UNESCO supports MTV’s first multi-platform film competition on HIV and AIDS prevention

-- Competition Empowers 48 Youths to Tell Their Own Stories about HIV and AIDS at the XVI International AIDS Conference in Toronto

Paris, 11 August 2006: Within the framework of UNESCO’s Global Network of Young TV Producer’s on HIV and AIDS and as part of MTV International’s ongoing HIV and AIDS prevention campaign, Staying Alive, the fortyeightfest competition is a first-time event that gives 48 youths, mainly from developing countries, 48-hours to write, shoot, edit and deliver three-minute short films on HIV and AIDS grassroots efforts during the Toronto XVI International AIDS Conference (AIDS 2006) 14-16 August 2006.

"Fortyeightfest gives young filmmakers the unique opportunity of telling their own stories about HIV and AIDS in their own voice," said Georgia Arnold, Vice President, Public Affairs, MTV Networks International. "At MTV, we believe one of the strongest ways to deliver HIV and AIDS prevention messages is to empower our viewers to talk about HIV and AIDS, enable them to use their creativity, and give them a platform to share their voice with their peers."

The fortyeightfest competition will be broken into eight teams of six filmmakers from all over the world, who are also youth delegates to AIDS 2006. Each team will be assigned to create a 3-minute film that focuses on one of eight HIV and AIDS-themed subjects, including condom use, delaying or abstaining from sex, machismo, testing, violence against women, discrimination, stigma, and vulnerable populations. The teams will each be accompanied by a professional filmmaker, who will serve as a mentor and will help the contestants to sharpen their skills across all areas of filmmaking. The short films will then be compiled into a 30-minute documentary that will showcase the films as well as behind-the-scenes footage as the young filmmakers progress through their many stages of film production.

On August 17, all of the shorts will be screened by the contestants, their mentors and AIDS 2006 delegates. The films will be critiqued by a distinguished panel of judges including Peter Piot, Executive Director, UNAIDS, Christina Norman, President, MTV Networks International; Susanne Boyce, CTV President of Programming and Chair of the CTV Media Group as well as hiphop artist K’Naan, urban R&B vocalist Mya, and youth activist Rachel Ong.

The winner will receive a fortyeightfest award and a digital camera at MTV’s Masonic Temple in Toronto on August 17 at 9 p.m.

The fortyeightfest short films and documentary will be made available for broadcast across MTV’s network of TV channels, broadband services and websites as well as for rights-free and cost-free worldwide broadcast to third party broadcasters in September 2006.

Fortyeightfest is supported by a consortium of partners and donors including the Canadian International Development Agency, UNAIDS, UNFPA, UNESCO and The Kaiser Family Foundation. The event is hosted by MTV in Canada.

Links:
Contact:

Venus Jennings       v.jennings@unesco.org
Georgia Arnold       Arnold.Georgia@mtvne.com