

MTV / USAID / AUSAID ALLIANCE

MTV EXIT ASIA III
A CAMPAIGN TO INCREASE
AWARENESS AND PREVENTION OF
TRAFFICKING IN PERSONS

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A. PROJECT SUMMARY

The MTV EXIT Foundation (MTVEF) and MTV Networks International (MTVNI) (collectively, MTV) propose an alliance with the United States Agency for International Development (USAID) and the Australian Government's Aid Program (AusAID) to raise awareness about, and increase prevention of, trafficking in persons (TIP) in Asia. In September 2006, MTV signed a co-operative agreement with USAID to implement the first phase of a pan-Asian anti-human trafficking awareness and prevention campaign (MTV EXIT ASIA I). This alliance was subsequently extended in September 2008 and is due for completion in September 2010 (MTV EXIT ASIA II). During MTV EXIT ASIA II, AusAID joined the alliance to provide further funds for the concert tours in Vietnam and Indonesia. MTV now proposes a 24-month social marketing campaign under the well established and respected anti-TIP awareness and prevention brand MTV EXIT (End Exploitation and Trafficking) to continue and expand this effective initiative. The extension of the MTV EXIT campaign will include both a regional and a national focus with On Air programming being produced and aired across the Asia region and six national campaigns being produced that include both On-The Ground elements in the form of a concert and an anti-trafficking creative forum and On Air programs.

In MTV EXIT, MTV has designed and developed a robust approach to educating youth and adults with respect to TIP. This approach utilizes MTV's competitive advantage relating to reaching and influencing youth attitudes and behavior with integrated communications campaigns that include On Air, On-The-Ground, Online, and PR elements. Since 2004, MTV EXIT has been producing award-winning media components and distributing this innovative and creative content to youth and adult audiences across the world through broadcast on MTV's global 640 million household network and through partnerships with national broadcasters. This distribution is further enhanced through a network of alliances and partnerships with anti-TIP organizations. MTV EXIT ASIA III will build on the success of its current 4-year partnership with USAID in Asia through the development of new on air video materials utilizing multiple formats including documentary, public service announcements, and live music programming. This programming will be designed to improve audience segmentation and targeting. The campaign will also include an increased online and digital media footprint; highly visible publicity campaigns; on-the-ground music and cultural events with integrated sustainable development goals; and partnerships with host governments, non-governmental organizations, and media companies in key target countries. This next phase is focused on consolidation. MTV EXIT has proven to be a successful awareness raising tool, however, if an educational campaign is going to have long term impact on target audiences, then the campaign must have longevity. In many of the regions where the campaign has provided information on the ground the number of "high risk" individuals is over 50% and for many this is the first information they have ever received on human trafficking. Therefore, it is important that MTV EXIT consolidates itself and continues to build on these initial successes.

MTV EXIT has continued to learn and adapt its methodology for social marketing and this development is illustrated through an innovative monitoring and evaluation framework. During the implementation of phases I and II of MTV EXIT in Asia, MTV worked with TNS, the third largest global marketing information network, to develop this impact framework for the campaign. In addition to providing performance evaluation, the research also presented information on the target population's risk with respect to TIP by measuring knowledge, attitude, and behavioral intent. The data collected indicates that while awareness and prevention strategies are being successful in effecting positive change, this has not yet contributed to widespread societal impact on the issue. In addition, data shows that attitudes continue to be overwhelmingly negative. This highlights the continued importance of MTV EXIT in reaching and educating audiences across Asia. MTV will continue to run its independent monitoring and evaluation methodology to assess shifts in knowledge, attitudes, and behavior, as well as providing data on the performance of the campaign. These can then be used as factors determining overall campaign success.

The evaluation framework also allows for the identification of specific knowledge, attitudinal and behavior gaps with respect to TIP. Thus message development for particular audiences can be

enhanced to ensure that these gaps are being filled. The design of the media components allows for these tailored and specific messages to be targeted at different audience groups. MTV EXIT aims to target the following audience segments: young people from at-risk communities to increase their awareness of the issue and provide safe migration advice as well as encouraging them to take an active interest in the lives of their neighbors/classmates to ensure that they also understand the risks; people who are not at risk of being trafficked but do represent the demand that underlies trafficking; and general awareness information targeted at all audience groups including opinion and peer leaders to inspire them to action against TIP.

One key factor that MTV intends to address in this third phase of the MTV EXIT campaign in Asia is sustainability for the initiative. MTV believes that sustainability can be achieved in two ways. Firstly, identifying business strategies for the campaign that will allow for MTV EXIT to build on its successes and secure its future beyond this USAID/MTV cooperative agreement. Secondly, the inclusion of a new training element on-the-ground within an anti-TIP forum that will bring together anti-TIP NGOs, youth and opinion leaders, and media organizations to learn about the methodology and framework of a successful social marketing counter trafficking campaign and empower them to take those tools and replicate them in their local areas on a year by year basis. This area of the campaign indicates a shift in focus towards stakeholders while retaining the quality of the media components directed at beneficiaries.

I. PROPOSED ALLIANCE

The MTV EXIT Foundation (MTVEF), MTV Networks International (MTVNI), the United States International Development Agency (USAID), and the Australian Government's Aid Program (AusAID) partner in a strategic alliance to raise awareness about, and increase prevention of, trafficking in persons (TIP) in Asia.

1. MTVNI donates valuable and unique airtime across its Pan-Asian network of youth-focused television channels (terrestrial, cable, satellite), available in nearly 300 million households and an estimated potential audience of 900 million people across Asia; and the use of its brand on-the-ground in the production of concerts and events.

2. USAID and AusAID will commit a total of **\$5,200,000** (circa 50-50 split) funding to MTVEF for production of Pan-Asian campaign elements described within this proposal. funds to MTVEF for the production of a multi-platform TIP awareness and prevention campaign (including On Air, Online, and On Ground elements) on agreed subjects, and collaborates actively and substantively with MTVEF on such production.

3. MTVEF provides its considerable experience in producing anti-trafficking social marketing campaigns that have been proven to increase knowledge, and positively impact attitudes and behavior.

II. CAMPAIGN DELIVERABLES

ON AIR

- 12 x 30-min localized Asia-Pacific Documentary (*Traffic II*)
- 12 x 30-min localized Asia-Pacific Animation (*Intersection II*)
- 12 x PSAs/music videos at \$10,000 each (2 per region)
- 6 x 60-min local event programs at \$10,000/show

ON THE GROUND

- 6 x Flagship Events
- 6 x Anti-TIP Forum
- 6 x Roadshows for on air program screenings

ONLINE

Online management and redesign of mtvexit.org and social networking profiles

CAMPAIGN MEDIA AND PR

PR and marketing of the concerts and on air products in each of the key markets

On air program launches in each market.

PARTNERSHIPS

Distribution of MTV EXIT programming to non-MTV broadcasters and NGOs

Partner outreach

ANTI-TRAFFICKING MATERIALS

DVD production

Anti-TIP Info cards

On Air program training manuals

MONITORING AND EVALUATION

Documentary quantitative research

Event quantitative research

B. INTRODUCTION TO MTV NETWORKS INTERNATIONAL

MTV Networks' brands are seen globally in 640 million households in 161 countries and 34 languages via 170 locally programmed and operated TV channels and more than 400 digital media properties. It is the world's largest television broadcaster and is a highly influential brand. MTV Asia, incorporated in Singapore, is Asia's largest 24-hour music television network, reaching more than 300 million households in over 25 countries and 10 languages across Asia via terrestrial, cable, and satellite. MTVA's brands include MTV, VH1, and Nickelodeon. MTVA also operates 16 Asian websites in 10 languages. MTV's parent company, Viacom, Inc., is a U.S.-based leading global media company, with pre-eminent positions in broadcast and cable television, radio, outdoor advertising and the internet. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, licensing & merchandising and feature films.

C. MTV EXIT BACKGROUND

The power and influence of MTV's media platforms and brand provides the ability to create positive change in communities across the world with respect to critical social issues impacting youth. MTV is committed to using this power to effectively educate young people on a variety of issues. In 2004, MTV launched MTV EXIT, a cutting edge and innovative educational campaign designed to raise awareness and increase prevention of human trafficking and exploitation. Utilizing the power and influence of music, film, and celebrities, the campaign has produced award-winning On Air, On-The-Ground, and Online components that have been viewed tens of millions of times by audiences across the world. In addition, these components continue to be used as awareness raising tools by non-governmental organizations, international organizations, and government institutions committed to combating trafficking in persons. Figure 1 below provides data on the recorded number of views of campaign output to date. It is important to note that these are cumulative views and not individual audience numbers, since ratings reports cannot differentiate repeat viewings of any of the products. Also, this data is sourced where information is available. MTV notes that in many Asian territories broadcast ratings do not exist;

therefore, these tracking figures are based on actual and estimated figures for the number of views of campaign products. For information on the breakdown of these figures please see Appendix M.

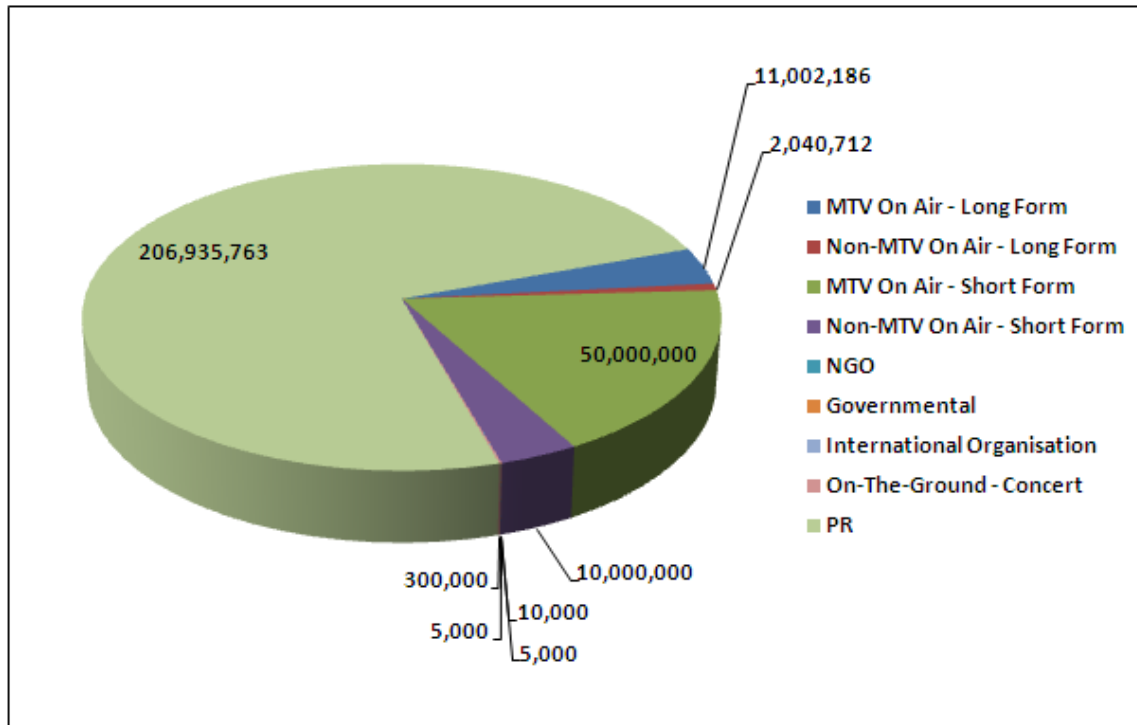


Figure 1: Campaign Views by Type

The involvement of the MTV brand has also been beneficial in securing and leveraging significant additional value into the campaign that not only ensures that the production of the campaign is highly cost effective and cost efficient but also that the funding provided by donors is maximized in terms of what is being delivered. MTV tracks these figures as accurately as possible as one measure of the impact and success of this cooperative agreement. More information on this tracking and the success of the campaign is provided in Section G. In terms of an overview of the added value that MTV has provided both from its own donated value and also what it has managed to leverage in terms of other in kind support can be broken down into the following categories and shown within the chart in Figure 2 below. To date, MTV has leveraged over \$65 million from the \$5.48 million in funding from USAID, a more than 10:1 match.

The descriptions of the criteria being measured are as follows (for a full breakdown, see Appendix N):

- **USAID Funding:** Total funding provided into GDA by USAID
- **AusAID Funding:** Additional funds secured from AusAID
- **Corporate Funding:** Additional funds secured by MTV from corporate partners
- **MTV Airtime Value:** The commercial value of the airtime donated to the GDA by MTV Networks International
- **Non-MTV Airtime Value:** The commercial value of airtime secured by MTV from third party non-MTV partner broadcasters (estimated)
- **In-Kind/Leverage Value:** The commercial value of donated in-kind services and reduced fees secured by MTV in the production of the campaign (flights / hotels / reduced production costs / reduction in service charges etc) (estimated)
- **PR Value:** The value of all press coverage for the campaign (estimated)

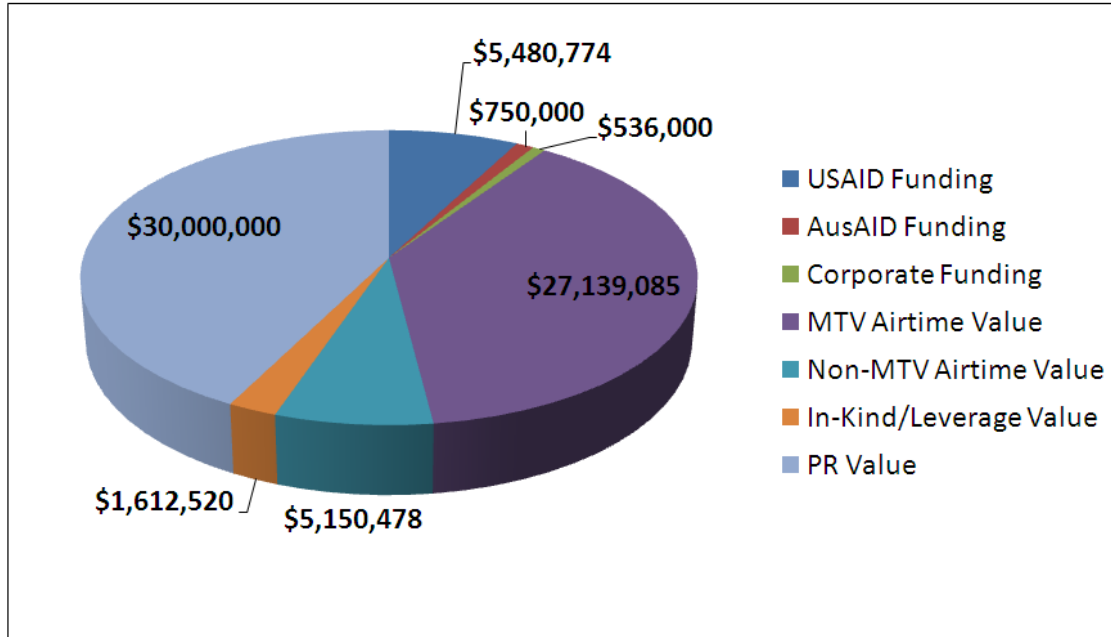


Figure 2: Total Value of the MTV EXIT Campaign in Asia

I. ON AIR

1. Documentary

MTV EXIT's flagship programming includes three 30-minute documentaries. *Traffic*, *Sold*, and *Inhuman Traffic* address the issue of human trafficking in Asia-Pacific, South Asia, and Europe respectively and are presented by multiple local and international celebrities including Angelina Jolie, Lucy Liu, Lara Dutta of India, Rain of Korea, and Karen Mok of China.

2. Drama

MTV EXIT's innovative approach to drama includes a Manga-style animation called *Intersection*, produced in Korea for the Asia-Pacific region and voiced by local celebrities in each market. This followed the production in Europe of a series of docu-drama short films called *Parallel Lives*. A feature film is currently in production in India for the South Asia region.

3. Music Videos

An award-winning collaboration with Radiohead for their *All I Need* track from the album *In Rainbows* has been followed by another video with The Killers for their track *Goodnight, Travel Well* from the album *Day & Age* reaching millions internationally. In 2010, a third video in the series will be produced. All containing the same end tag line of "some things cost more than you realize"; the final video produced in partnership with UK-rock band Muse will be released in September.

4. Event Programming

Series of live event programs from MTV EXIT's events. These are an important part of the On-The-Ground strategy as they expand the reach of an event from the thousands of attendees to hundreds of thousands of On Air viewers. Two forms of event programming are produced. Firstly,

localized long form programs between 60 – 90 minutes in length include performances from local artists and specific targeted message relevant to the country. The second form of programming is produced where an international or regional artist has performed at the concert. This allows for an international artist special program to be produced for broadcast by MTV and non-MTV channels across the Asia region and further abroad. Examples of these shows include Placebo live at Angkor Wat, Cambodia, and Super Junior Live in Hanoi.

5. Public Service Announcements (PSAs)

Creative series of PSAs produced locally across Asia and Europe, using innovative concepts to educate audiences about key aspects of the human trafficking issue. Because of their brief format (30-60 seconds), PSAs allow for many more airings than the longer-form programming. PSAs can promote general awareness issues or very direct and precise prevention messaging, and their creativity and originality can resonate with audiences in a different way.

II. ON-THE-GROUND

1. MTV EXIT LIVE Concerts

The production of awareness raising concerts across Asia and Europe featuring local and international artists including Placebo, Duncan Sheik, The Click Five and Super Junior. The current event tour in Asia recently included a series of concerts across Cambodia (the highlight being the first-ever rock concert held at the iconic Angkor Wat), the Philippines, Nepal, Laos, Thailand, Indonesia, Vietnam, East Timor, and Taiwan.

2. Collaboration Events

These are opportunistic activities that are a result of partnerships with artists and other musical and cultural events. They involve linking with artist concert tours and other musical and cultural events to disseminate MTV EXIT anti-trafficking information as well as further involvement of artists in the anti-TIP cause through the dissemination of campaign messages amongst fanbases internationally. It is difficult to propose specific future situations where these collaborations may occur as they depend to a large extent on the will and support of external people and organizations. Examples of these collaborations over the past 3 years are as follows:

- Radiohead: Surrounding the launch of the Radiohead music video in 2008, the band was embarking on a world tour. Due to their interest in supporting the campaign further and wanting to educate their fans of the issue they agreed to allow anti-trafficking organizations attend each of their concerts to disseminate anti-TIP materials.
- Placebo: After accepting the invitation to perform at the MTV EXIT concert at Angkor Wat in December in 2008, UK rock band Placebo arranged for their own videographer to film their journey to Cambodia in order to produce a behind-the-scenes documentary of the concert and journey. This was subsequently packaged within the box set of their new album as well as disseminated through YouTube.
- Fuji Rocks Festival, Japan: In their support of the campaign, MTV Japan and IOM Japan arranged for an information booth to be set up at one of Japan's biggest music festivals where volunteers disseminated anti-TIP messaging to festival-goers.
- MTV Asia Music Awards: At MTV Asia's largest annual event, MTV EXIT materials were disseminated to attendees. .

3. Anti-Trafficking Organizations

MTV EXIT programming and anti-trafficking information has been distributed to hundreds of anti-trafficking organizations fighting slavery on-the-ground. The programming continues to be used to educate at-risk communities as well as in training of police officers, border guards and the judiciary. See Appendix J.

III. ONLINE

1. mtvexit.org

A 31-language anti-trafficking awareness and prevention website that includes streaming and downloads of programming, safe migration advice, information on trafficking and links to local anti-trafficking organizations and help lines.

2. Social Networking and Video Sharing

MTV EXIT has profiles on the most popular social networking and video sharing sites internationally including Facebook, Twitter, YouTube, MySpace, Friendster, Orkut, and Hi5. Through these sites MTV EXIT is disseminating anti-trafficking information as well as building a network of people committed to ending exploitation and trafficking currently totaling over 50,000.

IV. MONITORING AND EVALUATION

MTV understands the importance of evaluating the impact of the MTV EXIT campaign amongst its beneficiaries. It has often been the case that awareness and prevention campaigns are not backed up by quantitative empirical impact data, one of the challenges being how to identify the aims and objectives that the campaign should be measured against. During MTV EXIT ASIA I, MTV requested multiple impact evaluation methodologies from market research firms that had a specific focus on social research. Through this process, MTV established a strong working relationship with TNS Global, one of the largest international research agencies. Working together, and with input from anti-trafficking experts, an impact evaluation framework was designed that would not only quantitatively illustrate the impact of the campaign but would also provide key information on how to improve the design of the campaign to increase its ability to create social change on TIP. Further information on the framework methodology and the plans to continue this in MTV EXIT ASIA III can be found in Section G. Highlights of some previous studies can be found in Appendix G.

D. CAMPAIGN DESIGN AND METHODOLOGY

MTV EXIT ASIA III will continue to utilize the successful campaign design and methodology developed over the past five years. MTV has extensive experience in producing effective social marketing initiatives that have been proven to increase knowledge, and positively impact attitudes and behavior vis-à-vis TIP through creative and innovative media components and distribution strategies. The design of MTV EXIT takes into consideration many factors that include audience segmentation and targeting; culturally sensitive and locally relevant programming; distribution strategies beyond broadcast on MTV's valuable multi-million household broadcast network; an effective media mix that combines a variety of products for different mediums; and partnership with governments, private sector organizations, international organizations, and non-governmental organizations committed to fighting TIP.

However, at the heart of this design, and the primary reason for the success of the MTV EXIT campaign to date, is the use of creativity and innovation in the production of media components. This has led to create arguably the largest anti-TIP awareness and prevention campaign in existence with a proven ability to positively impact audiences in relation to the issue. The specific campaign components and deliverables proposed within this document are described in detail in Sections E and F, however, the information below provides a greater insight into the overarching campaign design and methodology.

I. TARGETING AND DISTRIBUTION

MTV uses creative programming to ensure that key audiences are being targeted. These media elements are produced to cover all aspects of the spectrum from broad awareness raising through to targeted specific messaging with locally relevant and culturally sensitive products. Furthermore, the campaign uses distribution to ensure that these products reach their intended target audiences.

Generally speaking, the wider the audience group the more generic a message must be to resonate across that population. As a population group is segmented and further targeted then more specific messaging can be produced. However, cost effectiveness is another key factor to consider, especially where development budgets are in question. MTV produces a combination of media components and utilizes an innovative approach to distribution to ensure that content is targeted, wide reaching, and cost effective. A model of how MTV develops its content can be seen below in Figure 3.

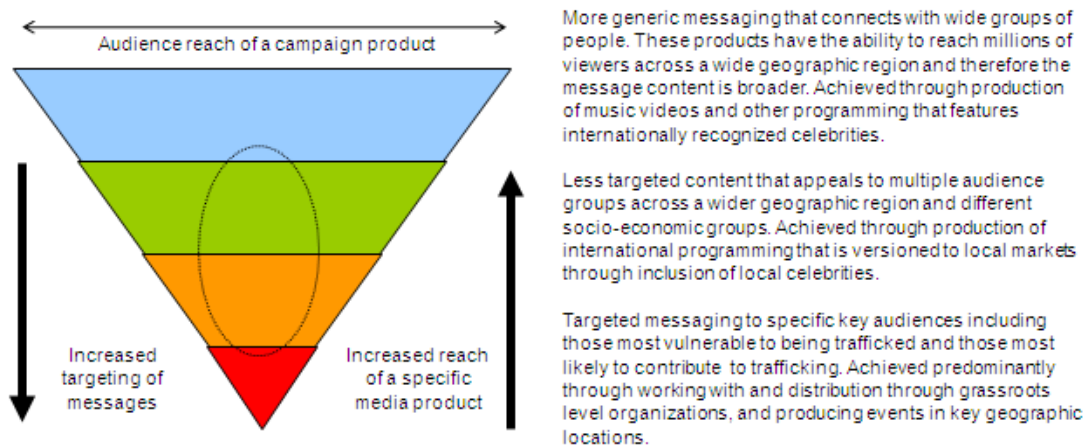


Figure 3: MTV EXIT Product Development Model

The hatched area in the middle of the inverted pyramid represents the area where the majority of MTV EXIT's media products lie. The aim in designing and producing a particular media component is that it works effectively across multiple levels. The other consideration is to produce the correct media mix and ensure that these all sit in different sections of the pyramid. In the development of these products and the most effective media mix MTV will firstly consider the target audiences that the campaign seeks to inform and educate. In short the campaign aims to impact the following audience segments:

- **General Society:** It is important to create a general level of awareness amongst all audiences. In particular, in countries where there is a high prevalence of human trafficking, myths and prejudices must be debunked to provide a basis upon which to further develop and target messaging. For example, for long term behavioral change, societal attitude with respect to human trafficking must be improved or messages can be rejected by audiences.
- **Opinion Leaders/Formers:** This is a key group with respect to creating longer term societal attitude change and awareness. This population generally comes from higher socio-economic groups with tertiary education and represents the present and future leaders within a society. Engaging with celebrities, political and NGO leaders is an important element of this aspect since their involvement as role models within a society can have a strong impact on attitudes towards human trafficking.

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- **High Risk with respect to being trafficked:** women and men ages 14-25 years old who share demographic and attitudinal characteristics with the victims of trafficking. They will have the desire to improve their lives and / or the lives of their families through economic migration, or they feel pushed to relocate by poverty or political and social instability. MTV will work with local anti-TIP organizations to identify the relevant groupings for this segment so that the campaign messaging and distribution can be targeted to the group. The key characteristic of this group is mid- to low socio-economic status with primary and secondary education.
 - **High Risk with respect to contributing towards trafficking:** Demand / complicity / facilitator to the trafficking process. This group represents a large sector of society, particular in a region of high prevalence of TIP. It is important to target this group as they can play an immediate substantive role in combating the issue.

Naturally, these groups overlap and one particular individual might fall into several of these segments. For each of these groups, targeted messaging will be developed, conveyed within multiple media products, and distributed through a diverse and robust distribution strategy. MTV notes that long term change with respect to behavior on any issue requires positive shifts in societal attitude. This shift in attitude is a long term process and does not come about through the production of one awareness-raising television program or media campaign. Sustained information that is focused on improving people's attitudes is of paramount importance to the long term goals of any social marketing campaign. MTV proposes to use the monitoring evaluation framework described in Section G to accurately identify the risk level of various audience segments. This data will aid in the development of appropriate campaign messages that look to fill gaps in knowledge and focus on key areas of negative attitude and behavior.

