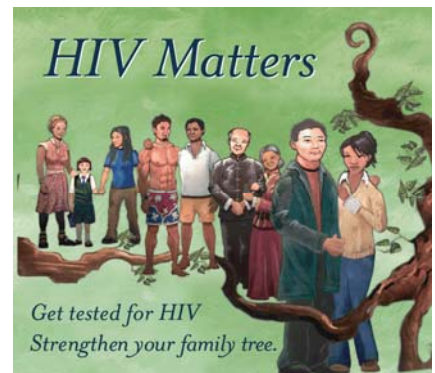




Asians and Pacific Islanders HIV/AIDS Anti-Stigma Public Service Announcements May 2007

For the 3rd year of the national anti-stigma campaign, the Banyan Tree Project has produced two groundbreaking 30-second public service announcements (PSAs) titled, 'HIV Matters' and 'We Can'. The two PSAs address different issues with intention of providing the audience with information about the campaign as well as move the audience to support family in moving towards getting tested for HIV.

The first PSA, titled 'HIV Matters,' focuses on the theme for the 3rd year campaign which addresses the issue of the epidemic's impact on families. The PSA uses the concept of a family tree to visualize the impact and send out the message of strengthening the family tree. The call to action for the PSA is to "get tested." The target audience for the PSA is the broad A&PI community. The language of the PSA is English with traditional music overlay. The PSA takes the viewer on a journey that begins in the country of origin and ends in the United States hence acknowledging the importance that home country culture and tradition plays in the daily lives of A&PIs living in the U.S. The PSA uses background images from different parts of the U.S. and at the same time uses portraits of individuals representing A&PI diversity in gender, ethnicity, sexuality, age and location. The PSA uses advanced graphic technology that allows the producer to incorporate the richness and diversity of the A&PI community living in the U.S.



The second PSA is titled "We Can." The objective of the 'We Can' PSA is to address the commonly asked question of "What is the Banyan Tree Project?" The PSA does this by incorporating an acceptance message that says A&PIs living with HIV can hug, kiss and love just like everyone else, and links this message with information about the Banyan Tree Project. By doing so, the PSA defines the core of the Banyan Tree Project, which is to fight stigma and discrimination against A&PIs living with or at-risk for HIV/AIDS. The spot uses animation technology to show a banyan tree growing from roots, with the final image morphing into the BTP logo.

The two PSAs have been tagged and tailored for distribution across the U.S. In the next 3 months, it is estimated that more than 100 million households will have viewed these spots. A significant partner in the placement effort has been the cable and telecommunications industry AIDS action group Cable Positive. Cable Positive has made it possible for these PSAs to be aired not only on Asian and LGBT-oriented cable channels but also on mainstream cable networks such as the Discovery Channel, USA Network and MTV. Local broadcast network channels in the five partner cities of San Francisco, Boston, Los Angeles, Honolulu, Chicago and New York will provide additional placements to target local A&PI viewers in these cities.



These spots are available for airing in local markets. For more information, please contact:

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