

2006 ICDB Compilation – Middle East, North Africa, Central and Eastern Europe, Commonwealth of Independent States

Video Compilation (13 June 2006)

Duration: 33:11

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
 - a. Angelique Kidjo
 - b. Amitabh Bachchan
 - c. Shakira
 - d. Claudia Schiffer
 - e and f. Maxim Vengerov (English and Russian)
 - g and h. NBA Cares HIV/AIDS (:30 and :60)
4. Youth Profile: Irina Kalinichenko, Ukraine (English and International)
5. Djibouti FIFA HIV Alliance
6. Oman Scouts and Guides
7. Sudan 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 and version

Date: 17 April 2006

TRT: 0:30

Producer: David Koch

Editor: Patrick Flynn

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

English version

Date: January 2006

TRT: 0:30

Producer: David Koch

Editor: John Mims

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

English version

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

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

Russian 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: Irina Kalinichenko, Ukraine (English and International)

Date: 21 October 2005
TRT: 1:51
Producer: John Allison
Shot on 11 October 2005 in Cherkasy, Ukraine

5. Djibouti FIFA HIV Alliance

Date: 4 January 2006
TRT: 2:01
Producer: Thomas Nybo
Shot on 29 September 2005 in Djibouti City, Djibouti

6. Oman Scouts and Guides

Date: 20 January 2006
TRT: 1:41
Producer: Thomas Nybo
Shot on 11 October 2005 in Muscat, Oman

7. Sudan HIV/AIDS

Date: 11 October 2005
 TRT: 1:54
 Producer: Thomas Nybo
 Shot on 7 October 2005 in Kadugli, Sudan

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	<p>Angelique Kidjo – Missing Parents 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 03 30	<p>Angelique Kidjo – Missing Parents English version Split</p> <p>Same text as above.</p>
01 04 20	<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 05 10	<p>Amitabh Bachchan – Missing Protection English version Split</p> <p>Same text as above.</p>
01 06 00	<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</p>

	<p>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 06 50	<p>Shakira – Missing Education English version Split</p> <p>Same text as above.</p>
01 07 40	<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 08 30	<p>Claudia Schiffer – Missing Education English version Split</p> <p>Same text as above.</p>
01 09 20	<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 10 10	<p>Maxim Vengerov – Missing Education English version Split</p> <p>Same text as above.</p>
01 11 00	<p>Maxim Vengerov – Missing Education Russian version Mixed</p> <p>Same text as above.</p>
01 11 50	<p>Maxim Vengerov – Missing Education Russian version Split</p> <p>Same text as above.</p>
01 12 40	<p>NBA Cares HIV/AIDS PSA English version 0:30</p>

	<p>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: Irina Kalinichenko, Ukraine English version</p> <p>My name is Iryna Kalinichenko. I live in Cherkasy, Ukraine. I'm 21 years old and I'm living with HIV for 3 years. Several years ago, like the majority of my peers, I thought that HIV didn't relate to me. We saw it as more of a problem for other countries. But now we see that Ukraine has the fastest growing rate of HIV in Europe. I work for the HIV service organization and we provide care and support for HIV positive children as well as counseling and advocacy of rights for HIV positive children. I spend a lot of time talking with school children and telling them about HIV/AIDS and the ways which they can get it. My experience shows that when children obtain information not from the media, but from real people, the message becomes more powerful. The life of an HIV person is extremely difficult in my country. And children are the most affected. World leaders should understand that HIV can knock at everyone's door - it's not only our problem, and therefore we should act together.</p>
01 17 10	<p>Youth Profile: Irina Kalinichenko, Ukraine International version</p> <p>Same text as above.</p>
01 19 30	<p>Djibouti FIFA HIVA Alliance English Version</p> <p>UNICEF and FIFA are teaming up to use football to help protect young people in Djibouti against HIV/AIDS. The UNICEF-FIFA alliance organizes leagues where the young athletes compete... and learn. On this night, UNICEF's Omar Habib hosted a discussion and information session before the start of the match. The girls are taught the facts about HIV/AIDS and also given a chance to ask questions about a virus that infects 6,000 adolescents every day. The star player of the team is Deka Ali Guedi.</p>