As previously noted, a key factor in the development of any media product is how and where it will be seen. Since the launch of MTV EXIT in 2004, MTV has created a comprehensive distribution strategy for MTV EXIT media components. This strategy also ties in closely with another area of importance: interaction with the anti-TIP sector. First and foremost in the distribution strategy is the broadcast of campaign on air materials across MTV's international network. Reaching over 300 million households in Asia this programming largely reaches the following target groups: youth peer leaders; general youth audience; and high risk with respect to contributing towards the trafficking process. However, MTV recognizes that its broadcast network is distributed via cable and satellite. Although in many markets cable television is increasing its coverage substantially, this as a sole means of distribution would not be maximizing the impact of any social marketing campaign. Therefore, in addition to the broadcast of on air programs on MTV's network, MTV will pro-actively offer all programming for free, and rights-free, to all other terrestrial, cable, and satellite broadcasters in the region.

Over the past 3 years MTV EXIT has developed an extensive network of partner broadcasters that have aired MTV EXIT programming thus increasing the reach of the campaign across all target audience segments. Finally, distribution through the anti-TIP sector is of key importance. MTV will work closely with the non-profit and governmental sectors, seeking to further relationships that have been created over the previous 3 years, to provide a dedicated outlet for campaign media components to be used in their anti-TIP efforts.

II. INTERACTION WITH THE ANTI-TIP SECTOR

As discussed in the previous section, the anti-TIP sector is of major importance with respect to the delivery and distribution of the campaign. MTV EXIT is an inclusive campaign that seeks to collaborate with many actors in the anti-trafficking community. The MTV brand represents a tool that can be used to galvanize groups fighting TIP and the materials produced under the MTV EXIT banner are an important resource tool for these organizations. Also, MTV EXIT will engage with local anti-TIP organizations and government ministries in the production of on-the-ground events to ensure that they are successful in their aim to represent an anti-trafficking focal point in the local community and media, thus providing these groups with the ability to access the

populations that they seek to reach and educate. Therefore, in MTV EXIT ASIA III, MTV aims to further strengthen the relationships that have been created with these groups and organizations and expand the remit of this area of the MTV EXIT campaign. A specific aim is to engage further with ASEAN and the COMMIT process with the view to creating an association that cements MTV EXIT at the centre of awareness raising in South East Asia. The groups that MTV has identified are as follows:

- Local NGOs working to combat trafficking – whether focused towards victim assistance or advocacy and education;
- IGOs, International NGOs, and the United Nations in particular UNIAP and UNODC;
- Government Ministries and Institutions fighting trafficking including ASEAN and COMMIT;
- National Task Forces or Coalitions fighting trafficking;
- USAID Missions and US Embassies; AusAID Missions and Australian Embassies;
- Other donors committed to combating TIP

This interaction falls under the responsibility of a new department within the MTV EXIT Foundation. Formerly this interaction fell under the responsibility of the Distribution department. Although the interaction with groups identified above relates to the distribution of campaign materials, it did not adequately describe the importance of acknowledging and working with the MTV EXIT campaign's key stakeholders. Previously, the campaign has focused its attention towards beneficiaries. As the initiative has grown and carved a specific niche for itself within the anti-TIP movement in Asia, it has become more important to drive attention towards stakeholders as well as beneficiaries. This does not mean that there will be less focus on beneficiaries, indeed by working more closely with the groups listed above and with other sectors of society, namely opinion formers from multiple sectors, MTV believes that the MTV EXIT campaign's output will benefit and increase its ability to have an impact on this issue. Therefore, the MTV EXIT Foundation has established a new Partnerships department. This will continue the role of distribution of campaign components, however, it expands the mandate to look more closely at how the campaign can build and develop key partnerships with the groups listed above and also with other areas of society. More detail on the specific aims and objectives of this area of the campaign is provided in Section F.

III. SUSTAINABILITY

There are several considerations to investigate with respect to making an awareness raising campaign sustainable. MTV sees that this drive towards sustainability falls into two distinct categories. Firstly, the diversification of a funding base to ensure long term awareness campaigns can be maintained and, secondly, imparting MTV's experience, and the methodologies that have been developed to key partners on the local, national, and regional level to ensure that the successes of MTV EXIT can be further utilized and shared in the implementation of wider reaching, longer term awareness and prevention strategies. In this section, the latter form of sustainability will be discussed.

1. Information Sharing

This form of sustainability is categorized by that fact that its long term goals are not to create sustainability for the MTV EXIT campaign per se. Rather the aims and objectives are to create sustainability for the successful MTV EXIT campaign methodology, which has been developed over the past 5 years into an initiative that has proven to have a positive impact on knowledge, attitudes and behavior vis-à-vis TIP. This information sharing will be facilitated through two main areas of work of the MTV EXIT campaign. First, through the production of anti-TIP forums during each of the national campaigns that will bring together youth leaders/peer educators, NGOs, Government ministries, celebrities, artists, and private sector organizations, MTV EXIT will build a specific focus within this model to disseminate and share the methodology and processes that have made the campaign a success. Second, through the newly established Partnerships department, MTV EXIT will aim to formalize key relationships with NGOs, youth movements, Government institutions and international organizations to ensure that the lessons learned by

MTV EXIT and the traction and momentum gained will be carried forward by multiple stakeholders. These two concepts are further explored in Sections E and F below. The development of a method to track the progress and measure the success of this part of the initiative can be found in Section G.

E. MEDIA COMPONENTS

The following section lays out various proposed elements of the campaign and indicates where they will be broadcast and the structure of how the campaign will be delivered. One of the challenges facing MTV EXIT is to produce the correct media mix that combines both wide-reaching regional components with specific locally relevant materials. MTV is fully aware of the diversity of the youth audience across Asia and understands that through broadcast on MTV, further broadcast on national terrestrial broadcasters, and distribution through NGOs and Governmental organizations our messages will be seen by youth and adults from geographically and socio-economically diverse groups.

MTV has developed its social marketing campaigns in the same way as its revenue-generating business. That is one-size does not necessarily fit all. It is of the utmost importance in key markets to combine wide-reaching more generic messaging with targeted, specific, locally and culturally relevant materials. MTV proposes a multi-level campaign that combines cost-effective, wide reaching On Air programming across the continent with a few selected national campaigns that focus more deeply on the issue in countries of critical importance vis-à-vis TIP. These levels are described as follows:

- **Pan-Regional Level:** this focuses on the production, launch and distribution of MTV EXIT On Air programming across all markets in Asia through MTV's localized channels and partner non-MTV broadcasters.
- **National Level:** this focuses on six key target markets where MTV EXIT ASIA III aims not only produce and launch the pan-regional On Air components listed above but also link these to the production of localized events and specific, targeted national campaigns. These target countries will be selected in partnership with USAID and AusAID. MTV proposes that these markets be chosen based on previous MTV EXIT campaign impact and roll-out combined with the US State Department's Trafficking in Persons Tier status. Suggested potential markets are: Thailand (Tier 2), India (Tier 2 Watch List), Nepal (Tier 2), Cambodia (Tier 2 Watch List), Indonesia (Tier 2), Vietnam (Tier 2), and the Philippines (Tier 2 Watch List).

I. ON AIR

MTV proposes the production of a series of follow up awareness and prevention television programs. The production of these On Air components has been improved based on MTV's experience during MTV EXIT ASIA I and II. The content produced for On Air is the core component of the campaign, providing the ability to reach tens of millions of people through broadcast across MTV's multi-million household network as well as through local non-MTV broadcast partners. The programming formats are described below:

1. Asia-Pacific Documentary (12 x 30-minute): (Pan-regional and National Levels)

MTV proposes the production of multiple unique follow up documentaries for the Asia region that have overlapping and shared content. MTV has continued to develop the production technique for these pan-regional documentaries to ensure that they are both locally specific, culturally relevant and wide reaching. In MTV EXIT ASIA I, two core documentaries were produced: *Traffic* for the Asia-Pacific region, and *Sold* for the South Asia region. These were subsequently localized into 17 different versions by using local celebrities to present and voice each documentary.

In MTV EXIT ASIA III this process has been improved to ensure that there is greater local impact and more specific target messaging, while still maintaining resonance across the region. The production will involve the filming of more contributors (individuals participating in the production of the program) from wider geographic areas than during the production of *Traffic* and *Sold*. During the editing of the program it will then be possible to build multiple, more locally distinct versions of the documentary. Each of the versions will contain stories that relate to that local country. For example, the story of a victim being trafficked from Vietnam to Taiwan will be relevant for at least the Taiwanese and Vietnamese localized programs. Therefore, each of the programs will have slightly different content but overall will share characteristics with each of the other versions. The program will be presented by a local celebrity in each market and the program script will be localized with specific target messages, thus increasing the quality and resonance of the show in that country.

Additionally, in both *Traffic* and *Sold* it was not possible to address every aspect of the TIP issue as it relates to each market. Therefore, these new documentaries will not merely repeat the messaging of these initial programs. Using the data obtained from the impact evaluation of the documentaries in MTV EXIT ASIA I, these new programs will seek to fill gaps in knowledge and specific negative attitudes and behavior. One key area is that of reducing stigma and discrimination as well as expanding the messaging on demand. In total, MTV proposes to produce 12 versions of the documentaries across Asia. Due to the increased number of stories relating to human trafficking that will be filmed, MTV will then produce short films of these individual characters that can be used by NGOs and other groups in on-the-ground training. For further information about the technical aspects of this production please see Appendix B. To view the final transcript of *Traffic: An MTV EXIT Special* please see Appendix C.

2. Animation (12 x 30-minute): (Pan-Regional and National Levels)

MTV proposes the production of a sequel to the award-winning animation produced in MTV EXIT ASIA I. Titled *Intersection*, the film was a new and innovative approach to social marketing program-making. It followed the stories of five individuals in the TIP cycle: a victim, a brothel manager, trafficker, client, and undercover anti-TIP police officer. These stories intersected throughout the program to take the viewer through the trafficking process and provide information on how to recognize trafficking, the tricks that traffickers use to ensnare their victims, the complicity that we all might have in the trafficking process, and what the authorities are doing to combat TIP.

MTV now proposes a sequel that continues the characters' stories introduced in *Intersection*. In particular, the film will look at how rescued victims are still vulnerable once they return home because of the stigma and discrimination they suffer. In addition, MTV proposes using this sequel to expand the issues covered in other forms of labor trafficking and exploitation. Other areas might include the difficulty in prosecuting traffickers where the local legal framework has not been developed to try these crimes. Once again the film will be versioned using the voices of well known celebrities from each country.

This film would once again be produced by Korean animation studio JM Animation to ensure that the two films share the same look and feel and there is a consistency between the story and the production value.

3. PSAs and Music Videos: (National Level)

During MTV EXIT ASIA I and II, MTV has produced 7 public service announcements and 3 music videos. Short form programming has the ability to be broadcast many more times than long form programming and thus it is an important tool when considering that MTV EXIT aims to have repetitive viewing of campaign messages. Common advertising theory suggests that a media product must be seen in excess of five times before a message is retained by the audience. Producing music videos with a message attached was pioneered during MTV EXIT ASIA I in

partnership with Radiohead. This formula was repeated with The Killers and these internationally broadcast music videos have been highly successful in generating a large amount of views and publicity for the campaign. In MTV EXIT ASIA III, MTV proposes to take the music video and PSA format to a local level with one each of these media components being produced for the 6 key target markets identified. The PSAs will either use celebrities or creative concepts to convey locally relevant messages relating to TIP.

MTV believes that it may be possible to increase the number of these PSAs produced per country by utilizing a simpler creative method. Previously, creative concepts were developed in much the same way as commercials, using a concept to “sell” the anti-TIP messaging to a particular audience. MTV proposes to use well known local artists and celebrities to deliver key targeted messages to camera. These can be easily edited to form a 30-second PSA and distributed through local distribution networks. MTV will endeavor to maximize the number of short form On Air products it delivers during MTV EXIT ASIA III.

4. Event Programming: (Pan-regional and National Levels)

The On-The-Ground components of the MTV EXIT campaign are produced with multiple aims and objectives, one of which is to provide content for more wide reaching On Air programs. During MTV EXIT ASIA II, MTV has shown that production of long form live event programs ensures that many more people are reached with anti-TIP messaging. In addition, the format and content of this style of program has the potential to attract a different audience to other campaign programming. For example, not all young people will tune in for a documentary about human trafficking; however, a live event program featuring their favorite artist with musical performances as well as information about TIP has the potential to attract a wider and more diverse group of viewers. Also, the involvement of international artists in the On-The-Ground components also ensures that further On Air programs can be produced for audiences across the region as well as across the world.

MTV proposes the production of a local long form live event program for each of the key target markets. This will be hosted by a local celebrity and include live performances from artists, interviews with those artists about the issue, video segments of documentary footage featuring the stories of trafficking victims, footage from a shelter visit conducted by the performing artists, interviews with NGOs and also audience members. These special programs will broadcast on the local MTV channel or a partner non-MTV broadcaster where no local MTV channel exists. In addition, where international or pan regional artists have performed at the concert, MTV proposes the production of an international program that will be in the form of an artist special featuring behind the scenes footage of their trip to the country, a shelter visit, information about the issue and live performances. This will be distributed internationally to MTV channels and non-MTV channels. MTV will also explore the potential of adapting these programs for radio broadcast and will work with radio partners to broadcast the programming. In the respective market, MTV EXIT will investigate whether radio is a prominent and effective medium for disseminating anti-trafficking information. This will be done through discussion with local partners including USAID missions, Embassies, NGOs, and media organizations. If it is clear that radio is an important medium to utilize then MTV EXIT will work with that medium in the following ways:

- Radio interviews with Campaign staff and artists to promote the events and general TIP awareness
- Adaptation of a live concert for use on radio. This radio program will include live performances, interviews with artists about the issue, interviews with anti-TIP experts, documentary audio featuring victim testimonials. This show would be adapted and distributed to local radio broadcast partners for free.

II. ON-THE-GROUND

Throughout MTV EXIT ASIA II, MTV has been improving the way in which anti-TIP On-The-Ground events disseminate information. The impact evaluation framework provides data on not only whether the event is successful in raising awareness but also on what specific parts of the event are performing best. This has allowed for MTV to pay greater attention to areas that are most successful in educating audiences. From the gathered data MTV has learned that the experiential nature of a live music event makes this a very successful tool in raising awareness about TIP. Results from previous events have shown significant decreases in the *high-risk* audience segment both immediately after the event and also one month later. See Appendix G for highlights of previous impact studies.

Over the past 2 years MTV has been improving the On-The-Ground methodology further to expand the way in which the each event acts as a focal point for the national movement to combat human trafficking. Already MTV EXIT concerts have been used to shine a spotlight on the issue on key national dates, for example, concerts in Nepal and Cambodia fell on the local National Anti-Trafficking Days. In addition, in each market the campaign has been successful in building partnerships with local Government ministries and NGOs to ensure that the events connect them with a wide audience as well as place the TIP issue at the forefront of public interest. The events have also successfully galvanized local celebrities to learn about the TIP issue and actively engage with the fight against trafficking and the anti-TIP sector. Therefore, the on-the-ground components have been successful not only in reaching a huge audience, but also in creating ambassadors out of opinion leaders and formers. This is an area that MTV proposes to expand in the production of on-the-ground events during MTV EXIT ASIA III. The design of the on-the-ground elements will include the following:

1. Flagship Concert (National Level)

In each of the key target countries MTV will produce one large scale national flagship concert. During MTV EXIT ASIA I and II these have taken place in the capital city and in some cases have been produced to co-ordinate with a national anti-trafficking day. MTV will investigate the potential to hold these flagship concerts in either capital cities or other locations in the country that have a relevance to the TIP issue. The concerts will not only be awareness raising tools in their own right, they will expand their ability to act as a focal point in the fight against TIP and thus increase their sustainability with respect to raising awareness and increasing prevention. To meet these aims, MTV proposes the introduction of a new element to the MTV EXIT concerts. This element is described in part 2 below. The specific production details of each concert will vary depending on the locations selected. For an overview of the production process please see Appendix D and for an example of a concert host script and rundown please see Appendix E.

MTV proposes identifying potentially different and interesting locations for these flagship concerts that will aim to generate a large amount of PR interest. One idea is to produce each of the concerts in cross border areas to highlight the importance of these areas in the fight against human trafficking as well as educating local populations of the TIP issue and how they can play a role in combating it. For example, a concert in Thailand might take place in Poiphet or Mae Sot and involve artists from both sides of the border (Cambodia and Burma respectively). This would also expand the reach of that concert generating media interest and PR appeal in both Thailand and Cambodia/Burma. It would also allow for On Air products to be produced for both countries thus maximizing the reach of the event.

Another concept to maximize PR impact of these flagship concerts is to produce them in unique locations with cultural significance. The best example of this to date is the production of the MTV EXIT concert at Angkor Wat in Cambodia. MTV proposes investigating other culturally interesting locations for concerts to be produced in, for example, in Hue, Vietnam, or Yogyakarta, Indonesia. The final decision on concert locations will be determined once the locations of the national campaigns have been identified. This decision will be made in conjunction with USAID RDM/A.

2. Anti-Trafficking Creative Forum (National Level)

One of the main considerations of producing a series of live music concerts is ensuring a measure of longevity to the campaign. A problem of producing such an event is that after the concert takes place, there are no specific programs or strategies in place to continue the dissemination of campaign messaging. In MTV EXIT ASIA II, the strategy to increase the longevity of the campaign was focused on several things. Firstly, that the concerts themselves were a focal point of a national campaign and not the sole elements of that campaign. The other elements were the PR and marketing around the campaign that included generating coverage about the campaign and the issue across a broad spectrum of media including television, radio (interviews to promote the concerts and the issue in general with campaign staff and artists), print and online. Secondly, the strategy was to produce and broadcast campaign programming on MTV channels and partner broadcasters before, during and after the implementation of the concerts. These programs included live event shows from the concerts themselves as well as repeats of the previously produced documentary and drama programming. Finally, the strategy was to expand the reach of the campaign by effectively partnering with anti-trafficking organizations and youth organizations across the country, to utilize these already existing networks as a tool to further disseminate information.

From experience on Phase II of the campaign, it became apparent that the production of four to five concerts in each country over a 6 week period was a resource-heavy undertaking. Producing such events in more developed economies with strong local expertise would have been challenging. However, to implement this number of concerts in the time period identified in the countries selected, where there is far lower professional technical expertise, meant that the human resource required to implement the concerts often unfortunately led to a reduced focus on all the surrounding initiatives. For example, in Vietnam and Cambodia the local production staff was not professional proficient and therefore, MTV EXIT core campaign staff was required to undertake roles during the production that ordinarily would be performed by the local contractor. Therefore, the ability to spend human resource on other activities was reduced. This is one area where MTV plans to improve the campaign. The improvement will come from a different strategy. This new strategy will result in the production of fewer concerts with more time and attention spent on each show, and the inclusion of a new component to ensure that the campaign is successful in creating greater longevity in target markets.

MTV proposes the production of a national creative forum in each of the three key target countries. This creative forum will bring together multiple stakeholders in the fight against TIP as well as other key potential actors that can drive societal change. The forum will be 2 to 3 days in length and will take place in the days leading up to the flagship national concert. The forum will bring together youth leaders from across the country and give them access to an integrated training program. This forum will aim to create a network of MTV EXIT Youth Ambassadors. The training will be conducted by media professionals with a local NGO partner and will focus on key elements of how to actively and successfully raise awareness within their communities. This network will be given the tools with which to go back to their local community and make an impact on the TIP issue. Following this forum MTV EXIT will continue to work with the MTV EXIT Youth Ambassadors and provide them with materials they need to successfully maintain their work.

The forum also represents a shift in the focus from the beneficiaries towards stakeholders of the campaign. The production of the concert and the audiences of these events and the television programs are primarily the campaign beneficiaries. This audience has been broken down previously in section D. The beneficiaries will continue to be a key target; however, the addition of the creative forum is designed to further impact beneficiaries through stakeholder outreach. It is through this stakeholder engagement that MTV aims to implement an increase in longevity and subsequently sustainability for the campaign messages.

It is important to first identify who are the key stakeholders with respect to the MTV EXIT campaign. Once these have been defined, the structure and design of the forum can be further developed. MTV defines its stakeholders as follows:

- Government Ministries combating TIP
- NGOs combating TIP
- International Organizations including the United Nations combating TIP
- Youth organizations and networks
- Media companies and organizations
- Journalists and media professionals
- Opinion formers including celebrities, political, community, and religious leaders
- Other donors (Public, Private, Philanthropic Foundation)

This forum will engage MTV EXIT stakeholders in the role of implementer of the campaign, as they work alongside MTV EXIT staff to train the next generation of young leaders in their respective countries. Engaging stakeholders in this way will allow them to gain a new perspective on creative media campaigns, and to learn while teaching, thus, ensuring that the methodology of the campaign is passed over to anti-TIP and media partners while being passed down to young people.

The design of the forum is not that of a standard anti-trafficking conference that brings together different groups to discuss the issue. MTV does not aim to replicate the many conferences and seminars that take place on the TIP issue, as they are an important meeting point for anti-TIP actors and retain their importance in the field. This creative forum with a specific focus on youth is designed to be an organic environment with a structure that allows for the free flow of ideas. The main focus of the forum will be creativity and innovation. MTV believes that the approach of the MTV EXIT campaign and the success of the initiative are in no small part due to our creative and innovative approach to awareness-raising. This forum is designed to foster this approach and allow the space for it to infiltrate and influence other aspects and areas in the fight against trafficking. For any long term positive behavioral impact to take hold, it is imperative that we improve young people's attitudes with respect to the issue and more importantly towards the victims of trafficking and exploitation. This initiative within this campaign allows MTV to focus more clearly on our aims to foster empathy and eradicate apathy.

Since MTV EXIT is not a cookie cutter approach to combating TIP, and the campaign is both fluid and reactive to local cultural phenomena as well as able to adapt messages to a national level and within various audience segmentations within communities, the specific design of each forum in each country will be developed as part of the production of the campaign. Information from local partners will help to form the structure and content of the forum. MTV believes that the addition of this element to the on-the-ground components will expand their reach and impact across a wider geographic area and also target a key group with respect to long term societal change: peer leaders/opinion formers. By targeting this group MTV aims to have a longer term impact on societal attitude which is a key goal in long term behavioral change.

3. Roadshows for On Air Program Screenings (National Level)

MTV proposes a further development and extension of its On-The-Ground strategy. This addition to the localized methodology is designed to increase the ability to target at-risk areas and expand the number of people reached by campaign media components. In each of the key markets, MTV will identify areas of high prevalence vis-à-vis human trafficking. This will be done in cooperation with expert local organizations and bi-lateral USAID and AusAID missions. In these areas, MTV will mount a month-long roadshow that will consist of daily screenings of MTV EXIT's on-air programming.

During the roadshows, local grassroots organizations, and community, political, and religious leaders will be invited to engage in the events to increase the ability of these roadshows to tap into local opinion formers thus increasing the ability of the campaign to shift knowledge, attitudes,

and behavior. Following the screenings open sessions will be held to allow for a discussion on the topics covered in the programming.

To mount these roadshows, MTV will put together a small local team in each market that will travel through these areas of high prevalence and conduct the screenings. They will also be responsible for facilitating the discussion after the films have been shown. The locations used for the events could include schools, universities, community and religious centers. The team would bring the DVD player, projector, screen and sound system to allow for an event of approximately 100 people dependent on the size of the venue.

III. PR AND MARKETING

These are two important areas since they have several key objectives that relate to the success of the campaign. The primary goal of any PR and Marketing for the MTV EXIT Campaign is to ensure that the stakeholders of the campaign know of its existence. This is the basic tenet of any product distribution: if the audience doesn't know it exists then that product cannot impact it. In its broadest form, this is simply the recognition of the MTV EXIT brand and logo and the issue for which it stands. At its most detailed, this will be the engagement of the audience in the campaign and the products so that they will be impacted by these materials. MTV proposes to utilize many traditional forms of PR and Marketing to support the On-The-Ground and On Air components of MTV EXIT ASIA III. This section will be broken down into two main areas based on the pan-regional and national levels of the campaign. A specific methodology as provided in previous campaign proposals is included in Appendix F.

1. Pan- Regional Level

This involves the promotion, publicity and marketing surrounding the roll-out of the On Air components across all countries in Asia. As described in section E.I. above, the main on air components that will be broadcast across the Asia region will include the documentaries and animation. MTV proposes to produce launch events for each of these programs in countries across the continent. These events include a press release, press conference and screening of the program. As with previous press events they will include representatives from MTV, USAID, the US Embassy, local NGOs, local Government ministries combating TIP, and members of the local media including print, television, radio and online. In addition to these events, MTV will promote the program on air through tune-in promos as well as utilizing local online networks. Promotion via local online networks continues to be relevant in Asia. Internet usage in Asia has risen from 114 million people in the year 2000 to 764 million people in 2009 (<http://www.internetworldstats.com/stats3.htm#asia>), and is showing no signs of slowing down. While it is true that access to the Internet is still limited in many low-income rural areas, mobile telephony has emerged as the most important ICT for poor economies. A recent report on Southeast Asian Media from the Open Society Foundation stated that Southeast Asia has long been the region most willing to embrace mobile technologies, and that trend has opened up access and communication capabilities even to people who may have very low incomes. (http://www.soros.org/initiatives/media/articles_publications/publications/production-consumption-20100126/production-consumption-20100212.pdf).

These local documentary launches do not need to be coordinated on a pan-regional basis. For example, it is not important that the launch of a localised documentary in China launch at the same time as one in the Philippines. The documentary launches for each market will be rolled out once the version of that local documentary is complete. Momentum after the launches of these documentaries will be maintained through distribution to Governments, NGOs, broadcasters, youth networks, and online social media. In markets where there is not a planned national event and further focus, the campaign is centred around the documentary alone and the launch and distribution of that documentary. In the markets where there will be the production of other

localized programming and an event, the launch of the documentary will be tied into this wider national campaign.

