behaviours they would like to promote among their peers.

In community youth centres like this one, Junior and other young leaders learn to become peer educators. The centres are located in high risk areas throughout the country. Each youth centre is a hub of information and resources; a place where young people receive training in risk mapping, prevention strategies and counselling.

Soundbite: JEANNE D'ARC, "We realized that when we let young people express themselves and make their voices heard, they are motivated. Young people can make decisions on problems that affect them and discuss and find their own solutions..."

Young people are involved in every stage of the project. As a supervisor of peer educators, Junior has to mobilize young people in his area. The leader of each group is responsible for organizing educational and awareness-raising activities in their neighbourhood.

Soundbite: JUNIOR, "They come because they know me. If you just approach some young person, he might say yes I'll come, but he won't show up... But your friends will come..."

UNICEF believes that young people are our greatest opportunity to defeat HIV/AIDS. Playing an active role in prevention campaigns allows them to tap their potential.

With the right skills and knowledge, young people can have a positive influence on their peers. Junior and his friends are proving everyday that they are up to the challenge.

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