

Hip-Hop Youth Encouraged to Write on HIV/AIDS

Written by Robert ID2526
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It is bad enough for the younger members of hip-hop culture growing up now days with hip-hop and rap violence, peer pressure, drugs and alcohol and many of the other problems that they face; but you can throw the real threat of HIV/AIDS into their growing up experience to.

2006 marks the 25th year since the U.S. Center for Disease Control and Prevention introduced the world to the disease that became know as HIV/AIDS.

BET and the Kaiser Family Foundation, through Rap-It-Up, the award winning HIV/AIDS public education initiative, have teamed up with Scenarios USA to create the 2006 Scenarios USA/Rap It Up Story and Scriptwriting Contest; giving the youth a chance to write about how it is growing up in the age of HIV/AIDS.

The contest, entitled "What's the REAL DEAL on Growing Up in the Age of AIDS?" encourages young people ages 12 to 18 to write about what HIV/AIDS means to them personally, and to their friends, family, and communities. The submission deadline is June 9, 2006.

This competition offers the first generation born in the era of AIDS the opportunity to provide perspective and make a statement about the epidemic. The contest also receives financial support from The Ford Foundation.

The contest winner or winners will work directly with a noted film director on all aspects of production -- from casting to shooting and editing -- to turn the story into a short film to air on BET in spring 2007.

"Informing young people about HIV is essential to stopping the spread of the disease," said Tina Hoff, Vice President and Director of Entertainment Media Partnerships at the Kaiser Family Foundation. "Engaging young people to share their experiences with HIV to help inform their peers is a powerful way to build understanding and breakdown the stigma that surrounds HIV/AIDS."

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As the leading media company serving African Americans, BET is perfectly positioned to educate and inform young people about issues surrounding HIV/AIDS," stated Kelli Lawson BET's Executive Vice President of Corporate Marketing. "We are excited to add this film to our growing catalog of programs that examine the affect of the epidemic on the African American community.

Kristen Joiner, Scenarios USA Co-Founder and Co-Executive Director, commented, "Scenarios USA's mission is to empower young people to express themselves on the issues that matter most to them. HIV/AIDS has long been one of these issues, and we're thrilled to give young people the opportunity to share their story with the millions of young people who watch BET."

The following is information regarding the application process and competition deadlines:

Competition Deadlines: The 2006 Scenarios USA/Rap It Up Story and Scriptwriting Contest is open to anyone between the ages 12-18 from members of all races and nationalities.

The competition begins on April 13, 2006 and ends June 9, 2006. One winner will be announced by August 18, 2006.

Application Guidelines: Submissions must be emailed to RealDeal@kff.org and the Contest Release Form must be filled out and faxed to 1-650-234-9338 by June 9, 2006. Submitted story or script must be 10-pages or less.

General Information and Competition information can be found at

<http://www.Rap-It-Up.com>

<http://www.bet.com> or

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