2. National Level

This area involves a much more in depth and robust, integrated approach that is implemented throughout the roll out of the campaign media components in the selected key countries. The campaign components include the pan-regional on air programming, local on air programming, and the on-the-ground events. Firstly, the strategy will include launch press events described above under the Pan-Regional Level. However, in addition to this, the PR and marketing for the national campaign will involve additional press conferences and releases for the on-the-ground concerts, street teams implementing direct marketing techniques, in particular with a targeted approach that seeks to identify high risk populations and provide them with campaign messaging as well as promote the campaign in general. These groups will be indicated through partnership with local NGOs. There will also be a focus on schools and universities. Also, MTV proposes to further utilize celebrity ambassadors to promote and disseminate campaign content through television, print and radio. Partnerships with newspapers, magazines, and radio and television broadcasters will also aim to encourage these media outlets to adopt the campaign and the issue within their editorial. MTV has shown that this is a successful way of saturating a local environment with campaign messaging. Leveraging the MTV brand greatly helps to secure these cross-promotional partnerships and has a positive impact on attracting the media industry to the TIP issue and encourages their local support. MTV will also look into the use of billboard advertising as well as posters and fliers as a means of attracting audiences to the concerts and other campaign components. For examples of media partnerships, see Appendix O.

IV. ONLINE

Since the launch of MTV EXIT five years ago, MTV has acknowledged that the internet can be a powerful tool for disseminating information about TIP. Although in some countries across Asia there are population segments that have limited access to the web, it is still important to maintain an active online presence. Since the cost is minimal, MTV EXIT must have an online presence for the campaign, even if not high internet penetration. Over 2-years, the budget would be about \$15,000; minimal cost. MTV EXIT regularly gets 1500 people per month going to the website. They are not necessarily high-risk, but it does represent a more affluent population that is important to educate. These are in some cases the opinion-formers, popular people, leaders in their schools, future business leaders, future politicians. These are the younger generation whose parents may be more entrenched in their attitudes – and it is important for kids educate their parents. The campaign's main online site, mtvexit.org, is now available in 29 languages. MTV believes that this is the only anti-TIP site with such a diverse group of languages. This website contains all the MTV EXIT videos available for streaming and download. In addition, there is key information about TIP and links to local anti-TIP organizations and help line information.

MTV understands the power that social networking now has on the internet and has subsequently created profiles on all the major networking sites including Facebook, Twitter, YouTube, MySpace, Friendster, Orkut, and Hi5. Through these sites MTV EXIT has developed an online network of over 50,000 people, an impressive number for a social marketing campaign (Facebook pages for the following campaigns / organizations are as follows: UNODC Blue Heart: 12,660 people; Free the Slaves 2,246 people; ECPAT 4,482 people; UNGIFT 1,876 people). In addition, MTV EXIT videos have been streamed online over two million times. Once again this represents a very large figure for development-related content. MTV now proposes funding to continue and expand this area of campaign. In the key markets where online content is widely available and can be used as a key dissemination tool, MTV EXIT will implement an online strategy that further localizes content and ensures that the digital footprint of the campaign is expanding. MTV EXIT aims to substantially increase the numbers of online subscribers to MTV EXIT online sites during MTV EXIT ASIA III. MTV EXIT.ORG was originally created in

Flash/HTML format, which sometimes limits accessibility in markets that do not have high speed connection such as Burma and Cambodia. In addition, MTV EXIT previously had to rely on a website development agency in Singapore to post news articles, videos, and pictures to the site. Considering accessibility and website management issues, MTV EXIT has now changed the website format from Flash/HTML to PHP, a scripting language which supports a web content management system. This PHP program allows the team in Bangkok to manage the website easily and independently and allows people in countries with low-speed internet to access our website without loading problems. A dedicated employee has been recruited to update the website and social networking profiles from the office and this will now allow us to have better control of the “back-end” of the website. Their responsibility will be to keep the digital media aspects of the campaign fully up to date.

V. ANTI-TIP MATERIALS

The MTV EXIT Campaign has produced various printed materials and premiums for distribution to its stakeholders. These have taken different forms and are created for different purposes. Some materials are produced to convey more information about the TIP issue as well as anti-TIP messages, while other materials and premiums are produced as PR and Marketing tools to brand the campaign and use the power of MTV's brand and identity to highlight the campaign and the issue. Generally, those materials that have been created to further inform and educate regarding the specifics of the issue include printed booklets and leaflets, and DVDs featuring MTV EXIT programming.

During MTV EXIT ASIA I and II, MTV has improved upon the design and production of anti-TIP materials. Previously, large scale leaflets and booklets were produced for dissemination through NGO networks as well as at on-the-ground events. MTV found that these products, while containing a lot of information about the issue, were not retained by people and thus were not an effective tool to combat human trafficking. Working with partner NGOs MTV has now developed a hand out the size of a business card. This product is MTV-branded and visually attractive enough to encourage people to keep it. It is also of a size that can be kept in a wallet or purse. This card contains key facts about the issue and what to recognize as well as help line information and links to local anti-TIP NGOs and/or government ministries. These cards will be produced for each of the key target markets and will be distributed both by NGO partners and volunteers at the on-the-ground events as well as by the Youth Ambassadors after their training at the creative forum.

In addition, MTV is working on improving the way in which it develops materials for NGOs and Government ministries. During MTV EXIT ASIA I and II, MTV EXIT DVDs were provided including all MTV EXIT programming. MTV has been in regular consultation with NGOs with a view to improving this strategy. In MTV EXIT ASIA III, MTV proposes to produce detailed training manuals for each of the MTV EXIT On Air programs. These manuals will follow the storylines within each show and will provide discussion points at appropriate times during the program. Further, MTV will edit all long form programming into short sections in order to create multiple short films that will look at specific areas of TIP and can be used by anti-TIP groups when looking in more detail at a specific part of the issue. These short sections might look at the different forms of trafficking separately and also might separately look at the 4 Ps to combat TIP. These training manuals will be distributed to key stakeholders including anti-TIP NGOs and relevant Government ministries as well as international organizations and youth ambassadors.

MTV will also work to create more artist related content for online distribution as well as usage by the anti-TIP sector. As MTV EXIT uses the power of music and the influence of celebrity to fight trafficking, performing artists are indeed our greatest resource. Therefore, during MTV EXIT ASIA III, MTV will focus on the over 90 artists that have been involved in the campaign across Asia, and will create music videos, podcasts of interviews, and short diary interviews that will be used to engage the fan bases of each artist. This is a new method of reaching out to the public that MTV can accomplish fully online, and these materials will be provided to anti-TIP actors for their

use in outreach work, in public spaces, on public transportation, and in other ways which the anti-TIP sector sees fit.

F. PARTNERSHIPS

As introduced in Section D.II above, this expanded area of work has grown out of the Campaign Distribution strategy. The next phase of the campaign will provide an increased onus on stakeholders. This will be achieved through a more strategic approach to partnerships with the anti-TIP sector as well as wider societal groups. The aims and objectives of this area of work are harder to define than the production of specific media components as described in Section E. above. In the production of an on air or on the ground products there is a tangible element that is being created and distributed, the impact of which can be quantitatively measured. The realm of partnerships is a function of increasing the impact of those products and also an expansion of the campaign's ability to make an impact through formalized partnerships or additional funding from new donors. It is also a very broad part of the campaign that is involved in the production of the campaign media components at the same time as establishing new distribution strategies and relationships with key partners. Here, MTV proposes to break down some key goals of this section of the campaign.

The establishment and development of key partnerships are of crucial importance to the success of the campaign because they ensure that MTV EXIT:

- is a constructive part of the fight against TIP
- does not conflict or work at cross purposes or contradict national plans of action with respect to TIP
- develops materials which have longevity beyond their on air broadcast
- uses messages that are accurate and culturally sensitive for the local environment
- creates materials that are effectively distributed to all sectors
- can build sustainability through the addition of new funding partners contributing to this cooperative agreement with USAID
- is reactive to the TIP situation in each country
- can build a sustainable anti-trafficking movement within key target markets through NGOs, youth outreach and grassroots level campaigning

The key areas of focus with respect to partnerships are described in the sub-sections below:

I. CAMPAIGN MESSAGE RESEARCH AND DEVELOPMENT

A major role for this area of the campaign is to ensure that MTV has accurate information relating to TIP and is developing anti-TIP messaging that is both culturally sensitive and relevant to the current trafficking trends. By working with key agencies across the region and also in specific countries, MTV will be able to assess how best to communicate the current issues to its audience.

II. GOVERNMENT

MTV will distribute MTV EXIT anti-TIP materials and television programs to the relevant Government Agencies in each country. During phase I and phase II, MTV worked with USAID RDM/A, UNIAP, and other anti-TIP experts to identify the needs and requirements of local governments, and provide MTV EXIT programming for their use. For example, in Thailand, MTV has distributed 300 copies of TRAFFIC: An MTV EXIT Special, to the National Operation Center on Prevention and Suppression of Human Trafficking (NOCHT), which falls under the Ministry of Social Development. Via NOCHT, MTV EXIT programming will be copied and distributed to the provincial level focal points to assist victims of TIP and to prevent trafficking in 75 provinces. For a full list of how Governments and agencies have interacted with the campaign to date please see Appendix L.

MTV will develop similar relationships during the implementation of each national campaign, and work with the national governments of the target countries to provide innovative, youth focused, locally relevant materials in order to help the relevant Government Agencies in their anti-TIP efforts. Aside from working with the national anti-human trafficking task force in each country, MTV will engage the Ministry or Department of Education of each local Government to encourage them to include MTV EXIT innovative and creative programming in their National Education curriculums although MTV EXIT does acknowledge that this is a challenging prospect.

III. NGO

MTV will work closely with the non-profit sector from the outset of phase II in order to develop relevant anti-TIP messaging and materials. This will consist of in-depth consultation with relevant anti-TIP NGOs while developing the script for the new documentary, and while sourcing illustrative characters for the program. MTV will then work to distribute these materials, the TV programs created around the events, and other MTV EXIT programming (documentary, animation) to the non-profit anti-TIP sector, thereby reaching the local people in each country. Distribution will not be limited to the organizations with whom MTV partnered during the implementation of phase II, but rather will aim to include a comprehensive group of anti-TIP organizations, schools, and universities. MTV will distribute materials to the non-profit sector at MTV EXIT events, during face to face meetings, via messenger, and by post.

Aside from consultation on the major facets of MTV EXIT Phase III (documentary, concerts, forum), MTV will actively reach out to NGOs to add value to their work and indeed, to the campaign. This outreach will cover many fields, and will not be limited to the four listed below, these are meant to serve as examples:

- 1) Digital media consultation. MTV will undertake this consultation to gain a greater understanding of how anti-TIP organizations reach out to beneficiaries, stakeholders and funders via the internet. This knowledge will help MTV to create a more useful digital media platform for NGOs, including content creation for use as tools to fight trafficking online in our increasingly digital world.
- 2) MTV EXIT Toolkit. MTV has been working to develop a toolkit that can be used alongside MTV EXIT programming by NGOs looking to train at-risk young people and/or practitioners on the key issues of human trafficking. MTV will work closely with key NGOs to finalize this toolkit, and to test it for effectiveness prior to mass translation and roll-out.
- 3) Content creation. MTV will work with NGOs across Asia and the Pacific to edit and create new content for organizations to use in their outreach work. An example from MTV EXIT II – In the Philippines, MTV provided Visayan Forum Foundation with an anti-trafficking music video which was edited from MTV EXIT Live in Manila. The video was cut from existing MTV EXIT footage; this video was then used on buses across the Philippines to educate the public. Close consultation with NGOs regarding their needs and their upcoming projects will yield more interesting and effective interventions such as this.
- 4) Brokering partnerships. MTV believes that the campaign must be a platform for NGOs to reach out in as many directions as they see fit. To this end, MTV EXIT will explore the possibility of brokering partnerships between young companies / entrepreneurs and NGOs with the aim of building sustainability across the region and the globe in terms of funding, staffing, and innovative projects. This is a sector in which MTV EXIT has been less active during phases I and II. However, the issue of human trafficking is currently gaining momentum in the public consciousness as a key human rights issue of the present day, and MTV EXIT is extremely well-placed to link quality Asian NGOs with active young people from Asia and beyond, who are looking to fight this horrible crime with their time, their money and their ingenuity.

For a list of NGO partners, please see Appendix J.

IV. ARTISTS

MTV will develop close partnerships with the best local artists in each target market, and will work to engage the most popular young pop star in the country as the local MTV EXIT Campaign Ambassador. This engagement is important as it utilizes the social standing and influence of celebrities and artists to increase the cut through of campaign messages. Artists are important role models and can have a strong impact on influencing societal attitudes. All artists involved in the MTV EXIT concerts or in the on-air programs will receive full anti-TIP training from MTV EXIT staff, and in each target market, the Campaign Ambassador will be required to visit a shelter for victims of trafficking. This shelter visit will be filmed, as will the artists' reactions to the visit and the victims, and will be used in the on-air media products. This engagement with the issue ensures that the artists will connect directly to TIP in their home country, and become an anti-TIP advocate for the MTV EXIT campaign and beyond.

MTV EXIT had worked with over 300 artists and celebrities in Asia. For a full list of artists that have contributed towards the campaign to date please see Appendix K.

V. BROADCASTERS AND MEDIA COMPANIES

As previously indicated in this proposal, MTV will work directly with a local broadcast partner in each market to air phase III programming. MTV will also offer this programming to other terrestrial, cable and satellite broadcasters in the local market, and throughout the region. During phases I and II, MTV offered MTV EXIT programming to non-MTV stations with great success, as local broadcasters sought to air innovative, socially conscious programming while improving their youth image by association with MTV. MTV will continue to access the broadcast relationships developed during phases I and II, and will actively seek and create new relationships in the countries in which the events take place, as well as neighboring countries.

VI. YOUTH OUTREACH

MTV will develop partnerships with youth organizations and youth leaders in the target markets. These partnerships will allow MTV to gain access to youth volunteers for the concerts, youth participants for the forums, and youth leaders to engage with the campaign and carry it on in a sustainable fashion.

VII. DONOR AGENCIES

MTV will proactively seek relationships and partnerships with Donor Agencies including Governments, International Organizations and Foundations, and Development Banks. MTV will undertake these partnerships in order to increase funding, improve sustainability, and widen our network of stakeholders. This area can also be enhanced through communication and coordination with USAID. In particular, MTVEF envisages working with USAID to identify key donors who might be interested in joining the campaign and looking at the potential of a combined approach to such partners. These agencies might include the following groups: other Governmental development agencies (Sida, CIDA, JICA, SDC, DFID); international organizations (UN, IOM, ILO).

G. MONITORING AND EVALUATION

The ultimate aim of MTV EXIT is behavioral change. Therefore, the evaluation of the campaign must measure the impact of individuals' attitude and behavior as well as knowledge. The data collected must also provide information on the target audience and how each particular product is performing. MTV has developed a unique evaluation framework during MTV EXIT ASIA I and II that is formed of two parts: an evaluation section and a performance section. Of critical importance in the development and implementation of this framework is that it should be created

and undertaken by an independent professional private sector market research organization with a strong history in developing and implementing tailor made social research projects. TNS Global, a renowned international research company, worked with MTV to develop this framework. The design of the evaluation and performance methodology also allows for a quick turnaround of data, which can then be fed back into the development of future media products, thus enhancing their quality and ability to make a positive impact.

The evaluation section of the framework uses a KAP (Knowledge, Attitude, Practice) methodology, which provides a quick assessment of people's mental state and adopted behavior and is calculated by measuring a population's knowledge, attitude, and behavior with respect to TIP. Data is sourced through one-to-one interviews which are carried out in 3 stages (pre-intervention assessment (baseline) and two post event interviews. The second post interview measures the potential *wear out* effect.). In measuring knowledge, attitude and behavior, individuals can further be divided into three groups based upon their responses and levels of risk vis-à-vis human trafficking.

- The *high-risk* group does not possess the desired knowledge, behavior or attitude required to protect them from trafficking (or avoid behavior that contributes to human trafficking in the case of *demand* markets).
- *Moderate risk* individuals are those who may demonstrate the appropriate behavior, attitude and motivation but still require further education to reinforce their current behavior with the appropriate knowledge and/or attitude that would sustainably and significantly reduce their level of risk.
- The *low-risk* group is those who have the adequate awareness and behavior that sustainably reduces their risk of falling victim to human trafficking or contributing to the trafficking chain.

The goal for the MTV EXIT campaign components is to reduce the number of *high risk* individuals and expand the number of *low risk* individuals. Reducing the *high risk* while increasing the pool of *moderate risk* individuals is also a positive outcome as it increasingly reduces the *high risk* population. The data collected also identifies specific knowledge gaps as well as negative attitudes and behavior, which can be used to develop media materials to fill these gaps. The performance section of the research allows for data to be obtained on how well a particular media product is performing.

This section relies on the population surveyed to provide feedback based on a component's ability to successfully convey a message. This part of the research also includes a "driver analysis" that further divides a media product and collects data on the specific elements that make up that component. For example, this part of the research has identified that in the production of on-the-ground events the most successful message dissemination vehicle is the MCs, or hosts, speaking from the stage. Information of this sort has allowed MTV EXIT to further develop the quality of its media products. MTV proposes to continue using this monitoring and evaluation framework in MTV EXIT ASIA III, however, the implementing partner is proposed to be Rapid Asia. Rapid Asia is a new social research agency created by the former TNS executive responsible for designing the framework. A more detailed overview of the methodology is provided here.

I. RESEARCH METHODOLOGY

1. Research Objectives

The following objectives are set:

- To determine main focus for message delivery at the event
- To measure impact of the event in terms of building knowledge and awareness
- To measure change in attitudes, especially attitudes related to:
 - Unawareness – People do it out of free will.
 - Denial – Trafficking does not happen here. It is not as bad as people think.

- Discrimination – At least they have a job. It is better than nothing.
- Prejudice – They deserve it. It is their choice.
- Apathy – People just don't care about it / not my business
- To measure change in behavior or behavioral intent
- To gain an insight into event effectiveness and wear-out effect
- To determine the extent to which different event elements impact on overall event performance

2. Target Respondent

- Exposure group:
 - 50/50 split males and females
 - Age 14 to 49 years with Quota on age
 - Must have seen the event/program
- Control group
 - 50/50 split males and females
 - Age 14 to 49 years with Quota on age
 - Must NOT have seen or been exposed to the event/program

3. Research Design – Main Study

- The survey will be carried out in three stages with one pre and two post stages.
 - The first post stage will measure event impact.
 - The second post stage will take place one month after the event to measure the level of 'wear out' effect.
- A questionnaire will be prepared for interviews *several weeks before, 1 day after and 1 month after* the intervention (event).
- During the post stage a control sample will be taken to isolate the impact of the event. The expectation is to see a change in KAP indicators where exposure has taken place but not significantly so in the control group.
- The interviews will be conducted face-to-face in local language.
- The total number of interviews will vary depending on location, but will always be a statistically relevant sample size

II. RESEARCH ANALYSIS

1. KAP Barometer

Behavioral change without the right mind-set may be short lived without a sustainable outcome. In accordance with the KAP concept, behavioral change must be supported by knowledge as well as the desired attitude. The “KAP Barometer” is a weighted one-number indicator that incorporates the results from Knowledge, Attitude and Practice measurement.

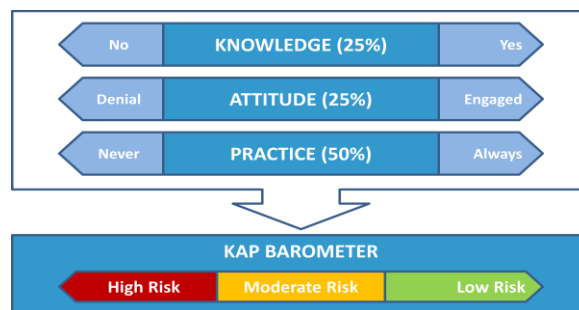


Figure 4: KAP Barometer

2. KAP Barometer Questions

Based on past evaluations for MTV EXIT, a number of key questions are formulated for the KAP Barometer. Each question addresses a specific knowledge, attitude or behavioral change issue. Some questions may well be modified to take into account the situation in a specific country.

KAP	Scale	Questions / Statements
Knowledge	Multiple choice	What best describes a trafficked person? Where does human trafficking take place? What form of abuse or exploitation is human trafficking linked to? Who is at risk? How do people end up as victims?
Attitude	Level of agreement	Most people don't want to talk about human trafficking People who end up being trafficked did so by their own choice If trafficking victims were poor to start with, at least now they have a job People I know would say trafficked people deserve what they get Most people don't really care about human trafficking
Behavior (practice)	Level of compliance / expected compliance	Reporting suspect human trafficking activities Find out information about human trafficking Educating friends about human trafficking Educate friends that some prostitutes are forced trafficking victims Seek independent advice about an overseas job

3. KAP Distribution of Risk Groups

Beneficiaries can be divided into three groups based on their developmental stage: Low Risk, Moderate Risk and High Risk. Because of their different situations, variation of event strategy is required. For the Low Risk group we can push forward whereas the Moderate Risk and High Risk groups require more education to build knowledge.

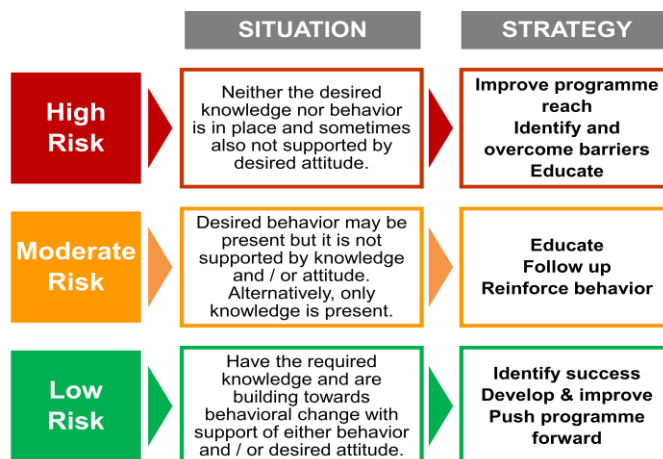


Figure 5: KAP Distribution

III. PERFORMANCE ANALYSIS

1. Program Performance Index (PPI)

The PPI is made up from two key program dimensions, affinity and execution. These can be broken down into five key components which together make up the PPI score, a one number indicator of program performance as perceived by beneficiaries.

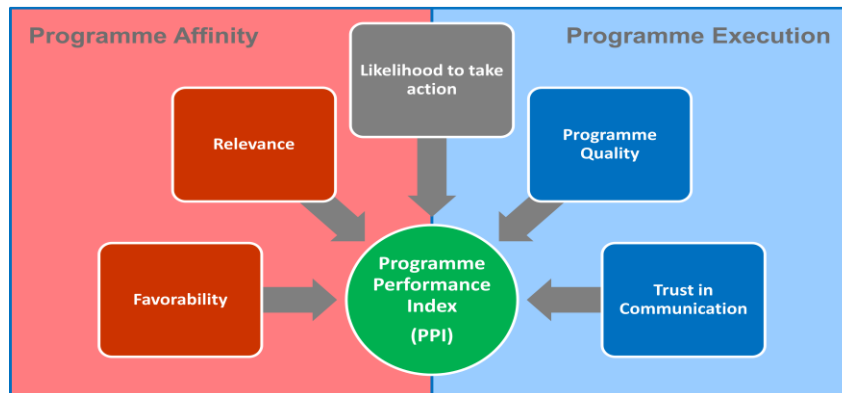


Figure 6: PPI

Based on results from past studies for MTVEF we are starting to obtain a comprehensive overview of what constitutes good program performance.

2. Driver Analysis

The final part of the event performance analysis is based on the participants evaluating the event on specific program intervention areas. Formulated around 7 major intervention areas, a number of specific intervention related attributes has been developed to enable a good insight into perceived event performance. By understanding what key elements help to drive event performance, MTV is able to formulate more effective strategies for future initiatives.

IV. QUANTITATIVE TRACKING FRAMEWORK AND METHODOLOGY

In order to measure the success of the MTV EXIT Campaign, a set of indicators is used to monitor the quantitative value of the campaign outputs.

The first indicator is the number of people reached through MTV EXIT awareness raising efforts via On Air, On-The-Ground, Online and Partnerships. Other existing indicators are the total number of broadcasts of MTV EXIT programming, the number of MTV channels and non-MTV broadcasters who air MTV EXIT programs, the number of MTV EXIT materials produced and distributed to the target audience, the instances of media coverage, and the media value generated by all MTV EXIT activities. These indicators are tracked monthly to monitor if the campaign is:

- effectively reaching its target audience
- utilizing its network resources and creating partnerships with non-MTV broadcasters to reach and expand campaign coverage in all markets
- assisting local anti-trafficking organizations to reach vulnerable populations through usage of MTV EXIT materials
- using public relations to maximize audience reach through international and local print, television, radio and online media and generating good return of investment with media value from all MTV EXIT activities

The methodology to track the campaign indicators are explained in detail below:

Indicator 1: Number of audience who are reached through MTV EXIT's awareness raising efforts

- **On Air:** Audience reach from the airings of long-form programming on MTV and non-MTV channels in Asia and other regions in the world is collected from the broadcasting companies.
- **On-The-Ground:** The number of people who attend MTV EXIT events and concerts are estimated from the local event organizing companies.
- **Online:** The number of unique visitors on www.mtvexit.org, the number of new MTV EXIT video views on YouTube, the number of new fans on Facebook, MySpace, and Twitter and the number of views of our news items on Facebook wall posts and news feeds are all added up to determine the total number of audience reach per month.
- **Partnerships with anti-trafficking organizations:** This represents the number of people reached through anti-trafficking organizations that use MTV EXIT programming in their trainings and other outreach activities. This indicator will be expanded to also factor in the stakeholders and partners that are reached through the campaign. The measure will be based on key meetings, formalised agreements, and output of those partnerships.

