



cable positive

Cable Television and the Fight Against AIDS





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Mission

Cable Positive is a national non-profit organization. Formed in 1992, by three concerned cable executives, Cable Positive uses the resources of the cable industry to:

- create and distribute public service announcements (PSAs) in support of National HIV Testing Day (June 27) and World AIDS Day (December 1)
- fund local HIV/AIDS programming through our Tony Cox Fund
- provide social services and financial aid to member of the cable industry, their families/domestic partners through our Employee Assistance Program
- educate the industry on HIV/AIDS via AIDS In The Workplace seminars
- provide grants for research, care and outreach efforts

Public Service Announcements

The Process

- Research and Development: Finding the Target Audience
- Production: Creating Effective Messaging
- Distribution: Cable Networks and Systems
- Results

The Process

Research and Development: Finding the Target Audience

Cable Positive works with the Centers for Disease Control and Prevention (CDC) to obtain the most up to dates statistics on HIV/AIDS. Based on recent trends reported by the CDC, Cable Positive has produced PSAs targeting:

- youth
- gay men
- women
- African Americans
- Latinos

The Process

Production: Creating Effective Messaging

Cable Positive works with seasoned independent and cable network producers to create our award winning PSAs.

Cable Positive commissioned Frame By Frame Fierce, a production company specializing in animation to collaborate with gay teens to produce spots that address the fears and myths surrounding HIV/AIDS.

Cable Positive worked with BET to produce spots with basketball legend Magic Johnson to reach young men of color.

The Process

Production: Creating Effective Messaging

In an effort to reach young Latino women, Cable Positive produced spots in English and Spanish with Miss Universe 2001, Denise Quinones.

Fashion designer Isaac Mizrahi was tapped to frankly speak to gay men about HIV/AIDS.

Cable Positive produced a spot with supermodel Veronica Webb to reach young women of color with important information about HIV/AIDS.

The Process

Distribution: Cable Networks and Systems

Cable Positive distributes PSA reels in support of National HIV Testing Day (June 27) and World AIDS Day (December 1) to cable networks and systems nationwide. The reels consists of more than 20 different PSAs with spots featuring celebrity spokespeople and situational vignettes in several versions including:

- Spanish language
- National
- Local taggable

The Process

Distribution: Cable Networks and Systems

To reach the more than 80 million cable television households across America, Cable Positive partners with:

- more than 70 networks including BET, Lifetime, MTV, USA Networks, Telemundo, CNN, Bravo, The Food Network, A&E, and Comedy Central
- over 200 cable systems including Time Warner, Adelphia, Comcast, AT&T Broadband, Cox Communications, Charter Communications and Insight Communications to reach households in every major metropolitan area including New York, Los Angeles, Miami, Chicago, Atlanta, Detroit, Houston, and New Orleans

The Process

Distribution: Cable Networks and Systems

On National HIV Testing Day (June 27) and World AIDS Day (December 1), Cable Positive galvanizes the efforts of cable television through a **PSA Roadblock**. Participating cable networks and systems air an HIV/AIDS PSA at 8 p.m. This effort is produced during prime time to reach the largest viewing audience.

The Process

Results

Cable Positive works with cable networks and systems to track the amount of time donated to air HIV/AIDS prevention and awareness PSAs. Cable Positive estimates:

- more than 200 hours donated for our 2001 National HIV Testing efforts
- over 250 donated for our 2001 World AIDS Day efforts

The Process

Results

During our national awareness campaigns in June and December

- www.cablepositive.org sees an increase in use to the HIV/AIDS Information section of the site.
- the National AIDS Hotline receives an increase in calls nationwide

The Process

Results

In 2001, Cable Positive received the **Academy of Television Arts & Sciences TV Cares Ribbon of Hope Award** for our PSAs with special recognition of our Spanish language PSAs and the **Cable Television Public Affairs Association (CTPAA) Joel Berger Award** for our National HIV Testing Day campaign featuring Academy Award Winner Billy Bob Thornton.

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