

MTV Staying Alive – Case Study



MTV Staying Alive Campaign

Launched in 1998, MTV's award winning Staying Alive campaign seeks to help prevent HIV/AIDS by empowering youth to protect themselves, fight stigma and discrimination, and engage businesses, media and organisations to form their own response to HIV/AIDS. The campaign includes long-form programming, such as documentaries, concert events and discussion programmes, public service announcements, sexual behaviour polls, a dedicated, multi-lingual Web site (www.staying-alive.org), and off-air marketing and grassroots promotions. All media produced for the campaign is offered rights free, at no cost to all TV and radio broadcasters to get HIV/AIDS prevention and awareness messages out to the widest possible audience.

Staying Alive campaign partners are UNAIDS, the World Bank, the Kaiser Family Foundation, Family Health International's YouthNet, the National AIDS Trust (UK), and the Nelson Mandela Foundation. Other partners over the years have included the Bill & Melinda Gates Foundation, the Paul G. Allen Charitable Foundation, Population Services International's YouthAIDS, Levi's Jeans, and more. Artists, celebrities and political figures involved in the Staying Alive campaign have included Bill Clinton, Sean 'P Diddy' Combs, Jennifer Lopez, Justin Timberlake, Halle Berry, Alicia Keys, Missy Elliott, Ricky Martin, and Mary J Blige, among others.

Key findings:

- There have been many studies done which show staff appreciation when their company and senior management are involved in social causes.
- Getting involved is good for business and good for employee morale. It helps communities and it shows leadership. Companies working in high-impact countries note improvements in productivity, morale and staff turnover.
- Companies need to play to their strengths: HIV education and prevention information should be part of the DNA of every media company.
- There is a role for every business: workplace programmes, community outreach programmes, local partnerships. The key is not to reinvent the wheel but to seek advice about what you can do.

Testimonial:

"We've been involved in this issue for 25 years, and the reason that we continue to strive to find new ways of getting our message out is because 40% of new HIV infections are amongst those under 25, which is our core audience."

Bill Roedy, President of MTV Networks International and UNAIDS Special Representative

Photo:

At the 2006 AIDS Conference in Toronto, MTV's Staying Alive team ran a 48 hour film competition "48Fest" themed around HIV/AIDS. Teams of youth delegates were challenged to write, shoot and edit a film in 2 days. The aim was to give passionate, budding filmmakers the opportunity to slam home the HIV/AIDS message in a new, creative and inspiring way.



48Fest judges with the 48Fest Award: (right to left) Henry Hudson, Susanne Boyce, Georgia Arnold, Fefe Dobson, Rachel Ong, Mya and Dr Peter Piot
Photo credit: MTV Networks Europe

For more information, please contact [Annemarie Hou](#).