Indicator 2: Number of broadcasts of MTV EXIT programming

The number of broadcasts of long-form programming (documentary, animated film and live shows) and short-form programming (promo spots, tune-ins, public service announcements and music videos) are collected from MTV and Non-MTV Channels. The number of broadcasts will help us to monitor the frequency of our broadcasts and evaluate if the campaign messages are reaching our audience more than one time.

Indicator 3: Number of MTV channels and non-MTV broadcasters airing MTV EXIT programming

The number of MTV channels which aired our content is monitored to measure our network coverage. In all countries, including those in which MTV does not operate a channel, MTV EXIT programs are offered to non-MTV broadcasters rights-free and free of charge. The number of non-MTV broadcasters that aired MTV EXIT programming is then tabulated to track how MTV EXIT programs are reaching the audience who do not have access to MTV channels.

Indicator 4: Number of MTV EXIT materials disseminated

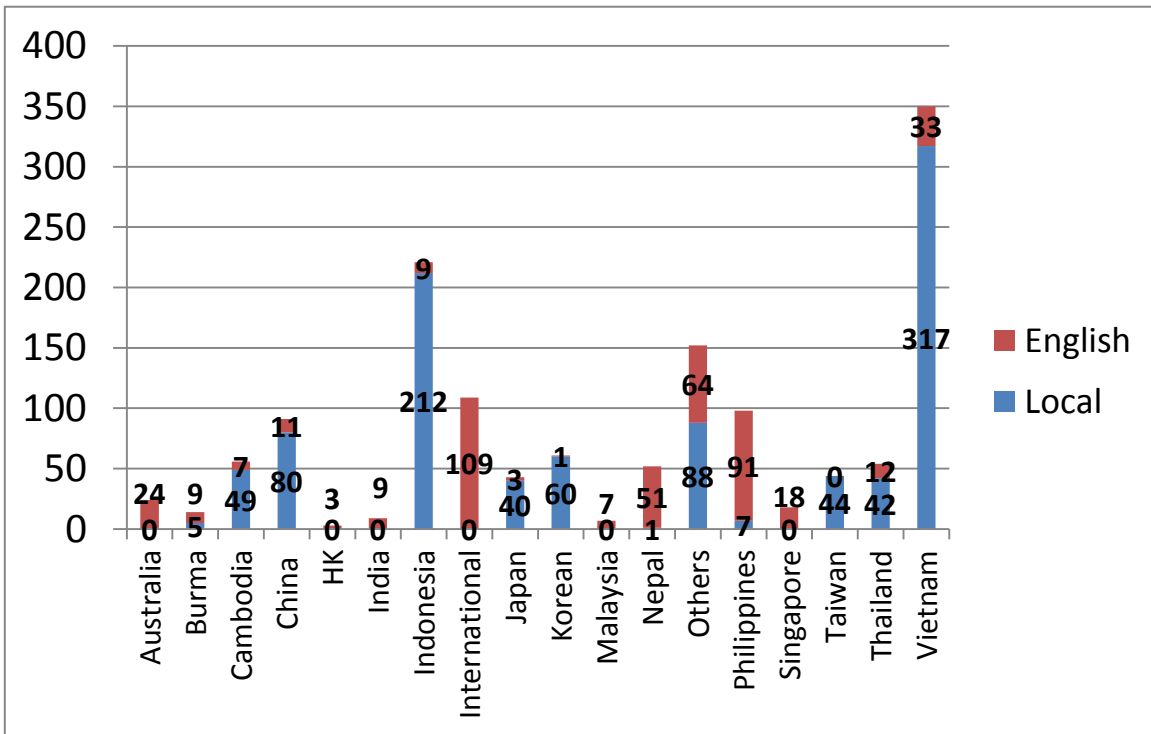
Anti-Trafficking Information cards, booklets, DVDs, and premiums such as wristbands, t-shirts, and bags which are produced and distributed to anti-trafficking groups and individuals are recorded to monitor how we are utilizing our brand and products to assist local organizations to create awareness and prevention of human trafficking.

Indicator 5: Instances of media coverage

The amount of MTV EXIT news coverage is calculated from print, online, television and radio media. This number illustrates how the campaign is utilizing public relations activities to reach a broader audience through the press. The total number of print circulations and other audience for online, television and radio media is also collected to measure the potential number of new audience who may be reached by the campaign. As MTV EXIT is attempting to reach out to at-risk young people as well as opinion leaders in key markets, the media coverage in the local language is of the utmost importance. However, and naturally, an MTV campaign will always generate significant interest from the English speaking community in any country. Therefore, MTV has looked at the media coverage by language, and disaggregated the data in order to provide more specific details about the media coverage generated in each country.

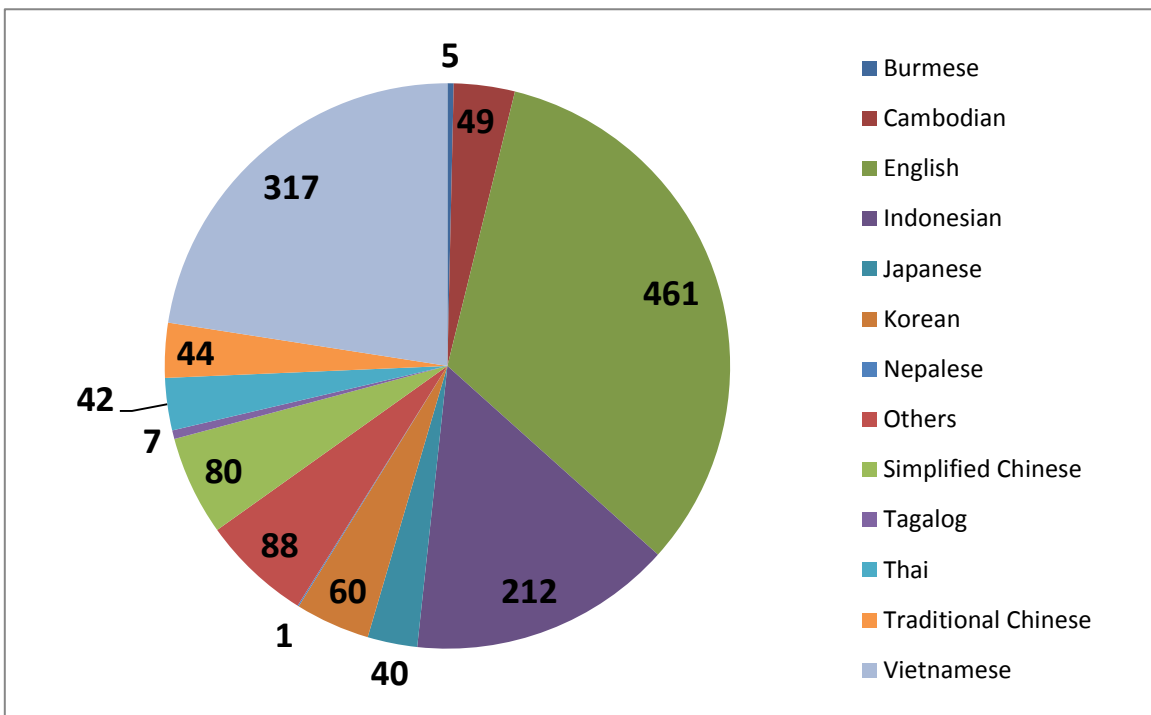
The below graph illustrates the prevalence of local language news versus English language reporting in each country. Indonesia and Vietnam are two of the more graphic examples, where

there is much more local language reporting than English language, or international, news. In detail, from 350 news articles published in Vietnam, 317 are in Vietnamese while in Indonesia, there are altogether 221 news articles with 212 in Indonesian and 9 in English.

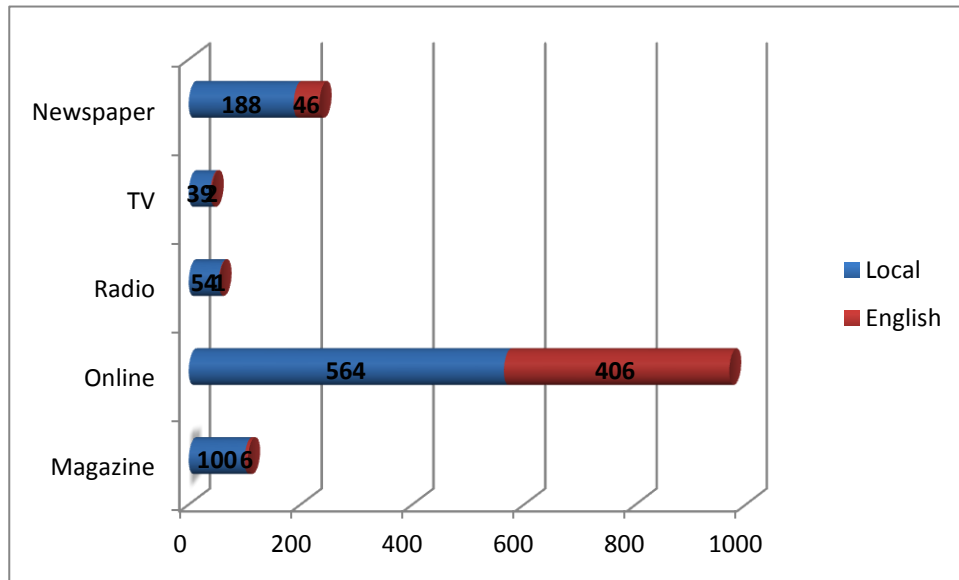


Local vs. English Language Media in Each Country

The figure below charts the prevalence of different languages used to report on MTV EXIT campaign products and events. Non-English languages occupy nearly 70% of the media space.



Media in Each Local Language



Local vs. English Language in Each Media Type

This figure demonstrates local and English language prevalence in each media type. More than 50% of online stories appear in local languages and, in fact, it is one of the most utilized media sources for MTV EXIT.

In sum, media, specifically print media, has mostly appeared in local languages since they are the most attractive, direct and easiest methods to communicate with local people. It is also worth noting that TV and radio are normally broadcast in local languages (except for international channels).

Indicator 6: Media value generated by MTV EXIT activities

Media value is estimated from the public relations (PR) value of all the airings of short-form and long-form programming on MTV channels and non-MTV broadcasters. Broadcasters ascribe a monetary value to all airtime donated to the campaign. In addition, the PR value from the news coverage, advertisements and other promotions via print, online, television and radio media is added to the overall media value.

V. CONSOLIDATED EVALUATION AND CAMPAIGN SUCCESS

MTV believes that it is important to take into account multiple factors when undertaking an overall evaluation of the MTV EXIT campaign. This consolidated view of campaign evaluation can then be used to define success.

Some of the factors have been described in the section above; however, the full list of criteria that can be used to provide an overall consolidation of evaluation and subsequently can be used to establish success is as follows:

- Quantitative Survey Results using KAP methodology to identify shifts in knowledge, attitudes, and behavioral intent vis-à-vis TIP after a campaign intervention either On Air or On-The-Ground.
- Number of views of campaign elements using collated On Air ratings and reach where available as well as number of attendees at concerts.
- Number of NGOs, International Organizations, and Government institutions utilizing MTV EXIT media components in their outreach

-
- Qualitative feedback on campaign by NGOs, International Organizations and Governmental institutions
 - PR reach of campaign
 - In-kind monetary value generated by the campaign through MTV and non-MTV broadcast, corporate partners, PR coverage
 - Additional funds from other donors both public and private sector thus diversifying funding base and reducing reliance on USAID

With respect to “success”, it is important to first provide a major caveat that is appropriate for all anti-TIP campaigns, particularly those focused on prevention. Naturally, overall success would be the eradication of human trafficking and labor exploitation in our society and the rescue and rehabilitation of all victims. This is an unobtainable goal for any single anti-trafficking initiative and, therefore, cannot be used as a measure of campaign success. One could argue that the success of a social marketing educational campaign such as MTV EXIT would be when the total population of the targeted region showed complete knowledge, as well as positive attitudes and behavior with respect to the issue. While this might be a more obtainable goal, it is certainly not obtainable via the production of one social marketing initiative over a period of several years. That kind of shift would require many years of consolidated messaging about this issue.

The success of the MTV EXIT campaign can be measured by using 3 distinct categories. The first measure of success can be derived by cross referencing the empirical quantitative data related to the individual media components of the campaign with the tracking figures related to those products. This data really provides an accurate measure of the campaign’s success. For example, on average those most at-risk have been reduced by 62% after attending an MTV EXIT concert, while those most at-risk have been reduced by 53% after watching an MTV EXIT documentary. Second, a measure of success can be derived from the cost-effective nature of the campaign and the ability to leverage the MTV brand to secure cheaper goods and services in the production of the campaign. Together these values can provide a snapshot of how efficient the campaign is in its implementation. Third, the ability of MTV to diversify its core funding base to ensure that the initiative is sustainable in the long term can be used as a measure of success since it allows for the campaign to continue and thus, feeds back into the first measure.

H. GEOGRAPHIC FOCUS

As described above, the campaign consists of components focused on a regional and national level. The regional components are designed to work across a broad geographic area and will be implemented across the entire Asia region. The national elements described above have been identified for six specific countries. Since the funding available is partially specific for Thailand, one of these countries of focus will be Thailand. The remaining five countries will be decided in consultation with USAID and AusAID. The decision on which countries will be selected will be based on various criteria including where the campaign can have the greatest impact as well as strategic aims of USAID and AusAID.

I. DURATION OF ACTIVITY

The duration of the campaign is proposed to take place over a 24-month period commencing from the end of September 2010. As part of the campaign tracking as described in Section G.IV above, MTV has developed matrices that allow for the illustration of milestone planning, timelines, and effective work plans that aid in the implementation of the campaign as well as providing USAID and AusAID with a useful guide to implementation of the campaign. The production of the individual campaign media components described within this proposal involve complex operations that have their own unique work plans. Previously, MTV has provided each of these individual proposed work plans to USAID; however, MTV has found that they are not a useful benchmark for identifying key campaign milestones. In addition, the unique location environments

where the campaign components are produced mean that individual timelines often shift significantly throughout the course of the campaign. Therefore, MTV has developed two forms of tracking sheets that more efficiently display the milestones, timelines and overall output of the campaign.

I. MILESTONES

Figures 7 and 8 are the Milestones tracking sheets for 2009 and 2010. On the x-axis are the key media deliverables defined as PR, On Air, and On-The-Ground. The y-axis refers to the time period on a week by week basis. Color codes are utilized to define proposed dates, confirmed dates, and where an activity has been completed. The role of this sheet is to provide an overview of key campaign milestones. This sheet does not provide all the activity of the campaign across all countries. It is a useful tool in resource management for MTV EXIT, USAID, and AusAID and provides a guide to what activities are planned and completed. It is a working document that alters according to changes in the campaign production. One change for MTV EXIT ASIA III will be the addition of a further column that highlights key accomplishments with respect to Partnerships.



MTV EXIT Campaign Milestones 2009

WEEK	DATE	PR	ON-AIR	ON-THE-GROUND
1	05-Jan			
2	12-Jan			
3	19-Jan		The Click Five in Cambodia: MTV EXIT Live (SEA)	
4	26-Jan		MTV EXIT Live in Bangkok (Thailand)	
5	02-Feb			
6	09-Feb			
7	16-Feb			
8	23-Feb			
9	02-Mar			
10	09-Mar	ON AIR: Intersection press event BKK / SG		
11	16-Mar	ON AIR: MTV EXIT Live in Cambodia press release	Intersection: An MTV EXIT Animation (SEA and Thailand)	
12	23-Mar		MTV EXIT Live in Cambodia (Cambodia)	
13	30-Mar			
14	06-Apr			
15	13-Apr			
16	20-Apr			
17	27-Apr			
18	04-May			
19	11-May			
20	18-May	OTG: MTV EXIT Live in Manila press conference/release		MTV EXIT Live in the Philippines: Manila (22 May)
21	25-May			
22	01-Jun		ITA: PSA (Philippines)	
23	08-Jun	ON AIR: Intersection press event Beijing, China	Intersection: An MTV EXIT Animation (China)	
24	15-Jun		MTV EXIT Live in Manila (Philippines)	
25	22-Jun			
26	29-Jun			
27	06-Jul	ON AIR: The Killers / MTV EXIT Music Video: press release	Placebo at Angkor Wat: MTV EXIT Live (International)	
28	13-Jul		The Killers / MTV EXIT: Music Video (International)	
29	20-Jul	ON AIR: Intersection (Philippines version): press release	Intersection: An MTV EXIT Animation (Philippines)	
30	27-Jul			
31	03-Aug			
32	10-Aug			
33	17-Aug			
34	24-Aug			
35	31-Aug	OTG: MTV EXIT Live in Nepal press conference/release		
36	07-Sep			MTV EXIT Live in Nepal: Kathmandu (5 Sept), Pokhara (12 Sept)
37	14-Sep			MTV EXIT Live in Nepal: Hebauda (16 Sept), Dharan (19 Sept)
38	21-Sep			
39	28-Sep			
40	05-Oct			
41	12-Oct			
42	19-Oct	OTG: MTV EXIT Live in Cebu press conference/release // ON AIR: Intersection (Japanese version) press release	Intersection: An MTV EXIT Animation (Japan)	MTV EXIT Live in the Philippines: Cebu (24 Oct)
43	26-Oct			
44	02-Nov	OTG: MTV EXIT Live in Taiwan press conference/release // ON AIR: All I Need MTV wins Asia-Pacific Child Rights Award release		MTV EXIT Live in Taiwan: Taipei (7 Nov)
45	09-Nov	ON AIR: Rise: A Tough Ascend (KMH): press release	Rise: A Tough Ascend (Kate Milten-Heidke, Nepal) (Australia, SEA)	MTV EXIT Live in Taiwan: Kaohsiung (14 Nov)
46	16-Nov	OTG: MTV EXIT Live in Davao press conference/release		MTV EXIT Live in the Philippines: Davao (21 Nov)
47	23-Nov			
48	30-Nov			
49	07-Dec		MTV EXIT Live in Taiwan (Taiwan)	
50	14-Dec	ON AIR: Traffic (Burmese version) press event: Yangon, Burma		
51	21-Dec			
52	28-Dec		Traffic: An MTV EXIT Special (Burma)	

Figure 7: Milestones 2009



MTV EXIT Campaign Milestones 2010

- Note:
 1. All dates are premiere/launch dates only
 2. Black: Milestone complete
 3. Blue: Date confirmed
 4. Red: Date TBC

WEEK	DATE	PR	ON-AIR	ON-THE-GROUND
1	04-Jan	ON AIR: MTV EXIT Live In Nepal: press release	MTV EXIT Live In Nepal (Nepal)	
2	11-Jan			
3	18-Jan			
4	25-Jan			
5	01-Feb	OTG: MTV EXIT Live In Vietnam: press release 1		
6	08-Feb			
7	15-Feb			
8	22-Feb			
9	01-Mar	OTG: MTV EXIT Live In Vietnam: press release 2		
10	08-Mar			
11	15-Mar			
12	22-Mar	OTG: MTV EXIT Live In Vietnam: press conference/release 3		MTV EXIT Live In Vietnam: Hanoi (27 March)
13	29-Mar			MTV EXIT Live In Vietnam: Halong Bay (3 April)
14	05-Apr	ON AIR: Intersection (Korean version): press release	Intersection: An MTV EXIT Animation (Korea)	MTV EXIT Live In Vietnam: Can Tho (10 April)
15	12-Apr			MTV EXIT Live In Vietnam: Ho Chi Minh City (17 April)
16	19-Apr			
17	26-Apr	OTG: MTV EXIT Live In Indonesia: press conference/release		MTV EXIT Live In Indonesia: Medan (2 May)
18	03-May	ON AIR: MTV EXIT Live In Vietnam: press release	MTV EXIT Live In Vietnam (Vietnam)	MTV EXIT Live In Indonesia: Surabaya (9 May)
19	10-May	ON AIR: Super Junior Live In Hanoi: press release	Super Junior Live In Hanoi: MTV EXIT Live (Korea, SEA)	MTV EXIT Live In Indonesia: Makassar (16 May)
20	17-May			MTV EXIT Live In Indonesia: Medan (23 May)
21	24-May			
22	31-May			MTV EXIT Live In Indonesia: Jakarta (6 June)
23	07-Jun			
24	14-Jun			
25	21-Jun	ON AIR: MTV EXIT Live In Indonesia: press release	MTV EXIT Live In Indonesia (Indonesia)	
26	28-Jun			
27	05-Jul			
28	12-Jul	ON AIR: Intersection (Cambodian version): press release	Intersection: An MTV EXIT Animation (Cambodia)	
29	19-Jul			
30	26-Jul			
31	02-Aug	ON AIR: Intersection (Laos version): press release	Intersection: An MTV EXIT Animation (Laos)	
32	09-Aug			
33	16-Aug			
34	23-Aug			
35	30-Aug			
36	06-Sep			
37	13-Sep	ON AIR: Muse music video	Muse music video (International)	
38	20-Sep			
39	27-Sep			
40	04-Oct			
41	11-Oct			
42	18-Oct			
43	25-Oct			
44	01-Nov			
45	08-Nov			
46	15-Nov			
47	22-Nov			
48	29-Nov			
49	06-Dec			
50	13-Dec			
51	20-Dec			
52	27-Dec			

Yet to be scheduled: PR: Solid - AN MTV EXIT Special Bangladesh and Sri Lanka press releases and conferences
 ON AIR: Solid - AN MTV EXIT Special Bangladesh and Sri Lanka versions

Figure 8: Milestones 2010

II. TIMELINES

Figures 9 and 10 are the Timelines tracking sheets. Along the x-axis are all the countries across Asia. The y-axis illustrates the time in week periods. This matrix allows for a snapshot view of the implementation of the campaign by time and location. The color codes represent where an activity is planned and where it has been completed. In addition, there are notes within each cell that give further detail to the implemented activity, for example, whether it is the broadcast of an on air product, the production of an on-the-ground activity, or PR related to the campaign.

This document is designed as a working tracking sheet that will change as the year progresses. It helps identify where there are gaps in the campaign and allows for a balanced approach to the delivery of the campaign. One addition to this tracking sheet in the next phase of the campaign is to include activities related to partnerships. This might take the form of meetings with key partners, establishment of formal partnerships with relevant groups, or securing of additional funds to the campaign.

These grids can be supplied in Excel format. Exact timelines and milestones matrices will be developed at the beginning of the next phase of the campaign; however, MTV anticipates that the implementation of the main components of the campaign will be as follows:

- Documentary Production: October 2010 – February 2011
- Documentary Broadcast: From March 2011
- Animation Production: November 2010 – February 2012
- Animation Broadcast: From March 2012
- Thailand Live Concert and Creative Forum: March 2011
- Country 2 Live Concert and Creative Forum: June 2011
- Country 3 Live Concert and Creative Forum: November 2012
- Country 4 Live Concert and Creative Forum: March 2012
- Country 5 Live Concert and Creative Forum: June 2012

There are many factors that dictate when these campaigns can roll out on the ground. During the development phase for each of the media components the exact dates will be confirmed.

J. CONCLUSION

Since 2004, MTV has been further developing its approach to social marketing campaigns. In the MTV EXIT campaign in Asia, the infrastructure of a highly successful and creative campaign has been developed. Any social movement requires that information relating to that movement must be continued. This has been shown through the continued support of awareness raising campaigns that relate to HIV/AIDS. TIP awareness and prevention campaigns still have a long way to go before the ultimate aim of widespread knowledge and understanding of the issue coupled with positive societal attitudes lead to long term positive behavioral change.

The MTV EXIT campaign is an established brand that has generated strong partnerships, has respect from the anti-TIP community and has already reached and educated millions of people. With this expertise in communication and anti-TIP awareness and prevention programming, MTV is confident that the continued implementation of this unique multi-platform, multi-media social marketing campaign across Asia will result in further tangible, measurable increases in the awareness of TIP amongst the general public throughout Asia; substantively-improved, more-effective prevention of TIP on an Asia-wide basis through attitude and behavior change; substantial bolstering of anti-TIP NGOs in Asia through increased interaction with media and youth; and additional and more-effective TIP awareness and prevention materials produced by MTV. MTV believes that these main goals are consistent with USAID and AusAID's anti-TIP efforts and intended strategic results in Asia, and should – due to heightened awareness and understanding of TIP at all levels of society -- also lead to the enhancement of other USAID and AusAID goals such as increased prosecution of traffickers and improved governmental responses to TIP in Asia.

MTV will endeavor to bring in more funding partners to the MTV EXIT campaign in Asia. The design of the campaign and its bespoke nature means that additional media components and elements can be added seamlessly to the structure. Therefore, through identifying and sourcing more donors to work alongside MTV, USAID and AusAID, MTV EXIT will be able to expand the scope of the campaign to reach more countries through the production of further national initiatives.

APPENDIX B: DOCUMENTARY PRODUCTION METHODOLOGY

1. Pre-Production

Identification of key personnel including an experienced educational documentary producer to head the production. The team will also include directors of photography, assistant producers, program researchers, and production assistants.

The producer will create a proposed program structure, which will then be circulated around the Advisory Board, developed, and finally signed off. The production team will then identify the relevant real stories that as accurately as possible fulfill the program structure.

The nature of documentary filmmaking means that there can be no guarantee that the stories researched will deliver the material required. The program deals with real people who have had real experiences and thus the intricate details of these stories and the way they are delivered to camera are variables, which until they are filmed cannot be guaranteed.

The profiles of the contributors will be agreed upon by the Advisory Board prior to the beginning of shooting.

2. Shooting

The producer, director, and director of photography will travel to the relevant countries to film the identified stories.

3. Post-Production

Once all footage has been shot the program will be edited based on what stories have actually been captured. The final product might deviate from the proposed structure based on the information provided above that the film is dealing with real people's lives.

An "off-line" edit/rough cut is made by the director and editor in line with the treatment agreed upon. This "off-line" version will subsequently be delivered to the Advisory Board to make comments regarding the editorial content. Any comments made by USAID will be governed by the elements of control retained as stipulated within the contract i.e. nudity, language, portrayal of prostitution, compliance with certifications. Appropriate changes are made to the "off-line" version. If there are comments regarding overall editorial content, we will seek unanimity to changes made in this respect.

