



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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**** Access San Francisco / Cable Channel 29 receives \$5,000 grant
From the prestigious Tony Cox Community Fund – a program of
Cable Positive, the Cable and Telecommunications Industry’s
HIV/AIDS Action Organization. ****

-- Grant supports the production of an original Public Service Announcement (PSA) for
Project Inform’s National HIV/AIDS Treatment Information Hotline. --

THE HIGHLIGHTS:

** PSA promotes a new and more recognizable phone number for Project Inform’s Hotline: **1-866-HIV-INFO.**

** San Francisco Cable TV premiere of the PSA is slated for World AIDS Day (Monday, December 1, 2003), on Access SF’s Cable Channel 29. PSA to anchor station breaks all day, all night, alongside other programming that commemorates the 2003 World AIDS Day theme: **STIGMA AND DISCRIMINATION.**

** Beginning 2004, Access SF to assist Project Inform with garnering cross-channel placements of PSA on cable television outlets across Northern California and beyond.

** PSA sets stage for 2004 Bay Area Transit & Outdoor Media Campaign, expanding local awareness of the 1-866-HIV-INFO Hotline across Bay Area Counties.

(San Francisco, CA) **Access San Francisco**, nonprofit manager of the City’s public access television station (Cable Channel 29), is pleased to announce that **Cable Positive**, the Cable and Telecommunications Industry’s HIV/AIDS action organization, has awarded the agency a \$5,000 production grant through its prestigious Tony Cox Community Fund. The grant supports Access SF’s production of an original, 30-second public service announcement (PSA) for **Project Inform’s National HIV/AIDS Treatment Information Hotline.** Project Inform is a San Francisco-based HIV/AIDS nonprofit that serves as a national leader in the field of HIV/AIDS treatment advocacy and related information/education services.

The main goal for the PSA is to promote a new and more recognizable phone number for the Hotline: **1-866-HIV-INFO**, while providing a cohesive message about the Hotline for people seeking a safe and confidential place to sort out their HIV-related care and treatment options. Slated to premiere locally on Cable Channel 29 in conjunction with World AIDS Day (Monday, December 1, 2003), the PSA also subtly addresses this year’s World AIDS Day theme, **Stigma and Discrimination.** During PSA development, testimonials from Hotline operators and others who use Project Inform’s services confirmed how stigma and discrimination continue to isolate and marginalize people living with HIV/AIDS, often preventing them from seeking treatment that could save their lives.

According to **Ellen LaPointe, Executive Director of Project Inform**, Cable Positive's grant to Access SF to produce the PSA for the Hotline is especially timely as the myriad of care and treatment options grow increasingly complex and overwhelming for many people living with HIV/AIDS. She comments, "We are thrilled to be working with Access SF on this project as any opportunity that helps us amplify our message of hope is a welcome one." Therefore, as part of expanding Hotline awareness among local viewers, Project Inform plans to use the PSA as education and outreach collateral for a forthcoming Bay Area transit campaign, slated to start in early 2004.

Following World AIDS Day, Access SF will provide extended services to Project Inform in support of these goals, especially with respect to garnering cross-channel placements of the PSA on cable television outlets across Northern California and beyond. **Zane Blaney, Executive Director of Access SF / Cable Channel 29**, expects substantial interest in this spot across many markets, both at PEG channels and major operators. He said, "Access SF will deliver to Project Inform a state-of-the-art product, the kind that meets both commercial and technical standards across the cable television industry." He added, "This is a great opportunity for us to showcase San Francisco's potent and competitive community media operations, and a great opportunity for Project Inform to round out their in-house marketing resources to include professionally produced TV and video."

- **Inquiries can be directed to Marc Smolowitz, Access SF / Cable Channel 29 Development, Ph: 415-575-4947, marc@accessf.org.**

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About Access SF/Cable Channel 29

Access SF is an award winning, 501(c)3 nonprofit corporation with a 16-year track record in cable television, local media policy, PEG channel management and community development. Its mission is to strengthen the fabric of community life by enabling open communication through public access television & other electronic media. Since 1999, Access SF has provided nonprofit management of public access television through a contract with the City and County of San Francisco. During that time, the organization has been responsible for building San Francisco's first and only state-of-the-art television and production facility designed exclusively for community media. Located at 1720 Market Street (at Valencia), Access SF provides the public-at-large with low-cost access to broadcast quality video and television training, equipment, facilities, and channel time. Currently, public access programming is seen on Cable Channel 29, a dedicated "green space" for community content and free speech. Channel 29 is a part of Comcast's basic cable service, reaching upwards of 600,000 local viewers across 198,000 households. The schedule includes 225+ locally produced series regularly delivered by Access SF members, totaling 7,500+ of original programming hours annually. On the web at <http://www.accessf.org>.

About Cable Positive

Cable Positive is dedicated to unifying the talents, resources and influence of cable TV and telecommunications professionals to help raise AIDS awareness, to fund AIDS education, research and care, and to promote a more compassionate climate for people whose lives have been affected by the disease. Cable Positive was founded in February 1992 by three concerned cable executives, Jeffrey Bernstein, Brad Wojcoski, and June Winters, with the mission of organizing cable's resources in the fight against AIDS. Since then, Cable Positive has grown to include supporters from every major network, MSO, system, hardware manufacturer, trade association, media publication, and affiliated industry vendors and suppliers. The Tony Cox Community Fund is just one of the national grant making programs of Cable Positive, which focuses on encouraging local production partnerships among AIDS/HIV service organizations and cable-based outlets. Cable Positive PSAs that have been previously funded through the Tony Cox Community Fund can be seen online at <http://www.cablepositive.org/programs-psas.html>.

About Project Inform

In 1985, a group of concerned community members joined together to start a short-term “project” at a time when reliable information about HIV/AIDS and its treatment was nearly impossible to obtain. Since then Project Inform has worked to accelerate and facilitate advances in treatment, recognizing that therapeutic breakthroughs are only effective if people living with HIV have access to them. The hope this philosophy inspires is the core of Project Inform’s integrated approach to treatment education and advocacy. Today, Project Inform is a national non-profit, community-based organization that continues to remain true to its activist roots. The organization’s mission is threefold:

- To Provide vital information on the diagnosis and treatment of HIV disease to HIV-infected individuals, their caregivers, and their healthcare and service providers;
- To Advocate for enlightened regulatory, research, and funding policies affecting the development and delivery of effective treatments; and
- To Inspire people to make informed choices and to choose hope over despair.

As the nation’s leading independent, authoritative resource for complete and up-to-date HIV/AIDS treatment information, Project Inform is relied upon by individuals around the world for information about optimal treatment strategies, access to care and treatment, and advances in research. The agency’s strategy for achieving success is a proven one and includes multi-faceted mechanisms developed to get valuable information to the people who need it. These include written treatment information; the toll-free National HIV/AIDS Treatment Information Hotline; outreach and education programs throughout the Bay Area and nationally; and finally, a comprehensive website, <http://www.projectinform.org>.