

2006 ICDB Compilation – Latin America

Video Compilation (13 June 2006)

Duration: 31:24

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. Angelique Kidjo
 - b. Amitabh Bachchan
 - c and d. Shakira (English and Spanish)
 - e. Claudia Schiffer
 - f. Maxim Vengerov
 - g and h. NBA Cares HIV/AIDS (:30 and :60)
4. Youth Profile: Kerrel McKay, Jamaica (English and International)
5. Panama Youth Groups
6. Haiti HIV/AIDS

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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www.unicef.org/icdb

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. Amitabh Bachchan – Missing Protection (Mixed and Split)

English version

Date: 30 November 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

c. Shakira – Missing Education (Mixed and Split)

English version

Date: 17 April 2006

TRT: 0:30

Producer: David Koch

Editor: Patrick Flynn

d. Shakira – Missing Education (Mixed and Split)

Spanish 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: Kerrel McKay, Jamaica (English and International)

Date: 7 October 2005
TRT: 1:50
Producer: John Allison
Shot on 13 September 2005 in Montego Bay, Jamaica

5. Panama Youth Groups (English and International)

Date: 20 April 2006
TRT: 2:28
Producer: Anna Vives
Shot on 1 April 2006 in Colon, Panama

6. Haiti HIV/AIDS (English and International)

Date: 11 October 2005
TRT: 3:03
Producer: Kun Li
Shot 10 September 2005 in Port-au-Prince, Haiti

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 2 10	2006 ICDB Endtag International version
01 2 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	Amitabh Bachchan – Missing Protection 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 05 10	Amitabh Bachchan – Missing Protection English version Split Same text as above.
01 06 00	Shakira – Missing Education English version Mixed 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.
01 06 50	Shakira – Missing Education English version Split Same text as above.

01 07 40	<p>Shakira – Missing Education Spanish version Mixed</p> <p>¿Sabes que la educación es clave para impedir que se propague el SIDA? Y sin embargo, millones de niños en el mundo no la reciben: Hay muchas razones por las cuales tantos niños no asisten a la escuela. El SIDA es una de ellas. No tienen maestros, porque se han muerto debido a la enfermedad. No van a clase, porque tienen que quedarse en casa para ocuparse de sus madres y padres enfermos. Y estos niños necesitan el apoyo de todos nosotros. ÚNETE POR LA NIÑEZ. ÚNETE PARA VENCER EL SIDA.</p>
01 08 30	<p>Shakira – Missing Education Spanish 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: Kerrel McKay, Jamaica English version</p> <p>Five years ago my father died from HIV/AIDS. At a very young age I found out that he was HIV positive. As I grew older, it got worse, his health started to deteriorate, and I was the one who had to be taking care of him. And so I started a youth group and now the group are very vibrant, reaching out to young kids and adults, bringing the message of HIV/AIDS to a wide cross section of people. The youth group members are mainly involved in educating their peers and adults using the performing arts These young people choose a particular community they go out into and for the entire day they're walking to houses, bars ,all over talking to people about HIV/AIDS and other sexually transmitted infections I think that is very good – they will be able to reach a lot more people using, taking the health care facility to people. that is very good because but now you have a health care service that is actually coming to your community where you can get a friendly, I mean warm environment where you can get tested. I think it is absolutely amazing. and if you think that you are at risk or at risk of getting the virus then I definitely encourage you to go and get tested so that you can know your status and from then on protect yourself and be very careful. 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 00	<p>Youth Profile: Kerrel McKay, Jamaica International version</p> <p>Same text as above.</p>
01 19 10	<p>Panama Youth Groups English Version</p> <p>Jose is a 16 year old boy that lives in the province of Colon. He enjoys spending time with his</p>

	<p>friends talking about their adventures. But Jose and his friends have another interest, HIV/AIDS. For 4 years now Jose is part of a youth group that works to prevent HIV/AIDS transmission amongst adolescents. Every week a group of 100 boys and girls get together to learn more about HIV/AIDS and write short plays and songs to perform in their communities and teach other young people about the truth of HIV/AIDS.</p> <p>Sounbite Jose Daniel Salazar - 16 years old "I like it because this allows me to show how I want to help people understand the danger of HIV/AIDS." IDEMI, with the help of UNICEF and the Ministry of Health, started this initiative four years ago. Since their start they have prepared over 4000 young people between 12 and 18 years of age to become peer educators using different methods like theater, sports, art and music. Every year around 1000 more adolescents are trained.</p> <p>Soundbite Berta Vargas - IDEMI Coordinator HIV/AIDS prevention programme "Our main job is to organize, prepare and educate adolescents on HIV/AIDS prevention." The province of Colon has been neglected by the public policies for a few years now, creating a big rate of poverty and becoming the second highest city with HIV/AIDS prevalence in Panama. Studies have shown that most of the people between he ages of 20 and 40 that are HIV positive, contracted the virus when they were around 13 or 14 years old. UNICEF has seen the urgency to educate the younger ones about HIV/AIDS prevention and their rights as children to a healthy and informed live.</p> <p>Soundbite Ana Nestorovic - HIV/AIDS Programme Assistant "Basically we are protecting their rights of being informed, of knowing what HIV is so later they can make healthy decision for their lives." The impact these young people are causing in their communities is very important for the future and development of Panama. They are showing other young people that by protecting themselves and learning about HIV/AIDS they too can have a healthy life. This is Anna Vives reporting for UNICEF television Unite for children</p>
01 22 00	<p>Panama Youth Groups International version</p> <p>Same text as above.</p>
01 24 55	<p>Haiti HIV/AIDS English Version</p> <p>Like any boy, seven-year-old Samson enjoys playing with his favorite toys. But unlike other children his age, Samson is living with HIV.</p> <p>Infected at birth by his mother, who died of AIDS shortly after, Samson was then abandoned by his aunt when she found out that he was HIV positive. That's when Samson was adopted by Marie Rose Verneret. HIV positive for more than 10 years herself, Marie Rose knows what it's like to live under discrimination and stigma. She tries her best to protect Samson from the same fate. Hit hard by poverty, civil unrest, and natural disasters, Haiti's children are increasingly living under a new threat - the threat of HIV/AIDS. The country has the highest HIV infection rate in the entire Latin American and Caribbean region. This is where they receive their antiretroviral drugs for free, a UNICEF-supported centre, called Gheskio in the Haitian capital Port-au-Prince.</p>

	<p>The centre also provides free HIV testing, counselling, and treatment for children and pregnant women, the first of its kind in Haiti.</p> <p>By taking the medication every day, both Marie-Rose and Samson are able to live a healthy life. But as HIV continues its relentless march across the world, children and young people find themselves increasingly at risk. Millions of young lives in Haiti, and beyond, are at stake. In Port-au-Prince, Haiti, this is Kun Li reporting for UNICEF. For every child, advance humanity.</p>
01 28 20	<p>Haiti HIV/AIDS International Version</p> <p>Same text as above.</p>

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