United Black Media Companies Confront AIDS

June 29, 2009

On June 25, the U.S. Black AIDS Media Partnership unveiled “Greater Than AIDS,” a multifaceted campaign that seeks to promote unity among Black Americans in response to HIV/AIDS. About 500,000 Black Americans are estimated to be HIV positive, and many of those who are living with the virus do not have access to medication, making blacks more likely to die from AIDS-related illness than any other race.

The campaign will emphasize six actions to combat the epidemic: being informed, using condoms, getting tested and treated as needed, speaking openly, acting with respect, and getting involved.

“Greater Than AIDS” will use public service ads, integrated messages in news entertainment and community-driven content to get the word out.

“The central idea behind the campaign is to remind us as Black Americans that we are greater than any challenge we have faced, and that we are greater than AIDS as well,” said Phill Wilson, founder and CEO of the Black AIDS Institute, which is advising on the initiative. “It is about a shared responsibility in the face of AIDS and hope for the possibility of an HIV-free future.”

American Urban Radio Networks, AOL Black Voices, CBS Outdoor, Clear Channel Communication, Essence Communications and the National Association of Black-Owned Broadcasters are among the organizations supporting the campaign.

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