After changes have been made to the "off-line" version a final approval will be sought. If at this stage USAID is unhappy with the content for reasons other than those specified within the contract as having "control" over, then unanimity will be sought on these comments. However, given that the treatment has been agreed upon and the off-line version has altered with respect to comments made by the Advisory Board, there should be no reason for veto. If USAID still considers that it is not happy with the PSA then they retain the right to remove their name from the final product. Due to regulatory reasons MTV cannot air programming over which it doesn't have editorial control.

APPENDIX C: TRAFFIC DOCUMENTARY TRANSCRIPT

HOST

This is a film about freedom, about our rights as human beings to choose where we live, where we work, our friends and who we love. Most of us take these freedoms for granted. But hundreds of thousands of people throughout the world have had these basic human rights taken away. They are victims of trafficking, modern day slaves, they have been forced, defrauded or coerced into labour or sexual exploitation.

HOST OFF CAMERA

There are an estimated 2.5 million trafficked people worldwide. Over half of these people are in Asia and the Pacific.

HOST TO CAMERA

During the next 30 minutes we are going to meet real people from the trafficking chain the victims, the traffickers, the end users and those fighting the battle to end this cruel trade.

HOST OFF CAMERA

First meet Anna from the Philippines. She was forced into prostitution by a close family friend.

ANNA

I cried over the thought that I would be going through the same thing every single night.

HOST OFF CAMERA

And Eka, an Indonesian woman who was sold into domestic servitude and a life of slavery

EKA

I thought that killing myself would bring a solution to all my problems.

HOST OFF CAMERA

And Min Aung who left Burma for Thailand in search of a better life, only to be locked up and abused in a factory.

MIN AUNG

It was completely surrounded by fences, I realised there was no way of escape.

HOST OFF CAMERA

Anna, Eka, and Min Aung were exploited by traffickers like this. He is the head of a massive trafficking operation in The Philippines, and is known locally as "The Chairman".

THE CHAIRMAN

We tell them that we are recruiting people to work abroad. It's only when they get there that they discover that they've been sold into prostitution.

HOST OFF CAMERA

The Chairman forces girls like Anna to have sex with paying customers like 23 year old Ama from Taiwan.

AMA

Paying for sex is like a kid playing around and trying to have some fun occasionally.

HOST OFF CAMERA

Trying to break the trafficking chain, are people like Lt Col Panya of the Royal Thai Police.

PANYA

I believe we can control and even stop human trafficking.

HOST OFF CAMERA

And helping abused trafficked victims to get their lives back on track are people like Bridget, who runs a shelter in Singapore.

BRIDGET

Some of them have not been paid a salary for years. Some of them are physically abused, some of them have suffered sexual harassment, molestation even cases of rape.

HOST OFF CAMERA

Traffickers prey on the hopes and dreams we all have to improve our lives and those of our families. Our three victims shared these same desires and ambitions. Anna is from the suburbs of Manila.

ANNA

I'd just turned Seventeen, fresh out of high school. I wanted to go to college but we didn't have any money. My father didn't have a job.

HOST OFF CAMERA

Eka was in a similar situation.

EKA

I got married when I was eighteen. Six months after my first child was born, I was pregnant with my second. After that my husband started to beat me. I didn't want things to carry on as they had been.

HOST OFF CAMERA

Eka and Anna's stories mirror the lives of thousands of people across Asia and the Pacific, but the risks of trafficking don't just affect women.

MIN AUNG

My income wasn't enough to make ends meet. We didn't have enough food to eat, I only earned \$3.00 a day.

HOST OFF CAMERA

Anna, Eka and Min Aung were lured by recruiters and agents. They are often the first contact that victims will have with the trafficking underworld. They are seemingly trustworthy people or organisations that prey on people's desires, tempting them with false hopes.

EKA

They promised to open up a lot of new opportunities for me. I was promised a better life.

HOST OFF CAMERA

Recruiters are often people the victims know personally and trust. Anna was trafficked by her aunt's next door neighbour, who promised her a well paid job as a waitress overseas.

ANNA

I kept asking if would be safe there and she assured me that I would be. She told me I didn't need to worry because her cousin would take care of me. So I trusted her.

HOST OFF CAMERA

Min Aung had a similar introduction to the trafficking world.

MIN AUNG

I didn't know the agent personally, but our neighbour, who was a monk, did. The monk said he could help me but I would have to take my wife, I could not go alone. I told him my wife was pregnant and couldn't work. He said, "*Just go*", *the agent would only take couples and they needed workers now*".

HOST OFF CAMERA

The Chairman has been trafficking young women and forcing them into sex slavery for 20 years. He currently has over 150 girls in his prostitution ring. He uses persuasive recruiters to lure young girls for the flesh trade. They almost always come back with new victims to be enslaved.

THE CHAIRMAN

A recruiter should always have money. We give it to the girls parents, sort of like an advance payment. Just so we can convince the girls to come with us. Since these families are poor, they easily believe us. Everything the recruiter says is a lie.

HOST OFF CAMERA

At this stage victims of trafficking are unaware of the danger they are in. Victims are also recruited through seemingly legitimate employment agencies that offer work abroad. For those tricked by these agencies their ordeal often begins before they leave the country in *supposed* "training" camps. Many of these camps are much like prisons where the victims' will is slowly broken. Eka was sent to such a camp.

EKA

We had to sleep on the floor without any bedding, we had to sleep on the tiles. There was only one bathroom. We were forced to stay outside in the sun and the rain. Within one month I was already well and truly mentally conditioned by them.

HOST ON CAMERA

This was only the start of Eka's nightmare, she had yet to be transported and placed with an employer who would abuse and exploit her. In part two we'll follow the plight of Eka and those of our other trafficking victims.

END OF PART 1

PART 2

HOST ON CAMERA

Human Trafficking is the second largest illegal trade after drugs with traffickers earning over 10 billion US dollars every year through the buying and selling of human beings.

HOST OFF CAMERA

Victims are trafficked to every country across Asia and the Pacific. According to the United Nations Japan and Thailand are among the top countries in the world for reported cases of trafficking. Anna had been promised a well paid job working as a waitress by her aunt's next door neighbour, a woman they knew and trusted. She was picked up at the airport by the neighbour's cousin. Unbeknown to Anna, things were about to take a dark turn.

ANNA

From the airport we headed to a salon. She had me all made up. Then we went to where we were staying. There were five girls staying there, I was the sixth girl.

HOST OFF CAMERA

At the head of a huge prostitution network is The Chairman. This is a situation that he has seen countless times before.

THE CHAIRMAN

When the other girls see her they usually ask where she's from and how old she is. They ask if she's had any sexual experience before. That's when they become suspicious. That's how they usually find out that they've been sold into prostitution.

ANNA

I was in the corner of the room, feeling scared and crying all by myself.

THE CHAIRMAN

When the girls arrive, they have to start work straight away.

ANNA

It turned out I was already sold that night.

HOST OFF CAMERA

Anna faced the awful realisation that she had no control over her own life. Once a victim has reached this stage escape is rarely an option.

THE CHAIRMAN

It's impossible for the girls to escape. There are guards at the door and it's usually locked. There is no way out, no windows to jump out of, their rooms are like a prison. Their doors are made of steel. The windows are so small you can only peek out

HOST OFF CAMERA

The victims' imprisonment is not always physical. Psychological and emotional trauma through systematic rape and abuse along with threats against their families prevents many victims from escaping. When Eka was sent to her employers in Singapore she thought her ordeal was at an end. But she was wrong.

EKA

I was always locked inside the house. I would wake up at 5am and I would still be cleaning all the way up until 11pm

HOST OFF CAMERA

As if the hours weren't bad enough, Eka also suffered physical abuse at the hands of her employer's elderly father.

EKA

Everyday the old man would beat me. He would grab my breasts and grab my buttocks. I was black and blue from his abuse. One day I was asked to clean him and he urinated on my head. I couldn't stand it anymore.

HOST OFF CAMERA

Min Aung's trafficking journey began when a local monk promised him a better life working abroad. He was transported from Burma to Thailand in the back of a pick up truck with his pregnant wife and 20 other Burmese workers. Following a cramped 15 hour journey, they arrived at the factory.

MIN AUNG

The work was to peel shrimp. We arrived at 4pm. They told me to start working at 1am, they told us both to work. The work would be completed around 5 pm. Sometimes we would only finish at 8pm.

HOST OFF CAMERA

Min Aung and his wife were forced to work up to 19 hours a day, seven days a week. The factory was surrounded by high fences, security cameras and barbed wire. Anyone that tried to escape was beaten by the factory owner.

MIN AUNG

The boss said he had paid the police and he was not afraid of them. Because of this corruption the boss could afford to be brutal to the workers. All the workers were afraid of him. We had to buy all our food from the employer we were not allowed out to buy any supplies. We even had to buy bottled water to drink.

HOST OFF CAMERA

Trafficked victims are also highly vulnerable to a process called debt bondage. This is when the victims are told that they owe money for costs that were never discussed, and they must pay off these false debts before they can have their freedom back. This is nothing less than modern day slavery. Min Aung found himself in exactly this position.

MIN AUNG

After working there for a month I went and asked for my first pay cheque. They said I had nothing and that I owed them money. I call that shrimp factory a prison. I worked there for two years.

HOST OFF CAMERA

Eka found herself in a similar situation with her employer.

EKA

My contract was for US\$182 per month but over the first 8 months they deducted US\$176 per month that meant over 8 months I was only left with US\$6 per month.

HOST OFF CAMERA

As well as the debt bondage, the mental and physical abuse from the old man continued and Eka was pushed to the edge as a letter to her parents reveals.

EKA'S MUM

Dear Mum and Dad, I am really confused at the moment

EKA

I wasn't that strong, I was really upset from what I had been through.

EKA'S MUM

I think I should commit suicide God forgive me.

EKA

I thought that killing myself would bring a solution to all my problems and my family's problems.

EKA'S MUM

Please help me by looking after the kids.

HOST OFF CAMERA

Eka tried to take her life three times, fortunately she did not succeed. As for Anna, nothing could prepare her for what she was about to experience. She was taken by the neighbour's cousin to a house in the suburbs.

ANNA

As soon as we stepped out of the hotel, I immediately felt scared to the point that I was trembling. When we got to the man's door, she rang the doorbell. She said she would wait for me outside. Then the man took me to his room. I was crying and I tried to escape from him but he was holding me tight. Then he strangled me and put my hands above my head and pressed down on my thighs. I couldn't get him off me. I was a virgin at that time. It was painful, it hurt so bad. I felt scared. I realized that's how it is when you're being raped, You feel helpless. I was screaming for

help. I was calling out my mother's and my father's names. I even called out to God and asked him to help me.

END OF PART 2
END OF PART 2

PART 3

HOST OFF CAMERA

In part 2 we saw how criminals turned the hopes and dreams of our victims into nightmares. But what's underlying trafficking is demand -- demand for paid sex, demand for cheaper and cheaper consumer products and labour. This demand is found in every town, every city and every country.

HOST ON CAMERA

The demand for paid sex has created a massive industry that generates millions of dollars. Sometimes it is traffickers like the Chairman that reap these profits.

THE CHAIRMAN

We accept anyone and everyone who can pay. We have a huge customer base. On Saturdays we have at least 500 customers. It's very diverse.

HOST OFF CAMERA

Ama, a 23 year old student from Taiwan is one such customer. He pays for sex with victims like Anna.

AMA

If the girl is unwilling, you can tell from her facial expression and her body language. Throughout the whole sexual process she'll be very passive and you can feel she is suffering. From all these signs I can tell that she has been forced in prostitution. If it's possible I will give her more money than usual, something like US\$15.

HOST OFF CAMERA

But victims of trafficking don't get the money, the traffickers do. There is no excuse for Ama's behaviour, he is guilty of knowingly participating in trafficking and exploiting women. Traffickers are making an obscene amount of money at the expense of millions of innocent people. But there are a growing number of dedicated police units committed to breaking the trafficking chain. Officers like Lt Col Panya of the Royal Thai Police are working to rescue victims and bring the traffickers to justice.

PANYA

We receive information from many sources this information leads to investigations and sometimes arrests.

HOST OFF CAMERA

A successful raid on a factory in Thailand revealed the inhumane actions of the owner. Hundreds of people including women and young children were discovered hidden in the ceiling rafters. Bringing these criminals to justice is no easy feat.

PANYA

These criminals monitor how the Thai government and Thai police work. So it is very important for the police to keep up to date and to keep researching the possible new routes.

HOST OFF CAMERA

Once rescued, victims of trafficking are often extremely traumatised and in need of psychological and emotional support. This support is provided through anti-trafficking organisations and shelters. Bridget runs such a shelter in Singapore.

BRIDGET

In this home we have about a hundred to 120 women. They are very afraid of many things around them, just traumatized. They can not sleep well, they have nightmares, they lose their appetite and they are petrified.

HOST OFF CAMERA

Eka was one of the lucky victims that made it home, and although the mental scars still remain she can take comfort from the fact she lives to tell her tale.

EKA

The moment I arrived home, standing outside my house I was in shock. Then I saw my children. In their eyes I could see they were happy I was home.

HOST OFF CAMERA

As for Anna... she was helped to return home by the prostitutes she was forced to work alongside. She is now trying to rebuild her life. Following Min Aung's release from the hell factory, he and his wife decided to stay in Thailand. He is now employed in a different factory with better working conditions.

HOST OFF CAMERA

The last link in the trafficking chain is you and me. It's time we realised that our actions have consequences. Being informed is the first step to protecting ourselves and others.

BRIDGET

If everyone is aware that we are all part of the problem and part of the solution then we can exercise our responsibility to uphold social justice for all.

HOST ON CAMERA

If you or someone you know are looking to travel, work, or study abroad or even in your own country make sure that the opportunity is real. Contact an anti-trafficking organisation and seek advice. Keep control of your future.

HOST OFF CAMERA

If you know of a domestic worker, like Eka, that is being abused by their employer then it is your responsibility to act. Inform an anti-trafficking organisation and the police.

EKA

He always said that he wanted to kill me. That's what drove me to my breaking point.

HOST OFF CAMERA

Consume responsibly, get involved and find out as much as you can about where the products you buy come from so that your money doesn't go to enslave people like Min Aung. (11.00Secs)

MIN AUNG

I can't forget what has happened to me. I suffered a lot.

HOST OFF CAMERA

If you are paying for sex, you could be guilty of participating in trafficking. You need to take action. Help put a stop to people like Anna being enslaved.

ANNA

This experience will definitely haunt me for the rest of my life. For me it was like being in hell.

HOST ON CAMERA

Join the fight to end exploitation and trafficking. To find out more go to www.mtvexit.org

APPENDIX D: FLAGSHIP CONCERT PRODUCTION METHODOLOGY

a. Description: The Flagship Concert is of key importance to the entire campaign as it represents the focal point for all the other aspects of the campaign. The purpose is firstly to shed light on this issue and provide an environment for the public, anti-TIP sector, and Government to come together and engage on the issue. The type of such an event will naturally vary from region to region but the aim would be to create a large concert, preferably open air, for a large capacity (>20,000), with multiple artists performing at the event. Each Flagship Concert will include the following: artists will be requested to say anti-TIP messages from the stage; dignitaries will be invited on stage to speak to the audience about TIP; in between performances, short videos (MTV EXIT PSAs / Documentary) will be played on large screens for the audience. NGOs and other anti-TIP organizations will be invited to set up stalls at the event with the purpose of interacting with the audience. In terms of timescale in delivering this event, there are two overarching project periods: Pre-Production and Production. The first represents all the elements that fall into the period leading up to the point at which the production crew is in place at the venue for the delivery of the event. The Pre-Production period might be 2 to 3 months while the Production period is dependent on the complexity of the show being delivered but is likely to be between 2 to 5 days. The Pre-Production is a very important period of the production process during which multiple elements need to be determined for the roll out of the deliverables to be as successful as possible. In the sections below, it has been indicated in which time period the individual elements will take place.

b. Technical Delivery: The responsibility for technical production of the concert will lie with a local production company and promoter. In every market there are event production professionals who regularly produce and deliver live concerts such as that outlined above. The MTV EXIT Campaign team will oversee the work being done by this local producer but it will not itself put on the show. This is the usual way MTV produces large scale events. Large, high profile events such as the MTV Music Awards in Europe and Asia, as well as other commercial events, and the MTV EXIT events in Europe were all produced in a similar format. MTV EXIT employs an Event Producer to act as the main focal point to oversee the technical delivery of this event and this role will be the main point of contact for the local production company. One of the first relationships to establish in the country where the campaign is taking place is this local Event Production Company. The MTV EXIT Event Producer will survey the local event scene prior to visiting the country for the first time. A selection of companies will be identified, and during an initial fact-finding trip, meetings will be taken with these companies. MTV will assess the suitability of each company and the decision will be made based upon the professionalism and ability and experience of the company. In countries where a local MTV channel exists, this process will be facilitated by the local knowledge of that channel and their relationships with event production companies.

The responsibilities of the local Production Company will vary dependent on their capabilities. In some of the countries where the MTV EXIT Campaign is being delivered, some local companies might not have the capacity to deliver any more than the basics behind the event production. At the least they will provide the venue identification and booking, staging, lighting, sound, video projection, security, back stage infrastructure and ticketing. At the most they will provide all that was previously specified as well as artist booking, event promotion, stage design and manufacture of branding materials for the stage. Where the Event Production Company cannot provide all the services required, an independent agency/agencies will be engaged to deliver the further elements.

c. Creative Delivery: The responsibility for the creative of the Flagship Concert will either be undertaken by the Event Production Company or another agency, dependent on the individual company's capacity and ability. This Creative refers to how the event will appear to the audience and the branding of the event. In using the term branding, MTV is not referring to the presence of partner logos. These, of course, will be positioned on all printed materials. This use of the word branding is in respect to the 'look and feel' of the event. The decision will be determined by

several factors and it might vary from country to country. During the Pre-Production phase, interaction will be made with various groups. Information sought from these groups will be used to develop appropriate branding for the event. Firstly, the MTV EXIT Partnerships Manager will be interacting with the anti-TIP sector (Governmental and Non-Governmental) with the purpose of localizing specific anti-TIP messaging. Whilst discussing the specific messages that will be highlighted for the local audiences, the question of how these messages will be delivered will also be discussed. In addition, research data will be used to further develop localized messaging. MTV EXIT will share former materials with these groups and from these materials and the local messages, a direction will be determined for how the branding will be developed. In addition to the input of the local anti-TIP sector, the MTV EXIT Campaign Producer will be working with local creative professionals and designers from the event production company, the local MTV channel, and/or the local broadcast partner to filter the messages and delivery information into the product being designed. In terms of the products being created for the event, specifically these include all the banners and speaker scrim (large banners that hang over the large stage speakers), tickets, television promos advertising the event, and fliers and posters advertising the event. In addition, this look and feel will also be used on the event television programming as well as any specific anti-trafficking materials being produced.

d. Message Development and Delivery: As briefly highlighted above, during the Pre-Production stage of the OTG elements, MTV EXIT staff will meet with relevant anti-TIP NGOs in country, as recommended by the local bi-lateral USAID mission, the local Government's National Anti-Trafficking Commission, if one exists, and/or other relevant anti-TIP experts. MTV EXIT's initial contact in many countries will be the local bilateral USAID Mission, where available. MTV EXIT will initiate contact with the local Mission, and seek the Mission's guidance and expertise when engaging the National Anti-Trafficking Commission and the anti-TIP sector in each country. There are several aims of these interactions, they include:

- Establishment of partnerships;
- Assessment of current TIP issues (at-risk, demand, geographic scope etc);
- Message development;
- Message delivery (creative and format);
- Use of MTV EXIT materials by anti-TIP sector;
- Engagement of anti-TIP sector in the event(s);
- Selection of geographic areas for the delivery of the campaign.

Assessing the current issues that relate to TIP in the individual countries will be vitally important in developing appropriate messages and also in selecting key population groups that MTV will want to target as attendees for the concert. For the at-risk group, the message development will be based on current techniques being used to traffic people in that region as well as what resources and infrastructure are available for issues relating to safe migration. For the demand group, factors relating to the local prostitution issue as well as cultural sensitivities in regard to discussing such issues will determine how this is approached in the messaging. Once the messages have been identified and developed, the way in which it is delivered will be important to determine. In the case of the Main event, this will include message delivery from the stage by artists, the content of the video materials playing between performances, and the materials (booklets, handouts) distributed to the audience.

Although partnerships with all of these groups will be important for the various aspects of the campaign, they have specific relevance for the Flagship Concert as it is their interaction and participation at the event in disseminating information to the audience that has particular importance. Also, on the days surrounding the Flagship Concert, MTV EXIT will produce a new element described in the proposal of an anti-TIP forum that includes presentations, discussions, group activities, opportunities to interact with the media in positive new ways, and a chance to build relationships and share strategies amongst anti-TIP NGOs from throughout the country. Further, MTV EXIT will include the NGO partners and their contact information in the publicity materials for the event, and invite representatives from key NGOs on stage at the Flagship Concert to be acknowledged or to address the crowd. MTV EXIT will distribute the NGO contact

information and the locally specific anti-TIP awareness materials to all concert attendees. Depending on the location of each NGO, MTV EXIT will explore the possibility of providing transport from the NGO's home to the forum and concert, in order to guarantee participation. In addition, local NGO professionals will play an integral role in production of the event television program that will be produced and broadcast.

Prior impact monitoring of MTV EXIT concerts has indicated that the most important aspect of information dissemination at the events is through the script of the concert hosts. It is here that MTV EXIT has the ability to craft messages to have the greatest impact on the audience. An example of an event script can be found in Appendix ##.

e. Ticketing Models: For the OTG events, MTV EXIT will adopt a diverse and broad ticket distribution strategy in order to most effectively target the key portions of the local population it seeks to engage. This will vary from country to country depending on demographic factors, the local information technology infrastructure at the location of the Flagship Concert, as well as the involvement of local Government Agencies, NGOs and media partners who will assist in identifying the best approach to ticketing in that market.

It is likely that the concert will be ticketed. This is done for several reasons. Firstly, the event will be high profile and will attract a lot of attention amongst the local population. MTV EXIT will control the numbers of the tickets and how they are distributed for crowd control issues, health and safety reasons, and to ensure that the right population sectors attend the concert. Secondly, an un-ticketed event is devalued to a certain extent. That is not to say that the event has to be ticketed to be a good event, but rather, on a promotional level, requiring a ticket increases the value of the event by making it special and "exclusive" to ticket holders rather than to the whole population. Please note that the use of the word "exclusive" does not refer to any specific sector of the population, it simply refers to the concert being exclusive to those people who managed to secure tickets. The following ticket distribution models are examples of how MTV will ensure that the tickets are allocated to the right population sectors and are utilized to better promote the concert. The total number of tickets will be divided into the following categories for distribution:

- **Free tickets to be distributed to NGOs:** Local anti-trafficking NGOs will receive free tickets in order to ensure participation and create buy-in amongst the organizations and their beneficiaries. MTV EXIT sees these events as an opportunity to build sustainability and create best practices in anti-trafficking work, and NGO attendance and participation is essential. Furthermore, allowing NGOs to distribute free tickets to their beneficiaries will strengthen their local reputation and improve the way they are viewed by the population. This also ensures that specific target groups such as the at-risk population can attend the event.
- **VIP tickets for sale, with extra VIP benefits available at each concert:** The attendance of the more affluent groups in society is important for MTV EXIT events to have cross-cutting influence across all socio-economic groups. Human Trafficking is an issue that tugs at the social fabric of entire countries, not just the poor and destitute, and can affect people who believe they are immune. MTV EXIT OTG concert events are unique opportunities to engage all sectors of society, and providing VIP tickets with special benefits (Premium Items, Meet the Artist, MTV EXIT DVDs, F&B, etc) is a way in which to ensure attendance by the young and the affluent.
- **Competition Tickets won through mobile phone, SMS text-message competitions (a local telecommunications partner will be engaged in each market):** This ticket distribution method is able to engage many members of society, and to create excitement as well as a feeling of each ticket being a premium item. This method's effectiveness will vary from country to country, due to telecoms access. For instance, Cambodian mobile penetration currently stands at 17% of the population (and rising), while Indonesian

mobile penetration is currently 32 – 35% (approximately 75 million people) and mobile penetration in the Philippines is 40%.

- **Competition tickets to be won through TV and radio competitions in the weeks leading up to the Main event:** This ticket distribution method will engage large numbers of people in society, and promote excitement about the event. MTV EXIT will work closely with local MTV or terrestrial partners to promote the events and to create contests and competitions for tickets. This method's effectiveness will vary from country to country, depending on the audience for each TV partner.
- **Standard Tickets for sale:** Depending on the capacity of the event and the feasibility of the other ticket distribution methods detailed above, a portion of the tickets will be available for sale to the general population. The cost of these tickets will be set to ensure that the concert is not exclusive to the higher socio-economic population group alone.

APPENDIX E: CONCERT HOST SCRIPT EXAMPLE – PONTIANAK, INDONESIA

6:00: Announcement VO:

The MTV EXIT Live in Pontianak concert will start in 1 hour. Please take a moment to visit the NGO and sponsors booths, located in front of the Alun Alun area.

6:29: Announcement VO:

The MTV EXIT Live in Pontianak concert will start in 30 minutes. Please take a moment to visit the NGO and sponsors booths, located in front of the Alun Alun area.

06.30 - 6.55 **"Video loop:
MTV EXIT videos and sponsors' logos (WITH MUSIC)"**

06.55 - 07.00 **1.30'** **"Video loop:
MTV EXIT videos and sponsors' logos (WITHOUT MUSIC)"**

07.00-07.04 **4'** **Opening Video**

07.04-07.08 **4'** **Opening Host**

HOST SPIEL / OPENING [4 Minutes] – Messaging 1

VJ Daniel:

Welcome to MTV EXIT Live in Pontianak!!!!

MTV EXIT is MTV's campaign to raise awareness about exploitation and human trafficking. MTV EXIT Live in Indonesia is produced in partnership with the Government of Indonesia, USAID and the Australian Government.

We're excited you're here tonight to join us for this important event.

