

Media Activism Club
04/27/04

I. Two choices

A) AIDS PSA- Use information about media coverage and statistics to create a STRONG PSA to be taped and edited this week. (AIDS AWARENESS DAY IS THIS FRIDAY)

International Statistics

According to the Joint United Nations Programme on HIV/AIDS as of December 2003, the following trends of the worldwide epidemic (or pandemic) of HIV are evident:

Today, 40 million people are estimated to be living with HIV/AIDS. Of these, 37 million are adults and 2.5 million are children under 15.

An estimated 5 million people acquired the human immunodeficiency virus (HIV) in 2003, including 4.2 million adults and 700,000 children under 15.

During 2003, AIDS caused the deaths of an estimated 3 million people, including 2.5 million adults and 500,000 children under 15.

B) MTV- Why is it so powerful? Have a discussion in your group about MTV— decide whether it is good or bad and why you think this. Some ideas to bring up— the new show, “I want a famous face”, “Room Raiders”, “Real World” etc. Draw a picture or make a collage of your ideas about MTV. You can also make a skit, PSA or use any other medium to present your ideas about MTV to the group.