

Case Studies

TV News Image and Reports

a) Case study 1

A 2-day mission to film b-roll footage of HIV response in Lusaka, Zambia. All activities that need to be filmed will be organized in advance by UNAIDS.

The activities include first day: following person living with HIV youth leader from home to consultation with doctor and finally rally at university, as well as generic shots of pill dispensary area and hospital waiting room and second day: a mother living with HIV who does not want identity to be disclosed in her home with newborn baby and interview with her, maternity ward and HIV testing of pregnant mothers.

UNAIDS commissioned this mission a week before shoot date. 7 minutes of main b-roll footage highlights must reach Geneva within 24 hours of end of filming, along with a detailed shotlist in English. The original footage must reach Geneva within a week.

b) Case study 2

A 2-day mission to Phnom Penh, Cambodia to film feature story on Cambodian injecting drug users (IDU). All activities that need to be filmed will be organized in advance by UNAIDS.

The activities include first day: methadone treatment centre in Phnom Penh where only the identities of service providers can be shown, interview with IDU person using centre and interview with centre director and second day: clean needle distribution in park in frequented by IDU with former IDU handing out the needles, interview with IDU who consents to show identity and interview with his sexual partner who does not consent to show identity.

UNAIDS urgently commissioned this mission and so provider was given 24 hour notice and 7 minutes of highlights must reach Geneva 12 hours after last images were filmed, along with detailed shot list in English.

c) Case study 3

A top UNAIDS official is giving a press conference in Panama City, Panama which will be webcast live on internet and highlights will be provided to regional broadcasters for their main evening news bulletins and original footage will be provided to UNAIDS team traveling with the official. UNAIDS commissioned this service two weeks in advance.