I am MTV VJ Daniel, and I've know about this campaign since 2007, but now we are so excited to welcome the MTV EXIT Concert tour to Indonesia! MTV EXIT is a campaign to end exploitation and human trafficking by spreading awareness, increasing prevention and inspiring action!

Erna: Welcome to the kick-off concert for the MTV EXIT Live in Indonesia tour! There will be 5 concerts across the country, starting tonight, and continuing in Makassar, Surabaya, Medan and finally, Jakarta!

Safety Announcement (ERNA)

For the safety of everyone within this venue, please listen to this safety brief.

In the event that an evacuation needs to be carried out, an announcement will be made for evacuation. Please take note of the emergency exits that are within this venue. The first one is towards Tanjung Pura (pointing at the public entrance at the Tugu) and the other one is towards the stage right (pointing to the right).

If this happens, please do not panic. We have our crews, security personnel and the Police to usher you to the nearest emergency exit. Please follow their instructions.

Now, I really want to say that it's an honor for me to be here representing my home town, to be part of all this, not just because we have some of the best musical talent in the country performing tonight, but because I really believe in what MTV EXIT is doing.

VJ Daniel: Before we start the show, we want to thank some folks who made it possible for us to be here tonight.

MTV EXIT would like to thank

Partners list: add in

Erna: Before the music begins, I'd like to invite some very special guests to join us on stage to say a few important words to you.

(Introduce each speaker in succession)

07.08-07.11 3' Speech - MTV EXIT: Mr Matt Love
07.11 - 07.14 3' Speech - PEMKOT: Pak Paryadi
07.14 -07.17 3' Speech - USAID: Mr Miles Toder
07.17 - 07.20 3' Speech - AUSAID: Ms Jessica Hoverman

[Host intro SIDEPONY]

07.20-07.30 10' Local Band 1: SIDEPONY

Intro TRAFFIC Clip (1 minute)

VJ Daniel: SIDEPONY!!!! That was great! Thanks guys.

Erna: Hey Daniel, we've got a short video coming up.

VJ Daniel: Oh, yes we do. This is the clip from Traffic right?

Erna: Yup. MTV EXIT made a documentary, called TRAFFIC. And it pretty much breaks down what human trafficking is all about.

VJ Daniel: It's hosted by our very own Kris Dayanti, and it explains the risks and dangers of trafficking such as...

Erna: Victims of trafficking are often told about jobs they can get in other countries, and then when they get there, that job doesn't exist!

VJ Daniel: Or that job is not what they thought it would be. Let's watch and listen to Eka, an Indonesian woman who was trying to go abroad and earn some money for her family. She can speak for herself.

07.30-07.33 3' VT EXIT (featuring traffic: EKA)

07.33-07.40 7' HOST SPIEL + GAMES

HOST SPIEL / MESSAGING 2 [5 Minutes + 2 minutes GAMES]

VJ Daniel: Ladies and Gentlemen. MTV EXIT attacks a problem that affects us all, whether we know it or not. The illegal exploitation and trafficking of our fellow human beings.

Erna: That means the buying and selling of people and forcing them into prostitution, forced domestic work – like being a maid or a cleaner, or forced manual labor – like working in construction, or in a factory, or on a palm oil plantation.

VJ Daniel: In other words, **modern-day slavery!** It may or may not sound so far from your own experience, but it is one of the biggest problems in our part of the world. Millions of people are victims of human trafficking across the world.

Erna: Hey, let me ask you all...have you ever wanted to leave home and find work? Try to improve your life? You want to go to another place, work, make money, and send it home so your family will have a better life, just like Eka did.

VJ Daniel: But unfortunately, there are millions of people in the world who try to improve their lives, but wind up being trafficked. MTV EXIT wants you to know... If you want to travel or work away from home, make sure you understand this problem – Don't just trust anyone – and if an opportunity seems too good to be true, then it probably is.

Erna: You know, there are people here in Pontianak who can help you get information. A lot of great organizations have booths over at Alun Alun. I hope you stopped by and got some info on your way in tonight!

VJ Daniel: Also, check out those little MTV EXIT information cards with facts about human trafficking and hotlines that our volunteers from the DISPORA are handing out. [holds up card] Put that card somewhere safe and KEEP IT!
You can call these numbers and seek advice. It can be anonymous. Even if you're just curious. But keep control of your life and your future.

Erna: And if you didn't get 1 of those cards yet, look out for the volunteers walking around handing them out. Hey VOLUNTEERS – RAISE YOUR HANDS!!!!
They're free, and they have cool MTV artwork on them. Get 1.

Alright, I know you came here tonight for the awesome music... And we've got a great lineup planned. We've already heard from SIDE PONY. Coming up we've got PUCK MUDE, KAOLINIT PROJECT, ROCK BUNGA BUNGA, and HIJAU DAUN. And finally, we've got the MTV EXIT Campaign Ambassador for Indonesia. Do you know who that is? Hmmm? Yes, it's AGNES MONICA, and we're lucky to have her with us today, as we come together as Indonesians to fight against the crime of human trafficking that is happening in our midst.

VJ Daniel: I am excited to see them all perform! But just like all of us, I also came out tonight to support the MTV EXIT campaign. Remember, by coming here tonight, you promise to learn, you promise to educate your friends and family about human trafficking, and you promise to keep control of your future.
But most of all, you promise to have fun!!!! Right? Let me hear some noise!

Erna: I want to hear some noise from over there [points left]. And over there [points right].

HOST GAMES [as per rundown]

And now everyone, make some noise for our next performer.

07.40-07.50 10' Local Band 2: PUCK MUDE

**07.50-07.55 5' HOST
HOST SPIEL / HT Messaging 3 [5 minutes]**

VJ Daniel: It's really incredible, the people that MTV EXIT has brought here tonight to inform us about the problem of human trafficking and exploitation. I mean, the bands are great, of course, but the message is super important.
So, what do we know about human trafficking?

Erna: Well, we know that it happens to Men, Women and Children. And, we know that there are millions of victims across the world, and that certainly includes our dear country.

VJ Daniel: We know that we need to protect ourselves, and protect our families. Remember that it is up to all of us to look out for the signs of trafficking and protect our loved ones.

Erna: Hey... you know what I recently learned? I mean, I used to think that trafficking only happens abroad. I mean, you always hear about people who go to other countries and bad things happen to them... But did you know that it can happen right here in Indonesia?

VJ Daniel: It's true. We live in such a big country, with so many different kinds of places, that trafficking can happen between provinces! But that's alright that we didn't know it. We're here to learn. Speaking of learning, everyone hold up the information cards you have picked up tonight! C'mon! Hold them high!

Erna: If you recognize the signs of trafficking you need to report it to someone in authority. Tell your parents, tell your teachers, or call the police. Right here in Pontianak there are anti-trafficking police, waiting to help you out. Or call the local anti-trafficking hotline here in Pontianak on 0561.766.439 and tell them what you think.

VJ Daniel: And what if I don't want to make a call, or I don't see anything? Can I still fight human trafficking?

Erna: OF COURSE! You may think you have nothing to contribute, but you do, you have the greatest resources of all: your time, your attention, your energy.

The important thing is that we're aware of the problem, and that we do all we can to help solve the situation.

Erna: Tell your friends what you learned here, tell your family. If you're in school or college, tell your class! And if you can get on the internet, visit mtvexit.org for more info.

Alright, more music!

07.50-08.00 10' Local Band 3: KAOLINIT PROJECT

08.00-08.05 5' HOST

HOST SPIEL / HT Messaging 4 [5 minutes]

Erna: You know what I recently learned? That at this very moment in time there are about 2.5 million victims of illegal human trafficking worldwide, and more than 1 million of these victims are in here in Asia. It's definitely something more people should be aware of, since it affects us all.

VJ Daniel: You know, I know a lot of us think that trafficking is something that only happens to women. We watched that video and learned about Eka's story, but it's not only people like her that are trafficked.

Erna: About half of all victims of trafficking are Men. Yes! Men like me, who are just trying to improve their lives. They can be forced into construction work, fishing work, or other hard labor.

VJ Daniel: Trafficking happens to Men, Women, Boys and Girls. Traffickers are criminals who use the promise of great jobs or travel opportunities to lure you – but when you arrive at your destination you realize you have been tricked. If you're a woman or child, you might end up in a brothel – forced to be a prostitute.

If you're a man, a woman or a child you might end up as a domestic slave, exploited and abused by your employer. Or you might end up in some other forced manual labor. The one thing you will all have in common –you are a slave.

Erna: So make sure, that if you're planning to explore an opportunity that sounds good, check on it first. Make sure that opportunity is REAL! Call an anti-trafficking organization on 0561.766.439 and seek advice. Do it for yourself, and for your friends, and for your family. It's your life! Protect it.

VJ Daniel: And if your opportunity is in another country, make sure you know the laws about immigration and working in other countries. Even if that country is nearby.

Erna: Check that your passport is real and your visa is legitimate. If the person offering you a job is legitimate, you will be able to enter the country through the normal immigration process.

VJ Daniel: See, this is important. If you get to a border check point, and you have a real passport, and a real visa, you'll get right into the country. But if you have to sneak across in a boat or through the jungle, or if you have to pay another guy on the other side MORE money to get into the country, then this should make you realize, "Hey, wait a second! This could be bad for me!"

Erna: Yup. Pontianak, our hometown, is a BIG transit location for victims of human trafficking. That means that people come from other places in Indonesia, arrive here, get into groups, and move on to other countries around here.

VJ Daniel: The more we know about the risks of human trafficking, the better we are able to protect ourselves and others. So make sure those passports and visas are real!

Now let's continue with the music!

08.05-08.20 15' Local Band 4: ROCK BUNGA BUNGA

08.20 - 08.22 2' Host intro: Agnes Monica music video

08.22 - 08.24 2' Agnes Monica MV

08.24 - 08.26 2' HOST SPIEL

VJ Daniel: Hey guys, so we've been having some fun, huh? Are you guys getting excited for Agnes?!?!?!?

Erna: I'm getting excited! Can't wait to see her perform here in Pontianak!

VJ Daniel: We just watched Agnes' music video, but I want to quickly remind you guys about a video we watched before. Remember Eka? Eka wanted a better life to provide for her kids, and she wound up getting a worse life. Eka was unlucky because she was tricked, and to be honest, it could happen to any of us. It's pretty scary, actually.

Erna: But don't be scared... just stay informed and keep control of your life. For more information on human trafficking and how you can protect yourself and your loved ones, make sure you get one of those information cards being handed out tonight by the awesome volunteers from DISPORA!

VJ Daniel: And never forget what we're telling you about making sure your passports and visas are real. Also, you know how we say "keep control of your life"? Well, keep control of your passports too! Once you give up your passport, you give up control.

Erna: Victims don't have "control" of anything. They are forced and they are tricked. They are made to do things they don't want to do. MTV EXIT is here to raise awareness and educate young people, like you, that this is happening. Right here; right now.

VJ Daniel: Remember when we talked about how some victims of trafficking are women, and some victims are men? Well, some victims are children as well.

Erna: Check out this music video MTV EXIT made with Radiohead in 2008.

08.26 - 08.27 1' RADIOHEAD VIDEO

08.27 - 08.30 3' HOST + INTRO HIJAU DAUN

VJ Daniel: Every time I see that, I feel the power of that video.

Erna: It really shows the truth, the different lives that people on this planet live.

VJ Daniel: Yup. But what's the message there? It's certainly not "don't buy shoes."

Erna: No way! The message is, "think about where your stuff comes from." And the other message is, "think about our fellow human beings who are stuck in lives of slavery."

VJ Daniel: Yes! Too often, we think of these people as disposable. They are less important, or they don't matter. But when we think about victims of trafficking, remember they didn't want this to happen to them any more than you want this happen to someone you love.

Erna: They tried to get a better life. Unfortunately, all around the world many people think that victims of trafficking are bad people; that they deserve what they got; that they should be ashamed of what happened to them. We're here tonight to take a stand against that kind of prejudice. Right?

VJ Daniel: We're here to say that a victim is a *victim*, and when someone is taken advantage of, someone is exploited, someone is abused, we can show compassion. Right Pontianak? Now that we know the kind of horrors they go through, we will definitely show some compassion for them.

Erna: And now, our next artist! [intro Hijau Daun]

08.30 - 09.00 30' HIJAU DAUN

**09.00 - 09.05 5' HOST
HOST SPIEL / HT MESSAGING 6 [5 MINUTES]**

VJ Daniel: MTV EXIT stands for 'end exploitation and trafficking.' Remember, human trafficking is the illegal trade in human beings and their use by criminals to make money. That means deceiving or forcing people into prostitution, domestic servitude or manual labor.

Erna: This is why we are here tonight! You know, traffickers are criminals – and they are good at what they do – and they make A LOT of money through trafficking and exploiting their victims. This is a massive illegal trade. They employ a lot of techniques – using trustworthy recruiters to trick you, the lure of fake jobs or other opportunities. But it might also be the people you least expect.

VJ Daniel: Keep yourself informed. Be alert and be aware of what's going on around you. Make yourself part of the solution.

Erna: Be aware for your sake and the sake of your loved ones, too. If you're going to another country, check your passport and visa once, twice, three times. And then keep hold of your passport!

VJ Daniel: There are criminals out there who will exploit you given the opportunity. Don't give them that opportunity. Check those info cards [hold up card] and call 0561.766.439 and be a part of the solution! **SEEK Independent advice about jobs, before you go! Find out if the opportunity is real.**

Erna: If you see something illegal, or you know about a trafficker or a victim of trafficking, report it to the police! They are here tonight, supporting MTV EXIT in our work to raise awareness. Let's all act as their eyes and ears in the community, and work together to end illegal human trafficking here in our hometown!

VJ Daniel: We'd like to thank YOU—everyone who came here tonight, to watch the bands, listen to the speeches, and take home the message. Make sure you tell your friends and family what you learned. If you're in school, tell your classmates. Check those information cards, make a phone call, or log onto www.mtvexit.org for more information.

Erna: Now, we'd like to thank our official partners, once again!

Partners list:

VJ Daniel: And now, the girl we've all been waiting for. [intro Agnes Monica]

09.05 - 09.25 20' AGNES MONICA

09.25 - 09.27 2' HOST CLOSING SPIEL

HOST CLOSING SPIEL [2 MINUTES]

And that's the end of MTV EXIT Live in PONTIANAK!!!!

The Free MTV EXIT Concert tour is headed next to Makassar on 9 May, to Surabaya on 16 May, to Medan on 23 May, and finally on to Jakarta on 6 June.

If you're around, come check us out. If you have friends or family in those places, tell them to come on out and hear some great music, and support MTV!

Thanks for coming out tonight everyone! Make sure you keep those information cards, log on to MTV EXIT online, and make sure you check out **the live broadcast of MTV EXIT Live in Jakarta, on Global TV on 6 June at 8:00pm!**

Goodnight, and be safe!

APPENDIX F: CAMPAIGN PR AND MARKETING METHODOLOGY

Public Relations (PR) is the practice of managing the flow of information between an organization and its public. PR aims to gain an organization positive exposure to its key stakeholders. Marketing is the process of creating or directing an organization to be successful in selling a product, service, or idea. In terms of the MTV EXIT Campaign, PR and Marketing are two important areas since they have several key objectives that relate to the success of the campaign. These objectives and the components and structure behind the proposed PR and Marketing initiative of the MTV EXIT Campaign are described in this section.

1. OBJECTIVES

a. Campaign Existence: The primary goal of any PR and Marketing for the MTV EXIT Campaign is to ensure that the stakeholders of the campaign know of its existence. This is the basic tenet of any product distribution: if the audience doesn't know it exists then that product cannot impact it. In its broadest form, this is simply the recognition of the MTV EXIT brand and logo and the issue for which it stands. At its most detailed, this will be the engagement of the audience in the campaign and the products so that they will be impacted by these materials.

b. Recognition of MTV's Role: MTV is the world's largest television broadcaster. Its name is synonymous with music and youth entertainment. As one of the most recognisable brands in the world it is of paramount importance to leverage this brand identity and recognition to create a lure in order to maximize the numbers of people that interact with the campaign.

c. Messages Dissemination: In more detailed terms, the PR and Marketing initiatives can convey specific campaign messages to the audience.

d. Anti-TIP Sector Engagement: The recognition of the MTV EXIT Campaign amongst the anti-TIP sector. As key stakeholders in the campaign and an important partner in maximizing the dissemination of campaign products amongst key target groups, the anti-TIP sector can learn of the MTV EXIT Campaign through solid PR and Marketing initiatives.

e. Product Promotion and Viewer Maximisation: In its most specific form the PR and Marketing of the MTV EXIT Campaign focuses on directly promoting individual components of the initiative, whether that is the presence of an OTG event or the airtime of a documentary. This form is focused on driving viewership and increasing engagement of the audience in the actual campaign elements. Since these elements convey the key anti-TIP messages in their most comprehensive form, this objective is highly important.

2. COMPONENTS AND STRUCTURE

To support the OTG and on air elements of the second phase of the MTV EXIT Campaign in Asia and the Pacific, namely the individual national campaigns, MTVEF will utilize many traditional forms of PR and Marketing and, where appropriate, look into using less traditional forms. On the ground media campaigns are highly visible and effective in reaching a wide audience with key messages. MTV will reach out to newspapers, magazines, radio and television broadcasters, etc. on the local level to urge them to cover MTV's anti-TIP programmes and events, and also to produce their own anti-TIP / articles / PSAs / programming / etc. MTVEF will seek to leverage the MTV brand to saturate local markets with TIP awareness and prevention messages (e.g., allow local magazines and newspapers to use the globally-recognized MTV logo to attract readers to anti-TIP articles, news pieces, etc). This overall effort may include:

- Press announcements, releases, and conferences;
- Campaign posters and fliers;
- Mobile marketing;
- Radio, television, and print promotion delivered through media partners;

-
- The production of posters, leaflets, information booklets to be distributed through relevant youth publications as well as through schools, clubs, events etc.;
 - Approaches to local, national, and regional media to join MTV in the campaign through their own initiatives, or joint media initiatives.

A media partner is a local media company, whether broadcast or print that helps towards the aims of the campaign i.e. the delivery of key information about the TIP and/or the promotion of campaign elements including OTG and On Air programming.

How the associated budget is allocated will depend on the most effective form of promotion within each territory. A greater percentage of the budget will naturally be allocated to the elements that will most effectively saturate the markets being targeted.

Included here are a collection of ideas – some have been done for the campaign in Europe, others have yet to be implemented. This list is simply intended as a starting point for generating a country-specific PR Strategy and many of these things may not be affective or appropriate in all countries.

A general structure for a national campaign could include the following roll out:

- Press announcement for the entire campaign: basic details of events, dates, times, locations; involvement of some artists;
- Local press announcements for provincial roadshow events, finalizing information about the event;
- Provincial television and radio promotion for each roadshow event;
- Fliers and posters for each roadshow event;
- Press conference for main event that involves MTVEF, USAID, US Embassy, local artist(s), and any key Governmental officials;
- National television and radio promotion for main event;
- Fliers and posters for Main event;
- Use of competition to give away tickets as a tool to promote.

Finally, the production and distribution of premiums both to the audience and anti-TIP sector will further brand and promote the MTV EXIT Campaign and its aims. This would not directly promote any of the events but would seek to position the campaign and build an awareness and identity for the MTV EXIT Campaign. These premiums could also convey important information such as details of a local hotline or other anti-TIP resources. These premiums could include the following elements:

- T-shirts
- Hats
- Mobile phone accessories
- Lanyards
- Posters and postcards
- Wristbands

APPENDIX G: MTV EXIT ASIA I AND II IMPACT STUDY HIGHLIGHTS

I. MTV EXIT DOCUMENTARY



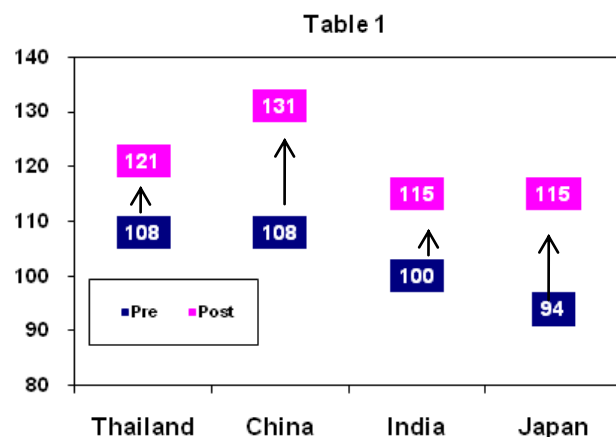
The MTV EXIT Foundation commissioned TNS Global, a market research firm, to evaluate the impact of the MTV EXIT campaign's documentaries in Asia and the Pacific. *Traffic*, produced for the Asia-Pacific region and versioned into 12 languages, and *Sold*, produced for the South Asia region, were evaluated using quantitative and qualitative techniques in a 6-country study. The overall evaluation was based on measuring increased knowledge, improved attitudes and change in behaviors, as well as the

results obtained from focus groups. TNS undertook the quantitative surveys in China, India, Japan, and Thailand. The focus groups were conducted in India, Indonesia, the Philippines, and Thailand.

Assessing Changes in Knowledge, Attitudes and Behavior

Quantitative Highlights:

TNS uses what it calls the “Mind-set Barometer” based on a KAP methodology¹, which provides a quick assessment of people’s mental state and adopted behavior – or more simply, it provides a relative score combining a weighted measure of knowledge, attitude and behavior. Behavioral change must be supported by appropriate knowledge and attitude to be sustainable. As this is a relative composite score, one can measure change over time. The results for these surveys indicate an increase in the Mind-set Barometer score in each country, indicating a positive change in attendees’ knowledge, attitude and behavior toward human trafficking. These scores are illustrated in Table 1.



Qualitative Highlights:

Focus groups were conducted in Thailand, India, the Philippines and Indonesia. Participants were selected from population groups that reflect at-risk, demand, and former victims. After viewing, the majority of participants in the focus groups acknowledged a greater factual understanding of human trafficking, its causes and its outcomes, improved attitudes and positive behavioral intent.

- **Thailand:** (At-Risk) People will be more careful and will ask for opinions from more people before they migrate; they will check with the Thai Government and other respected groups to ascertain if opportunities are legitimate.

¹ Using a numerical scoring system called the Mind-Set Barometer, TNS compiled data gathered from questions about Knowledge, Attitudes, and Practices in respect to trafficking. The data was then amalgamated into a single numerical score for each respondent. The scores are then organized into three categories: *Survivors*, *Strivers*, and *Thrivers*. *Survivors* are those *most at-risk*; *Thrivers* are those who demonstrate a *high level of awareness, attitude, and practice* and are the least at-risk. *Strivers* are the *moderate* risk group. Data was sourced through one-to-one interviews which were carried out in 3 stages: a pre-event assessment and two post event interviews. The second post interview measured the potential *wear out effect*.

- **India:** (At-Risk) People plan to keep complete records of recruitment agents, including photographs; they recognize that even close relatives may be people who could take advantage of them.
- **Philippines:** (At-Risk, Demand, Former Victim) Participants will be more careful and will ask opinions of more people before migrating; they will check with the Government of the Philippines if agencies are legitimate; they will consider calling in and reporting trafficking cases, especially if it involves very young women; Participants pledge to be more vigilant in informing people who are at risk of human trafficking.
- **Indonesia:** (At-Risk, Demand, Former Victim) Participants will spread the word about the dangers of human trafficking to their relatives.

