



USAID Brings the MTV EXIT Campaign to TV

August 4, 2010 (Dili) – Music fans can relive MTV EXIT's Dili concert when TVTL airs the new 1-hour special about the concert and MTV's anti-trafficking campaign at 8:30 pm on Saturday, August 7. The special show features music from the concert and important information about what trafficking is, how it affects the people of Timor-Leste, and what someone can do if they think trafficking is happening in their community.

The June concert, with Indonesian stars Superman Is Dead (SID) and popular Timorese bands, rocked more than 20,000 fans. The entertainers spread the message about the dangers of human trafficking. More than 2.5 million people are trafficked every year, with the majority of victims coming from the Asia-Pacific region. The USAID-MTV EXIT anti-trafficking campaign engages and empowers young people to better identify the signs and dangers of human trafficking. Greater awareness of this issue can save lives.

The TV special continues the MTV EXIT public awareness campaign that started with the Dili concert in June. The campaign continues through October. Media partners, including TVTL, RTL and community radio stations across the country will broadcast a range of anti-trafficking shows, including public service announcements, the MTV EXIT Timor-Leste documentary, and a special animation aimed to help young people be more aware and understand the dangers of human trafficking. The campaign will also include another concert in October in one of Timor-Leste's district capitals.

USAID's local anti-trafficking partners - the International Organization for Migration (IOM) and NGO Alola Foundation - have helped MTV EXIT in monitoring awareness to find out if the campaign is changing attitudes and behavior toward trafficking. Surveys from before, during and after the campaign will help inform interventions and show impacts and results. USAID Timor-Leste's media program, the International Center for Journalists (ICFJ), is also supporting the campaign's outreach efforts with links to community radio stations in all 13 districts and training courses for journalists throughout the country on the issue of trafficking.

With USAID support, MTV EXIT has held 25 concerts across Asia over the past two years, including events in Thailand, Laos, Cambodia, Nepal, Taiwan, the Philippines, Vietnam and Indonesia. The MTV/EXIT region-wide program is managed out of USAID's Regional Development Mission in Asia by Michael Bak, the Senior Governance and Vulnerable Populations Officer.

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