	<p>Soundbite Deka Ali Guedi "This program is important because HIV is dangerous. To try to help girls, it's important to develop many girls' teams and for that, we need support because when we play football and when we have a group discussion about HIV/AIDS, we protect ourselves. We build skills." The first UNICEF/FIFA collaboration in the region distributed 65 sports kits to 160 school teams and nine youth centers, reaching approximately 2,500 children and adolescents, orphans and other vulnerable children. Forty percent were girls – a unique achievement for the region, where girls are generally not engaged in sports.</p> <p>Soundbite Omar Habib, UNICEF Communication Officer in Djibouti "Girls' football is accepted by the community, and through the sport, girls from very poor communities have a place, have a right to speak, have a place to say something about HIV and help other people. So it's a unique opportunity for girls from a very poor area, to be like a star through the foot and talk on behalf of the community to stop HIV spread." While Djibouti has a relatively low HIV prevalence rate, the rate is highest among young people. Six percent of people in Djibouti City between the ages of 15 and 24 are HIV positive. This number is more than twice the rate of the adult population. By educating the children of Djibouti about HIV/AIDS, UNICEF and FIFA are increasing the likelihood they will grow into healthy, happy adults. This is Thomas Nybo reporting for UNICEF For every child. Advance humanity</p>
01 22 00	<p>Djibouti FIFA HIV Alliance International Version</p> <p>Same text as above.</p>
01 24 30	<p>Oman Scouts and Guides English Version</p> <p>The country of Oman is using its National Organization of Scouts and Guides as a vehicle to help raise awareness of HIV among its young people. Over the past 30 years, the number of scouts and guides has grown to about 25,000. It trains leaders, promotes international friendship and encourages its boys and girls to improve their community. The move to educate them about HIV/AIDS, and spread the word among their peers, has won a hearty endorsement from UNICEF. June Kunugi, UNICEF Representative, says, "Young people usually respond better to messages from their peers rather than from adults. And, again, I think it's part of this whole behavioral development in this case is using young people themselves as agents of change or as people who can convince other young people to protect themselves to prevent HIV transmission." On this day, the scouts and guides are learning the facts about HIV/AIDS in a variety of ways. In one room, a computer program offers a wealth of information to inquisitive scouts and guides. In the next room, young guides creatively demonstrate how much they've learned about how the virus is spread. 15-year-old Marwa Munsoor recognizes the value of an open dialogue when it comes to HIV/AIDS. "Everyone in society should know about AIDS, especially young people because we form the basis for the future," she says. By spreading awareness among young people, the government of Oman is taking a big step toward keeping its HIV prevalence rate low... something that's definitely worth cheering about.</p>
01 26 30	<p>Oman Scouts and Guides International Version</p>

	Same text as above.
Sudan HIV/AIDS English Version	<p>Derdery Mohammed Bashir, the boy in the red shirt, is playing the virus that causes AIDS, in a UNICEF-sponsored drama to help educate children in Sudan about the dangers of HIV. Children in schools throughout the town of Kadugli are taught the facts about how the virus is transmitted and how they can protect themselves. They use this information in theatrical productions like these. They're given fact sheets about HIV/AIDS and encouraged to show what they've learned by drawing scenes about HIV prevention. Derdery says, "I am going to tell all my friends and the children in the neighborhood about the dangers of HIV. I am going to tell them how to avoid getting it." Unlike many countries ravaged by HIV in Africa, Sudan has a low prevalence rate of only 2.6% in the adult population. To keep this number low, it's imperative that young people are given the facts about the virus before they become sexually active. These teachers gathered in Kadugli are also being taught about the dangers of HIV/AIDS, so they can return to their communities and share the information with their students. The program is sponsored by the Norwegian Refugee Council, with support from UNICEF. Else Ostergaard¹ of Norwegian Refugee Council says, "This is a way of preventing HIV/AIDS because it reaches the children and they are the ones who will tell their parents because that's the way life is – that once you tell the children, they will be very aware and they will be very concerned that we take care of our self, our life, because they know they have to live it for many years." Through education and prevention, UNICEF and its partners are helping give the children of Sudan the necessary tools to lead a long, healthy life.</p>
Sudan HIV/AIDS International Version	Same text as above.

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