More specifically the attitudes and behaviors of each group were captured before and after watching the documentary to identify the impact of the documentary. Highlights of these can be seen below:

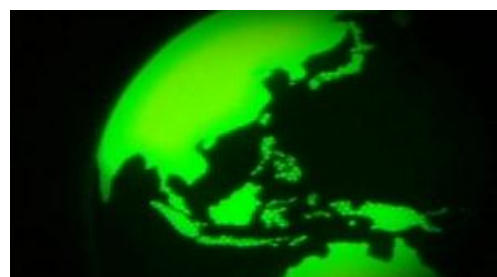
At-Risk Attitude		At-Risk Behavior	
Before	After	Before	After
Human trafficking does not affect them Accurate view of circumstances and conditions leading to trafficking Inaccurate view of the conditions of work Victim accepts their situation due to financial necessity	Human trafficking can happen to anyone including themselves More sympathy for the victims Men can also be victims of trafficking Understand that victims are forced and can often not escape A serious global problem	Always trust relatives or close friends Don't ask for much information about a job from the agent Indifferent to human trafficking	Will be more careful and will ask for opinions from more people and research opportunities more thoroughly Men, women and children need to be cautioned in cities as well as rural areas Close relatives too should not necessarily be trusted. Action can be taken to combat trafficking
Demand Attitude		Demand Behavior	
Before	After	Before	After
Trafficking is not a new issue Victims willing work in these situations – they are not forced Human trafficking cannot happen to them	A prevalent issue both locally and globally Traffickers make false promise and do anything to mislead victims Inhumane treatment is something that is unacceptable I will tell my relatives about the danger of trafficking	Nothing done to prevent human trafficking Insensitive to the feelings of women who work as prostitutes A few even admit to being occasional participants of human trafficking	Will consider calling in and reporting some cases if it involves very young women Claims that they will not patronize bars that use women as commodities as much More understanding for the plight of victims
Former Victim Attitude		Former Victim Behavior	
Before	After	Before	After

Some felt that they were robbed of the opportunity to help their families (victims that were intercepted by NGOs prior to be trafficked) Still pursuing the chance to go abroad. Past experience only due to bad luck	Lucky that they were saved and did not go through what the victims in the film experienced Going abroad still an alternative Will look for better and safer channels for migration	Still want to go abroad Willing to give advice to potential victims but will still leave the decision to the person if she wants to continue Very strong desire to try and work abroad again	Doubts on working abroad; may be more inclined to work locally Will be more vigilant in informing people who are at risk to human trafficking Look for other opportunities to earn money (to support schooling)
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Highlighted elements in the documentaries that lead to these altered attitudes and behaviors were as follows:

At-Risk:

- Fear that they might become victims
- The cruelty that victims face as shown in the documentary
- Getting an almost 'live' perspective of situations where men, women and children are victims and share their experiences of the trauma they faced.
- The way out is tough and support of some organization is required
- Knowing that even men can fall victim to human trafficking
- Knowing that what drove the victims to work abroad is similar to their own current motivation
- Showing the experience with agents that cheat victims using false documentation



Demand:

- Images of true stories of the conditions of trafficking victims
- Process of recruitment which involves misleading women and taking advantage of their situation
- Unacceptable working conditions and physical abuse by employers as well as showing the feelings of the victims and the impact on them and their families

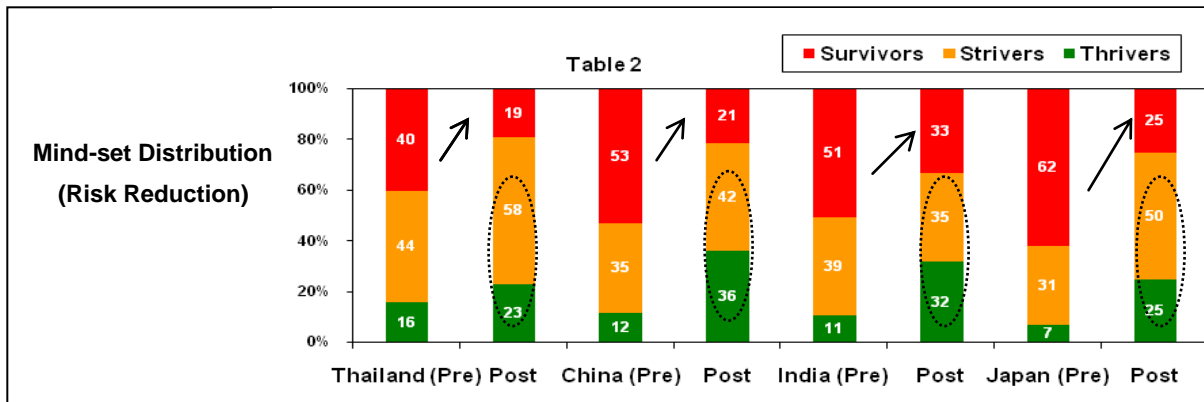
Former Victims:

- Knowing that there are people who are vigilant in fighting human trafficking
- Seeing the kind of abuse victims went through made them realize that no one deserves to be trafficked
- The documentary reminded them of the difficult time they had experienced, but more importantly, emphasized that it is not just bad luck

Reducing At-Risk Populations and Demand Populations' Contribution to Trafficking

In measuring knowledge, attitude and behavior, individuals can further be divided into three groups based upon their responses and levels of risk vis-à-vis human trafficking. The *high-risk* group does not possess the desired knowledge, behavior or attitude required to protect themselves from trafficking (or avoid behavior that contributes to human trafficking in the case of *demand* markets). *Moderate risk* individuals are those who may demonstrate the appropriate behavior, attitude and motivation but still require further education to reinforce their current behavior with the appropriate knowledge and/or attitude that would sustainably and significantly

reduce their level of risk. The *low risk* group are those who have the adequate awareness and behavior that sustainably reduces their risk of falling victim to human trafficking or contributing to the trafficking chain.



The goal for the MTV EXIT documentaries is to reduce the number of *high risk* individuals and expand the number of *low risk* individuals. Reducing the *high risk* while increasing the pool of *moderate risk* individuals is also a positive outcome as it increasingly reduces the *high risk* population. In short, success of the campaign relies on expanding to the maximum extent possible the total percentage of individuals falling in the moderate risk and low risk groups, as indicated by the hatched ovals in Table 2.

The documentaries saw some dramatic, positive effects after watching the programs. As Table 2 above indicates, in Thailand the *high risk* group was more than halved from 40% to 19%; in China there was a three-fold increase in the *low risk* population while the *high risk* group was also more than halved from 53% to 21%; in India the *low risk* population was increased from 11% to 32% and the *high risk* group was reduced from 51% to 33%; and in Japan the *low risk* population was increased from 7% to 25% while the *high risk* group was reduced by more than half from 62% to 25%.

Summary

The documentaries saw positive effects after viewing. A major objective of the programs was to reduce the number of high risk persons and this was achieved, in some places reducing them by more than half. Alternatively stated, prior to watching the MTV EXIT documentaries the majority of people were at high risk of being trafficked or contributing to trafficking, however, after watching the programs, the majority of people were protecting themselves from human trafficking. To date both documentaries have been viewed by over 20 million people (NB. This is a cumulative figure that does not identify repeat viewings) through broadcast on MTV channels, other terrestrial and satellite broadcasters, via the internet, and screenings by anti-trafficking groups amongst key stakeholder groups including at-risk populations, Governmental agencies, police officers, and judiciaries.

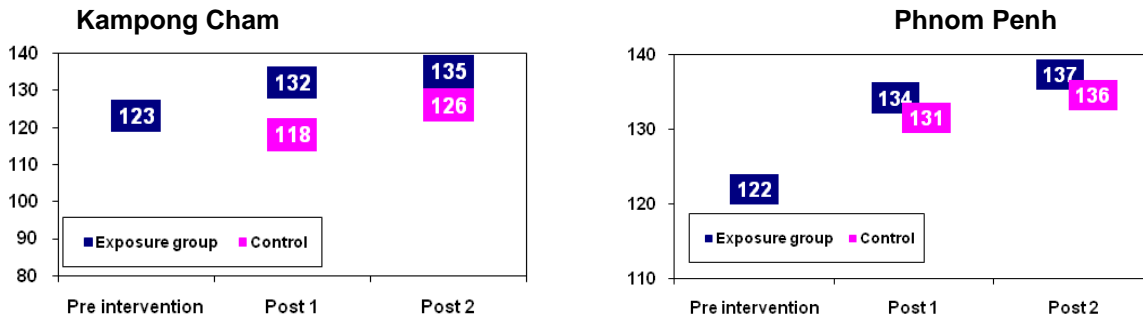
II. MTV EXIT LIVE IN CAMBODIA



The MTV EXIT Foundation commissioned TNS Global, a market research firm, to evaluate the impact of two MTV EXIT Live concerts in Cambodia. Cambodia is one of the major sources of trafficking victims in South East Asia and it was important to evaluate the impact of the MTV EXIT campaign in this market. The assessment measured the impact of the Kampong Cham concert on 29 November 2008 and the Phnom Penh concert on 12 December 2008, measuring changes in attitudes and change in behavior or behavioral intent. Statistically accurate data sampling sizes were used.

Assessing Changes in Knowledge, Attitudes and Behavior

TNS uses what it calls the “Mind-set Barometer” based on a KAP methodology² which provides a quick assessment of people’s mental state and adopted behavior – or more simply, it provides a relative score combining a weighted measure of knowledge, attitude and behavior. Behavioral change must be supported by appropriate knowledge and attitude to be sustainable. As this is a relative composite score, one can measure change over time. The results of the concerts indicate a good increase in the Mind-set Barometer score, indicating positive change in attendees’ knowledge, attitude and behavior toward human trafficking. Moreover, we saw an increased improvement in the Mind-set Barometer score one month after the events as well as an increase within the control group, which could be attributed to the impact of word-of-mouth. The scores are shown as follows:



		1-Day After Event	1-Month After Event
Kampong Cham:	123 → 132	(7% increase)	→ 135 (10% increase)
Men	125 → 133	(6% increase)	→ 136 (9% increase)
Women	120 → 132	(10% increase)	→ 135 (13% increase)
14-24	122 → 133	(9% increase)	→ 135 (11% increase)
25-34	122 → 134	(10% increase)	→ 136 (11% increase)
Unemployed	118 → 131	(11% increase)	→ 137 (16% increase)

² Using a numerical scoring system called the Mind-Set Barometer, TNS compiled data gathered from questions about Knowledge, Attitudes, and Practices in respect to trafficking. The data was then amalgamated into a single numerical score for each respondent. The scores are then organized into three categories: *Survivors*, *Strivers*, and *Thrivers*. *Survivors* are those *most at-risk*; *Thrivers* are those who demonstrate a *high level of awareness, attitude, and practice* and are the least at-risk. *Strivers* are the *moderate* risk group. Data was sourced through one-to-one interviews which were carried out in 3 stages: a pre-event assessment and two post event interviews. The second post interview measured the potential *wear out effect*.

Phnom Penh:	122 → 132	(8% increase)	→ 137	(12% increase)
Men	125 → 133	(6% increase)	→ 139	(11% increase)
Women	120 → 134	(12% increase)	→ 136	(13% increase)
14-24	122 → 133	(9% increase)	→ 140	(15% increase)
25-34	122 → 137	(12% increase)	→ 137	(12% increase)
Unemployed	118 → 132	(12% increase)	→ 138	(17% increase)

The Mind-set Barometer score prior to the event was lower for those with less or no education and not surprisingly, also for those not in formal employment. After attending the event, however, these differences largely evened out and people have been positively impacted regardless of their demographic background.

Pre-Event Highlights:

- 90 % of interviewees were aware of human trafficking, but only one in five were really familiar with the subject.
- People initially have limited information about human trafficking and may therefore not realize they could be at risk.
- Lack of awareness in Cambodia is due to lack of information, and this clearly puts a lot of people at risk.
- On average, more than two thirds of beneficiaries have a desire to work or study abroad, or work elsewhere in Cambodia.
- An uninformed population with a strong desire to migrate is at high risk for exploitation and human trafficking.

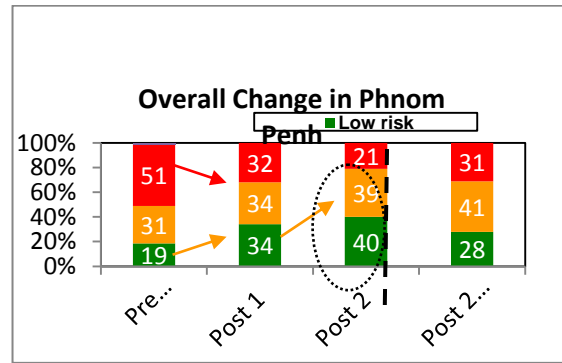
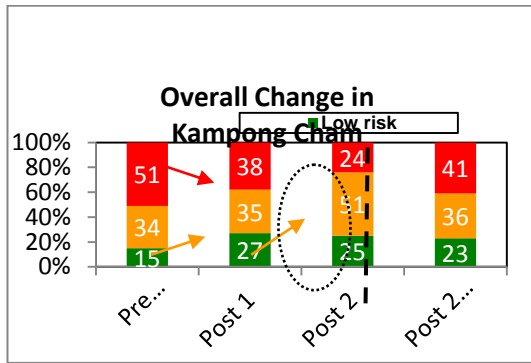
Post-Event (1 Month) Highlights:

- Both the events in Kampong Cham and Phnom Penh have contributed to *positive change*.
- **Tables 2 and 4** clearly illustrate that the percentage of *Survivors* has **decreased dramatically** as a result of the events.
- The most significant impact on knowledge is that trafficking happens in Cambodia, with Cambodian victims.
- Overall change has been sustainable one month following the event as indicated by the Post 2 interview data, below.
- The two events have also *impacted people who did not attend the events*, as indicated by an improved overall mind-set in both control groups

Reducing At-Risk Populations

In measuring knowledge, attitude and behavior, individuals can further be divided into three groups based upon their responses and levels of risk vis-à-vis human trafficking. The *high-risk* group does not possess the desired knowledge, behavior or attitude required to protect themselves from trafficking (or avoid behavior that contributes to human trafficking). *Moderate risk* individuals are those who may demonstrate the appropriate behavior, attitude and motivation but still require further education to reinforce their current behavior with the appropriate knowledge and/or attitude that would sustainably and significantly reduce their level of risk. The *low risk* group are those who have the adequate awareness and behavior that sustainably reduces their risk of falling victim to human trafficking or contributing to the trafficking chain.

The goal for all MTV EXIT events is to reduce the number of *high risk* individuals and expand the number of *low risk* individuals. Reducing the *high risk* while increasing the pool of *moderate risk* individuals is also a positive outcome as it increasingly reduces the *high risk* population. In short, success of the campaign relies on expanding to the maximum extent possible the total percentage of individuals falling in the moderate risk and low risk groups, as indicated by the hatched oval in this chart.



Both the Kampong Cham and Phnom Penh concerts saw some dramatic, positive effects immediately after the event, with improvement after a one month period. As the tables above indicate, a nearly four-fold increase in the *low risk* population and nearly halving the *high risk* group was achieved immediately after the event (increase from 6% to 22% and reduction from 64% to 35% respectively). Even a month after the event itself, the *low risk* population maintained a 216% increase while the *high risk* group was further reduced to one-third of its original size (a drop of 64% to only 21% of total beneficiary population).

Summary

The Cambodia events each saw some dramatic, positive effects immediately after the event. A major objective of the concert tour was to reduce the number of high risk persons and this was achieved, cutting them by more than half in each location. Additionally, prior to the events, the total number of high risk individuals was approximately equal to the total combined numbers of moderate and low risk persons (51% versus 49% in each location). One month after the event in Kampong Cham, the pool of moderate risk and low risk individuals outnumbered the high risk group by nearly 3-to-1 (76% vs. 24%). In Phnom Penh, the pool of moderate and low risk individuals outnumbered the high risk by a greater margin: 79% vs. 21%. Alternatively stated, prior to the MTV EXIT intervention, most people were at high risk of trafficking (51%), however, following the MTV EXIT intervention, the vast majority of people were protecting themselves from human trafficking (over 70% of moderate and low risk persons in each location). This represents a significant impact on the Cambodian population who attended, or heard about, the MTV EXIT events.



III. MTV EXIT LIVE IN MANILA

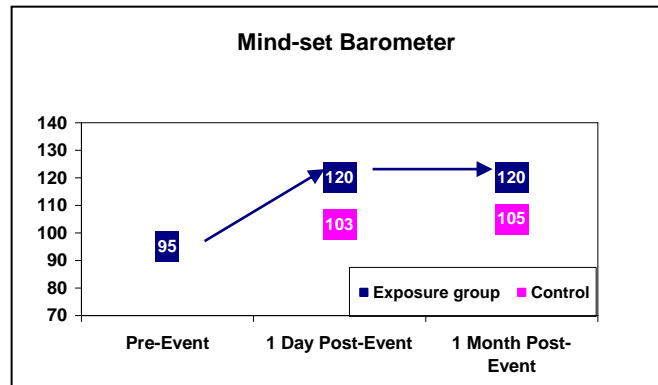


The MTV EXIT Foundation commissioned TNS Global, a market research firm, to evaluate the impact of the MTV EXIT Live in Manila concert. The Philippines is among the leading sources of migrant workers worldwide and it was important to evaluate the impact of the MTV EXIT campaign in this market. The assessment measured the impact of the Manila event on 22 May 2009, which was undertaken in cooperation with Visayan Forum Foundation, a local anti-trafficking organization. It measured changes in attitudes and behavior or behavioral intent as well as identified important and effective event drivers. TNS

undertook the pre-event survey in Pandacan Manila, Taguig City, Calocan City, Cubao Quezon City and Poblacion Makati City. Statistically accurate data sampling sizes were used.

Assessing Changes in Knowledge, Attitudes and Behavior

TNS uses what it calls the “Mind-set Barometer” based on a KAP methodology³, which provides a quick assessment of people’s mental state and adopted behavior – or more simply, it provides a relative score combining a weighted measure of knowledge, attitude and behavior. Behavioral change must be supported by appropriate knowledge and attitude to be sustainable. As this is a relative composite score, one can measure change over time. The results of the Manila event indicate a very large increase in the Mind-set Barometer score, indicating a significantly positive change in attendees’ knowledge, attitude and behavior toward human trafficking. Moreover, we saw a sustainable improvement in the Mind-set Barometer score one month after the event for those who attended. After the Manila concert, we saw an increase in scores as follows:



Event		1-Day After Event	1-Month After
Total Population:	95 → 120	(26% increase)	→ 120 (26% increase)
Men	90 → 118	(31% increase)	→ 121 (34% increase)
Women	99 → 122	(23% increase)	→ 119 (20% increase)
14-24	91 → 116	(27% increase)	→ 118 (30% increase)
25-34	95 → 125	(32% increase)	→ 121 (27% increase)
Unemployed	86 → 120	(40% increase)	→ 123 (43% increase)

The Mind-set Barometer score prior to the event was lower for those with less or no education and not surprisingly, also for those not in formal employment. After attending the event, however,

³ Using a numerical scoring system called the Mind-Set Barometer, TNS compiled data gathered from questions about Knowledge, Attitudes, and Practices in respect to trafficking. The data was then amalgamated into a single numerical score for each respondent. The scores are then organized into three categories: *Survivors*, *Strivers*, and *Thrivers*. *Survivors* are those *most at-risk*; *Thrivers* are those who demonstrate a *high level of awareness, attitude, and practice* and are the least at-risk. *Strivers* are the *moderate* risk group. Data was sourced through one-to-one interviews which were carried out in 3 stages: a pre-event assessment and two post event interviews. The second post interview measured the potential *wear out effect*.

these differences largely evened out and people have been positively impacted regardless of their demographic background.

Pre-Event Highlights:

- Approximately one in three (36%) of the beneficiaries were not aware of human trafficking and only 12% said they are very familiar with the subject.
- Surprisingly for a country providing so many migrant workers abroad, attitudes vis-à-vis human trafficking and its victims appear extremely low.
- More than 50% of respondents expressed a strong desire to migrate, yet the majority of respondents exhibited high levels of prejudice, apathy, and denial about exploitation and trafficking.
- Over 50% of respondents initially said that they would seek advice about a job abroad, but less than 20% reported that they know where to find relevant and necessary anti-trafficking information.
- It is evident that knowing where to find information about trafficking in persons, and pledging to educate their friends about the issue are key behavioral change components that are lacking. In contrast, reporting a crime or recommending that a friend seek advice before accepting a job are things that most people report that they would do.

Post-Event (1 Month) Highlights:

- The Manila event contributed significantly to positive change.
- Overall, behavioral change appears to have been sustained one month following the event, *reducing those at risk by two-thirds*. (See Mind-set Distribution chart below where the percentage of High Risk persons fell from 64% pre-event to 21% one-month after the event.) The event has also had an impact beyond those not attending the events, as seen by an improved overall mind-set in the control group (see Mind-set Barometer chart, previous page). Word of mouth and media exposure is the most likely explanation for this.
- The most significant impacts on knowledge are that trafficking happens in the Philippines; that anyone is at risk; and that victims are tricked. However, some wear-out of awareness can be seen in the data from one-month post event.
- Attitude is a major barrier and is perhaps a contributing factor as to why human trafficking is so rampant in the Philippines. Unlike other countries, where people usually show a fair bit of empathy for the victims, in the Philippines there is a considerable amount of prejudice (at least they have a job) and apathy (victims deserve what they get). The event produced an initial significant shift in attitude, especially in terms of lessening discrimination and prejudice. However, apathy remains a key attitude issue to address and may be linked to some extent to the low levels of information available on human trafficking. One month after the event, attitudes fell back to pre-event levels.
- Taking into account that “knowing where to find information about trafficking in persons”, and “pledging to educate their friends about the issue” were key behavioral change components that were initially lacking, an emphasis was placed on these elements during the message development phase prior to the concert. The results show significant positive shifts on these dimensions with more than double the proportion of people indicating full compliance. This shift was also sustainable a month after the event and illustrates that when prompted, people have retained some useful information about what the appropriate action should be.

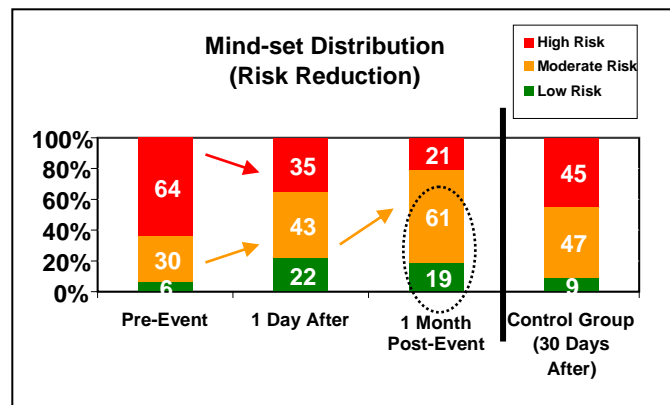


- This data re-enforces MTV EXIT’s approach to target messaging to directly combat weaknesses identified in the pre-event surveys as the best means to efficiently raise necessary awareness.

Reducing At-Risk Populations

In measuring knowledge, attitude and behavior, individuals can further be divided into three groups based upon their responses and levels of risk vis-à-vis human trafficking. The *high-risk* group does not possess the desired knowledge, behavior or attitude required to protect themselves from trafficking (or avoid behavior that contributes to human trafficking). *Moderate risk* individuals are those who may demonstrate the appropriate behavior, attitude and motivation but still require further education to reinforce their current behavior with the appropriate knowledge and/or attitude that would sustainably and significantly reduce their level of risk. The *low risk* group are those who have the adequate awareness and behavior that sustainably reduces their risk of falling victim to human trafficking or contributing to the trafficking chain.

The goal for all MTV EXIT events is to reduce the number of *high risk* individuals and expand the number of *low risk* individuals. Reducing the *high risk* while increasing the pool of *moderate risk* individuals is also a positive outcome as it increasingly reduces the *high risk* population. In short, success of the campaign relies on expanding to the maximum extent possible the total percentage of individuals falling in the moderate risk and low risk groups, as indicated by the hatched oval in this chart.



The Manila event saw some dramatic, positive effects immediately after the event, with some regression due to wear out effects though overall results remain extremely positive. As the table above indicates, a nearly four-fold increase in the *low risk* population and nearly halving the *high risk* group was achieved immediately after the event (increase from 6% to 22% and reduction from 64% to 35% respectively). Even a month after the event itself, the *low risk* population maintained a 216% increase while the *high risk* group was further reduced to one-third of its original size (a drop of 64% to only 21% of total beneficiary population).

Assessing Effectiveness of Event Drivers

In order to gain insight into what works and what does not work from the perspective of the audience, MTV EXIT decided to include a “driver analysis” in the impact assessment for the Manila show. 6 major intervention areas were identified by TNS and MTV EXIT as the drivers of event performance. By understanding what key elements help to drive event performance, MTV EXIT is then able to formulate more effective strategies for future initiatives. The 6 intervention areas chosen were: Outreach Volunteers; Official Speeches on Stage; Video Presentations; Information (including NGO booths and information cards); Messages from the Artists; and Posters and Banners. Key adjectives were ascribed to each intervention area (e.g., informative, engaging, trustworthy, etc.) and respondents were asked to rate each “driver” according to their perceived importance and effectiveness.





Key highlights from the event driver analysis include the following:

- Speeches from stage, including the scripted narrative by the event MCs and the speeches from honored guests were highly effective in conveying pithy and informative messaging.
- Video presentations were extremely effective in conveying trustworthy, clear messaging.
- Information handed out to participants seems to have worked less effectively and there is an indication that the information booths could have been

more strategically placed. To overcome this problem, more effective use of outreach volunteers will be considered, especially for handing out information cards that are easy for people to take home.

Summary

The Manila event saw some dramatic, positive effects immediately after the event. A major objective of the event was to reduce the number of high risk persons and this was achieved, cutting them nearly in half. Additionally, prior to the event, the total number of high risk individuals outnumbered everyone else by a margin of 2-to-1 (64% versus a combined total of moderate risk and low risk persons of 36%). One month after the event, the pool of moderate risk and low risk individuals outnumbered the high risk group by nearly 4-to-1. Alternatively stated, prior to the MTV EXIT intervention, the vast majority of people were at high risk of trafficking (64%), however, following the MTV EXIT intervention, the vast majority of people were protecting themselves from human trafficking (79% of moderate and low risk persons). This represents a significant impact on the Filipino population who attended, or heard about, the MTV EXIT event.



APPENDIX H: KEY PERSONNEL

Simon Goff, CEO

Simon Goff is the CEO of the MTV EXIT Foundation. Launched in 2004, MTV EXIT (End Exploitation and Trafficking) is a cutting edge educational campaign that has produced award-winning media content to raise awareness and increase prevention of human trafficking. Utilising the power and influence of MTV's global brand and broadcasting network, the campaign has reached and educated tens of millions of people. Prior to MTV EXIT, he joined the Social Responsibility department of MTV Networks International in 2002 to co-ordinate the Staying Alive campaign, a global initiative on HIV/AIDS. Simon started his career presenting and directing a documentary across Central Asia before working in the media department of human rights organisation, Amnesty International. Simon has a BEng in Engineering and Business Finance from University College, London.

Matt Love, Campaign Director

Matt Love joined the campaign in 2008 as Campaign Manager and has overseen the successful roll-out of 25 live events across the region, as well as the production and launch of multiple On Air products including documentaries, PSAs, animations and music videos in both Asia and beyond. Matt joined MTV EXIT after working in the media and legal industries in Thailand from 2004-2008. He was a host of the popular travel television show, Destination Thailand, and was a contributing producer and editor for the show for 3 years. In addition, Matt was a legal consultant for foreign investors and business development in Thailand. Originally from Sydney, Matt is a qualified Australian lawyer. As Campaign Director for the MTV EXIT campaign, he will be responsible for the day to day operational activity of the campaign across Asia including overseeing all production of campaign elements and project delivery.

Zerlina Lim, Head of Production

Zerlina Lim has worked in the Media Production and Television & Film industry for more than 15 years. She started as an Assistant Producer with Caldecott Productions International in 1993 and last held the position of Director, Production Management at MTV Asia where she left in December 2006 to start In Good Company Pte Ltd. Zerlina has worked around the region on local and as well as international productions. She is best known as Line Producer of the MTV Asia Awards since it was inaugurated in 2002 and MTV World Stage where she successfully ran and kept in budget whilst delivering world class on-air and on the ground shows. Zerlina joined the MTV EXIT Asia Pacific campaign in February 2007. With responsibilities overseeing a production team spanning across the Asia Pacific, she is responsible for a multi-million dollar budget covering the production of a variety of TV formats and live concert tours around Asia.

Tara Dermott, Partnerships Manager

Tara L. Dermott is a consultant with South East Asia Investigations into Social and Humanitarian Activities (SISHA); an NGO committed to ending human trafficking and exploitation in Cambodia. Prior to joining SISHA, Tara worked with Polaris Project in Washington DC, the International Organization of Migration Cambodia, and World Education Cambodia. Tara served as a volunteer with Peace Corps Thailand from 2005-2007. She holds a B.A. with honors from Dickinson College in Pennsylvania, and an MA in Sustainable International Development from The Heller School of Social Policy and Management at Brandeis University, Massachusetts. Tara is joining the MTV EXIT team in August 2010 as the Partnerships Manager, overseeing all private and public sector partnerships, ensuring the maximum reach of the campaign.

Rebecca Mok, Creative and Content Manager

Rebecca Mok completed her undergraduate studies at the University of Sydney with a Bachelor of Arts/ Media in hand that immediately led her to a two year stint in London as a media recruiter for the UK's television, film and music sectors. Rebecca returned to her native Australia in 2005 to pursue post-graduate studies at one of Sydney's premier film schools with major studies in documentary that developed her passion and enthusiasm for human interest story-telling. In 2006 Rebecca was employed by one of Australia's leading commercial networks (Seven Network

Australia) writing, producing and editing with On-Air Promos team, which served as an invaluable platform for later branching out to freelance world. As a freelancer Rebecca has worked on a variety of Australian lifestyle and factual entertainment television programs, researching and field producing. She is excited to be able to collaboratively develop upcoming MTV EXIT television projects and on-the-ground events.

APPENDIX I: CAMPAIGN AWARDS

MTV EXIT Campaign Programming has won the following awards:

Awards for Radiohead and MTV EXIT – *All I Need*

- Asia-Pacific Child Rights Award 2009
- New York Festival Awards 2009 – United Nations Honorary Award, 1 Gold Medal for TV/Cinema Advertising, 2 Silver Medals for Innovative Advertising
- One Show 2009 – Bronze Pencil for Branded Content
- D&AD 2009 – In Book for Music Video
- International ANDY Awards 2008 – Bronze ANDY for Film
- Cannes International Advertising Festival 2008 – Bronze Lion for Film
- One Show Entertainment Awards 2008 – 2 Bronze Pencils for Best Use of Music and Special Screening
- AWARD Awards, Australia 2008 – 1 Silver and 4 Bronze Pencils for Craft in Television and Cinema

Awards for The Killers and MTV EXIT – *Goodnight Travel Well*

- New York Festivals International Advertising Awards 2010 – 1 Gold Medal for TV/Cinema, 1 Bronze for Collateral
- Cannes Lions International Advertising Festival 2010 – Silver Lion for Film
- AWARD Awards, Australia 2009 – 1 Silver Pencil in the Film Category

Awards for *Intersection: An MTV EXIT Animation*

- Artist Film Festival 2009 – Best International Human Rights Short Film

APPENDIX J: LIST OF ANTI-TRAFFICKING ORGANIZATIONS

COUNTRY ORGANISATION

AUSTRALIA

- Anti-Slavery Project
- 1 University of Technology, Sydney
 - 2 Child Wise
 - 3 Coalition Against Trafficking in Women - Australia
 - 4 IOM - Australia
 - 5 Project Respect
 - 6 Refugee & Immigration Legal Centre, Inc.
 - 7 Sisters of the Good Samaritans (Working Against Human Trafficking)
 - 8 STOP the TRAFFIK (Care of World Vision)
 - 9 The A21 Campaign
 - 10 The Asia Pacific Forum of National Human Rights Institutions
 - 11 The Good shepherd
 - 12 Wake Up Sydney
 - 13 World Vision

BANGLADESH

- 1 Ain O Salish Kendro
- 2 Anti Slavery International
- 3 Association for Community Development
- 4 Bangladesh National Women Lawyer's Association (BNWLA)
- 5 CARITAS BANGLADESH
- 6 Coalition Against Trafficking in Women - Bangladesh
- 7 Dhaka Ahsania Mission
- 8 Drik - Bangla Rights.Net
- 9 ECPAT - ACD
- 10 ILO - Dhaka
- 11 IOM - Dhaka
- 12 SANLAAP

BURMA

- 1 Education Means Protection of Women Engaged in Recreation, (EMPOWER)
- 2 FXB
- 3 Grassroots HRE
- 4 IOM
- 5 Karen Teachers working group
- 6 Merlin
- 7 Myanmar Maternal and Child Welfare Association (MMCWA)
- 8 Myanmar Medial Association
- 9 Myanmar Red Cross Society (MRCS)

-
- 10 PSI
 - 12 Save the Children
 - 13 Shan Women's Action Network
 - 14 Swiss Confederation
 - 15 UNAIDS
 - 16 UNIAP
 - 17 UNICEF
 - 18 Union of Myanmar Myanmar Wushu Federation
 - 19 Women's League of Burma

CAMBODIA

- 1 Action Pour Les Enfants
- 2 AFESIP
- 3 Asia Foundation
- 4 Cambodian Defenders Project
- 5 Cambodian Women's Development Association
- 6 Care International - Cambodia
- 7 CGF Cambodge - Construire les Générations Futures du Cambodge
- 8 Child Help Line
- 9 CIST
- 10 Community Legal Education Centre (Cambodia) CLEC
- 11 Cooperation Committee for Cambodia (CCC)
- 12 COSECAM
- 13 ECPAT Cambodia
- 14 Family Health International
- 15 Friends - International
- 16 Gender and Development of Cambodia – GAD/C
- 17 Goutte D'eau
- 18 Hagar International
- 19 ILO
- 20 IOM
- 21 Legal Support for Children and Women (LSCW)
- 22 LICADHO (Cambodian League for the Promotion and Defense of Human Rights)
- 23 Lotus Outreach
- 24 MARVELOUS WORLD
- 25 M'Lop Tapang
- 26 National Taskforce on Human Trafficking
- 27 OUR HOME
- 28 PSI
- 29 Resources Chab Dai Coalition
- 30 SABORAS
- 31 SILAKA
- 32 SISHA

-
- 33 Solaris International
 - 34 The Adventist Development and Relief Agency (ADRA)
 - 35 The Somaly Mam Foundation
 - 36 Transitions Cambodia, Inc.
 - 37 UNIAP Cambodia
 - 38 Women's Media Centre for Cambodia (WMC)
 - 39 World Vision Cambodia

CHINA

- 1 ILO - Beijing
- 2 IOM
- 3 UNIAP CHINA

EAST TIMOR

- 1 Alola Foundation
- 2 ARTE MORIS
- 3 Assoc. Avocat Timor Leste
- 4 Casa Vida
- 5 FOKUPES
- IOM EAST TIMOR
- 6 International Organization for Migration (IOM)
- 7 MSI
- 8 Pradet
- 9 Rede Feto
- 10 Victim Assistance (JSMP)
- 11 WHO

HONG KONG

- 1 Action for Reach Out
- 2 Against Child Abuse
- 3 Amnesty International
- 4 Asia Pacific Mission for Migrant Filipinos (APMMF)
- 5 Asia Pacific Mission for Migrants (APMM)
- 6 OXFAM International
- 7 Ziteng

INDIA

- 1 Academy for Educational Development (AED)
- 2 America India Foundation (AIF)
- 3 Apne Aap. Women World Wide
- 4 Bachpan Bachao Andolan (Save the Childhood Movement)
- 5 CAP Foundation
- 6 CARE India

-
- 7 Caritas India
 - 8 Cross Border Anti Trafficking Network (CBATN)
 - 9 CURE India
 - 10 Deepalaya
 - 11 Domestic Workers Movement
 - 12 Equations
 - 13 Free the Slaves - Bal vikas Ashram
 - 14 Humana People to People India
 - 15 ILO - Delhi
 - 16 Indian Committee of Youth Organisations
 - 17 Institute of Labour Management & Research
 - 18 IOM
 - 19 Just Trust
 - 20 National Foundation for India
 - 21 Oasis India
 - 22 OXFAM International
 - 23 Plan International (India)
 - 24 PRAYAS
 - 25 Preerana - ngo
 - 26 QUEST Alliance, International Youth Foundation
 - 27 SAATHI
 - 28 Sankalp
 - 29 SANLAAP-ngo
 - 30 Save The Children India
 - 31 Society for Participatory Research in Asia (PRIA)
 - 32 South Asia Partnerships Ashoka: Innovators for the Public
 - 33 South Asia Regional Initiative/Equity Project (SARI/Q)
 - 34 Stop the Traffik (Care of Oasis India)
 - 35 STOP Trafficking & Oppresion of Children & Women
 - 36 Tamil Nadu Women's Forum
 - 37 The Michael and Susan Dell Foundation (MSDF)
 - 38 Women's Studies Centre
 - 39 World Bank

INDONESIA

- 1 ACILS
- 2 ARTIP
- 3 BMS Sejati
- 4 CARE
- 5 Center for Study and Child Protection/ Pusat Kajian dan Perlindungan Anak (PKPA)
- 6 Derap Warapsari
- 7 Dompot Umat
- 8 ECPAT

-
- 9 Forum Perlindungan Perempuan dan Anak (FPMP)
 - 10 Hotline Surabaya
 - 11 ICITAP
 - 12 ILO - Jakarta
 - 13 Indonesia Against Child Trafficking (Indonesia ACTs)
 - 14 infid International NGO Forum on Indonesian Development
 - 15 IOM
 - 16 JARAK
 - 17 Kapal Jala
 - 18 Kepompong for a better future
 - 19 KOALISI NASIONAL
 - 20 Koalisi Perempuan
 - 21 KPPD
 - 22 LBH-APIK
 - 23 Lembaga Anak
 - 24 LPA Jawa Timur
 - 25 LPA Sulawesi Selatan
 - 26 Madanika
 - 27 National Coalition for the Elimination of Commercial Sexual Exploitation of Children
National Commission for Child Protection (NCCCP)
(Komisi Nasional Perlindungan Anak)
 - 29 PEKA
 - 30 PIC
 - 31 PKPA
 - 32 Plan
 - 33 PPSW
 - 34 PUSAKA
 - 35 SEBAYA
 - 36 UNFPA
 - 37 UNICEF
 - 38 World Vision
 - 39 WWF
 - 40 YAPIM
 - 41 Yayasan Alang Alang
 - 42 Yayasan Genta
 - 43 YAYASAN KANAIVASU
 - 44 Yayasan Kaseh Puan, Tanjung Balai Karimun Kepulauan Riau.
 - 45 Yayasan Setara kita
 - 46 YAYSAN LAYAK
 - 47 YLBH
 - 48 YPRK
 - 49 YSIK

JAPAN

- 1 Asian Labourers Solidarity (ALS)
- 2 Casa De Amigos
- 3 Christian Coalition for Refugees & Migrant Workers.(CCRFMW)
- 4 ECPAT
- 5 Forum on Asia in Shizuoka, (FAS)
- 6 Forum on Asia Migrant Workers
- 7 Hand-In-Hand-Chiba, (Chiba Foreign Migrant Workers Connect)
- 8 Help Asian Women's Shelter
- 9 House for Women "SAALAA"
- 10 ILO - Tokyo
- 11 IOM - Tokyo
- 12 JNATIP
- 13 Kanagawa Women's Space, "Ms. LA"
- 14 Kapatiran, Diocese of Tokyo, (Nippon Sei Ko Kai)
- 15 National Women's Education Center
- 16 OXFAM International
- 17 Philippine Desk, Solidarity Centre, for Migrants
- 18 Polaris Project
- 19 Save the Children International
- 20 The Franciscan Philippine Centre
- 21 UNDP - Japan Women in Development Fund
- 22 World Vision Japan

LAOS

- 1 AFESIP
- 2 IOM
- 3 UNIAP
- 4 Village Focus International
- 5 World Vision Laos

MALAYSIA

- 1 All Women's Action Society (AWAM)
- 2 International Women's Rights Action Watch - Asia Pacific - CEDAW
- 3 Tenaganita (Women's Force)
- 4 UNHCR
- 5 Women's Aid Organisation (WAO)
- 6 World Vision Malaysia
- 7 YWCA of Malaysia

MONGOLIA

- 1 Affiliate Group for ECPAT international in Mongolia
- 2 Centre for Human Rights and Development

-
- 3 Peace Corps Mongolia
 - 4 The Asia Foundation

NEPAL

- 1 ABC/Nepal: Anti Trafficking, Basic Human Rights & Cooperatives
- 2 ASHMITA
- 3 Bal Hitkari Pariyojana
- 4 Bal Kalyan Nepal
- 5 Bal Kalyan Samaj
- 6 Bal Tatha Mahila Sashaktikaran Kendra
- 7 Bhutanese Women & Youth Empowerment Program (BWYEP)
- 8 Biswas Nepal
- 9 Blue Diamond Society
- 10 CBR
- 11 Child Workers in Nepal Concerned Centre (CWIN-NEPAL)
- 12 Children Women in Social Service and Human Rights (CWIS)
- 13 Church of North India (CNI)
- 14 Cross Border Anti Trafficking Network (CBATN)
- 15 CWS
- 16 Didi Bahini
- 17 Feminist Dalit Organisation (FEDO)
- 18 FPAN
- 19 HIM Rights
- 20 ILO - Kathmandu
- 21 Inspiration Nepal
- 22 Institute of governance and development
- 23 Janaki Women Awareness Society - (JWAS)
- 24 Kopila Nepal
- 25 Maiti Nepal
- 26 Makwanpur Mahila Samuha
- 27 Namaste Chidren Home
- 28 Nari Sewa Kendra
- 29 Nava Kiran Plus
- 30 Nepal Scouts
- 31 Organization for Community, Child & Environment Development (OCCED)
- 32 PACT NEPAL - (Samjhauta Nepal)
- 33 Parivatansil Samaj
- 34 Pratham-India Education Initiative
- 35 Prayas
- 36 Red Cross
- 37 Rugmark
- 38 SAATHI
- 39 Sahabhagitatmak Bikash Kendra

-
- 40 Samaj Nepal
 - 41 Seep Srijana Kendra
 - 42 Shakti Samuha
 - 43 Share and Care Nepal
 - 44 The IFIF Children's Foundation.
 - 45 UNESCO
 - 46 Village Women Welfare Centre
 - 47 Women Development Society (WODES)
 - 48 Women for Human Rights
 - 49 Women's Creation
 - 50 WOREC
 - 51 World Bank

**NEW
ZEALAND**

- 1 ECPAT New Zealand
- 2 Taupofest

PAKISTAN

- 1 ActionAid - Pakistan
- 2 ILO - Islamabad
- 3 IOM - Islamabad
- 4 MAITI
- 5 Shirkat Gah
- 6 The Asia Foundation
- 7 Women Acting Together for Change (WATCH)

PHILIPPINES

- 1 Amnesty International Pilipinas - AI-Pilipinas
- 2 Ateneo Human Rights Center - AHRC
- 3 BATIS Centre for Women
- 4 Centre for Oversears Workers (COW)
- 5 CHILD FUND formerly Christian Children's Fund, Inc. (CCF)
- 6 CHILDHOPE ASIA PHILIPPINES
- 7 Coalition Against Trafficking in Women - Asia Pacific (CATW-AP)
- 8 ECPAT Philippines
- 9 GABRIELA
- 10 ILO - Manila
- 11 IOM
- 12 KAIBIGAN - Friends of Filipino Migrant Workers, Inc.
- 13 Kanlungan Centre Foundation
- 14 Migrant Forum in Asia
- 15 National Council of Women of the Philippines - NCWP

-
- 16 Network Opposed to Violence Against Women Migrants (NOVA)
 - 17 Overseas Workers Welfare Administration (OWWA)
 - 18 PACT
 - 19 Philippine Migrants Rights Watch
 - 20 Philippines Asian Women's Human Rights Council
 - 21 SABAKAN - CAFOD (Catholic Agency for Overseas Development)
 - 22 Scalabrini Migration Center, SMC
 - 23 Solidarity Center
 - 24 STEER (made possible by USAID/Solidarity Center)
 - 25 Stop Trafficking of Pilipinos Foundation Inc.(STOP)
 - 26 Third World Movement Against the Exploitation of Women
 - 27 Visayan Forum Foundation
 - 28 Women and Youth Development Centre, Foundation, Inc,
 - 29 Youth Development Centre Foundation, Inc,

SINGAPORE

- 1 Association of Women for Action and Research (AWARE)
- 2 Hagar
- 3 Humanitarian Organization for Migration Economics (H.O.M.E)
- 4 Tabitha Foundation (Singapore)
- 5 The Amber Initiative

SOUTH KOREA

- 1 Archdiocese of Seoul Foreign - Workers' Labour Counselling Office
- 2 Diocese of Incheon Foreign- Workers Counselling Office
- 3 Emmaus Migrant Workers' Counselling Office Catholic, Diocese in Suwon
- 4 IOM - South Korea
- 5 Korean Women's Hotline
- 6 Naeil Women's Center for Youth
- 7 Save the Children International

SRI LANKA

- 1 American Centre for International Labour Solidarity (ACILS)
- 2 Caritas Sri Lanka - SEDEC
- 3 Centre for Women
- 4 Centre for Women's Research (CENWOR)
- 5 ECPAP Sri Lanka / PEACE
- 6 EMACE
- 7 ILO - Colombo
- 8 IOM - Sri Lanka
- 9 Lawyers for Human Rights & Development
- 10 Migrant Services Centre

-
- 11 National Child Protection Authority
 - 12 Salvation Army
 - 13 Social Economic Development Centre (SEDEC)
 - 14 Voice of Women
 - 15 Women and Media Collective
 - 16 Women for Welfare & Rights of Women & Children
 - 17 Women for Women Forum (WWF)
 - 18 Women In Need (WIN)

TAIWAN

- 1 ALRA
- 2 Amnesty International Taiwan Section
- 3 ECPAT Taiwan
- 4 Juridical Association for the development of Women's Rights in Pintung
- 5 Taipei Women's Rescue Foundation
- 6 The Garden of Hope Foundation
- 7 Wing Taiwan

THAILAND

- 1 Action Aid International
- 2 ADRA
- 3 AFESIP Thailand
- 4 ARTIP
- 5 Asia Pacific Forum for Women Law and Development - APWLD
- 6 Asia Partnership for Human Development (APHD)
- 7 Asian Cultural Forum on Development (ACFOD)
- 8 Asian Forum for Human Rights and Development
- 9 Asian Research Centre for Migration
- 10 Asylum Access
- 11 Catholic Commission on Migration Women's Desk
- 12 Development Agriculture and Education Project for Akha (DAPA)
Development and Education Programme for Daughters and Communities (DEPDC) Also
known as Mekong Regional Indigenous Child Rights Home
- 13 ECPAT - Thailand
- 14 ECPAT International
- 15 Education for Life Foundation
- 16 FORUM-ASIA
- 17 Asian Forum for Human Rights and Development
- 18 Foundation for Women - FFW
- 19 Friends International
- 20 Global Alliance Against Traffic In Women
- 21 Human Rights Watch - HRW
- 22 ILO
- 23 Institute of Future Studies for Development

-
- 24 International Organization for Migration (IOM)
 - 25 International Rescue Committee
 - 26 IUCN
 - 27 Karen Human Rights Group
 - 28 Migrant Assistance Programme, MAP
 - 29 National Catholic Commission for Tourism
 - 30 National Catholic Commission on Migration
 - 31 Nightlight
 - 32 PATH Thailand
 - 33 PDA - Population and Development Association
 - 34 Plan International
 - 35 Save the Children Sweden
 - 36 Save the Children,UK
 - 37 Southeast Asia Regional Cooperation in Human Development
 - 38 Thai Burma Border consortium - TBBC
 - 39 The Asia Foundation
 - 40 The Coordination Center for the Protection of
Children's Rights Foundation Chiang Mai (CCPCR) (TRAFCORD)
 - 41 UN Office for the Coordination of Humanitarian Affairs Integrated Regional Information
Networks
 - 42 UNESCO
 - 43 UNHR
 - 44 UNIAP - Thailand
UNIAP Thailand
Thai-Lao Cross Border Collaboration on Tracing Missing Trafficked Victims in Thailand
 - 45 (THALCC)
 - 46 United Nations Children's Fund, UNICEF Thailand Country Office
 - 47 UNODC - East Asia and the Pacific
 - 48 USCRI
 - 49 World Vision (Asia Pacific Regional Office)

VIETNAM

- 1 ADAPT
- 2 AFESIP
- 3 Alliance Anti Traffic
- 4 ARTIP
- 5 Asia Foundation
- 6 CARE INTERNATIONAL
- 7 CDG
- 8 CSAGA
- 9 Duan Tuong Lai
- 10 East Meets West
- 11 FHI
- 12 Hagar International

-
- 13 Hoa Hong Nho
 - 14 Hoa Sen University
 - 15 IOM
 - 16 JICA
 - 17 LIN Foundation
 - 18 Mai am Ba Chieu
 - 19 NGO Resource Centre
 - 20 Oxfam Quebec
 - 21 Pacific Links Foundation
 - 22 Paz y Desarrollo
 - 23 PSI
 - 24 Save the Children - UK
 - 25 SNV- The Netherlands Development Organization
 - 26 Supporting Center for Women and Children
 - 27 UNIAP
 - 28 VNAT
 - 29 Youth International cooperate development center

**TOTAL
COUNTRIES = 23
TOTAL NGOs= 435**

APPENDIX K: LIST OF ARTISTS

MTV EXIT LIST OF ARTISTS: ASIA-PACIFIC

	No. of Members
TRAFFIC HOSTS	
Lucy Liu	1
Krisdayanti	1
Ha Anh Tuan	1
Karen Mok	1
Tata Young	1
Christian Bautista	1
Rain	1
Verbal	1
Preap Sovath	1
Kai	1
Phyu Phyu	1
D.Bold	1
Anito Matos	1
INTERSECTION VOICES	
Ananda Everingham (ENG, THAI)	1
Ploy Cherman (THAI)	1
Taya Rogers (ENG)	1
Mummy-D (JAPAN)	1
Zhang Hanyu (CHINESE)	1
Yuan Quan (CHINESE)	1
Su Youpeng (CHINESE)	1
Anne Curtis (PHIL)	1
Dingdong Dantes (PHIL)	1
Dolly Anne Carvajal (PHIL)	1
Ely Bunedia (PHIL)	1
Epi Quizon (PHIL)	1
VJ Daniel (INDO)	1
Sarah Sechan (INDO)	1
Ringgo (INDO)	1
MUSIC VIDEOS	
Radiohead	5
The Killers	4
Muse (September, 2010)	3
VIENTIANE, LAOS CONCERT ARTIST LIST	
Overdance	4
Cells	3
Punky Dolls	4
L.O.G.	3
Boxer	3
CAMBODIA TOUR ARTIST LIST	
Ouk Sokunkangha	1

Pich Sophea	1
Klapyahandz, featuring Pou Khlaing (6)	6
Preap Sovath	1
Chhet Sovanphangha	1
Chorn Sovanrech	1
Sokun Nisa	1
Meas Soksophea	1
Yuk Thinrata	1
Placebo (3)	3
The Click Five (5)	5
Kate Miller-Heidke	1
Duncan Sheik	1

BANGKOK, THAILAND CONCERT ARTIST LIST

Potato (4)	4
Thaitanium (4)	4
Slot Machine (4)	4
Brand New Sunset (3)	3
Phyu Phyu	1
Ya Tha (3)	3
Saw Phoe Quar (4)	4
Kyet Pha	1
The Click Five (5)	5

PHILLIPINES TOUR ARTIST LIST

Christian Bautista	1
Gary Valenciano	1
Bamboo (4)	4
Pochoy Labog	1
Sponge Cola (3)	3
Kjwan (3)	3
Callalily (4)	4
Pupil (3)	3
Duster (4)	4
Kitchie Nadal	1
Rico Blanco	1
Itchyworms (3)	3
Kamikazee (2)	2
Parokya ni Edgar (3)	3
Imago (4)	4
Moymoy Palaboy (2)	2
Sandwich (4)	4
Urbandub (3)	3
Sheila and the Insects (5)	5

NEPAL TOUR ARTIST LIST

Sunidhi Chauhan	1
Nima Rumba	1
Kranti Ale	1
Nalina Chitrakar	1

Nima Rumba	1
Kranti Ale	1
Nalina Chitrakar	1
Shreya Sotang	1
Kate Miller-Heidke	6

TAIWAN TOUR ARTIST LIST

VJ Ken	1
Rachel Liang	1
Landy Wen	1
Evan Yo	11
Abin	1
Color	4
Cosmos People	5
Mary Shie	1

VIETNAM TOUR ARTIST LIST

Ha Anh Tuan	1
Ta Thuy Minh	1
Phuong Vy	1
Hoang Hai	1
Luu Huong Giang	1
Big Toe	5
Nguyen Ngoc Anh	1
Hoang Nghiep	1
Hoang Yen	1
Pham Anh Khoa	1
May Trang	1
Nam Cuong	1
Yen Trang	1
Yen Nhi	1
Thien Minh	1
Micro Wave	4
The Click Five	5
Kate Miller-Heidke	6
Super Junior	8

INDONESIA TOUR ARTIST LIST

Agnes Monica	1
Alexandria	1
Ariel, Ukie, Reza, Lukman, David	
Band	4
D'Lilah	1
Finger Print	3
Fuddy Duddy	4
Getah	3
Gruvi	3
Hadise	1
Hair Dresser on Fire	4
Hi Mom	3
Hijau Daun	4

J-Rocks	5
Janedonna	3
Kaolinit Project	5
Kotak	4
Loe Joe	3
METRO	3
Monkey Boots	4
Naif	3
Parcel	4
Phantom	4
Puck Mude	4
Rok Bunga Bunga	4
SHE	4
Sidepony	4
Superman is Dead	3
Supernova	3
The Bren	3
The Changcuters	5
The Jokes	3
The SIGIT	3
Tipe-X	4
Unda Undi	3
Zogut	4

DILI, EAST TIMOR CONCERT ARTIST LIST

Ego Lemos	1
5 De Oriente	5
Detective	4
Galaxy	4
Rai Nain	3
Diosis Putri Band	4
Superman Is Dead	3

TOTAL NUMBER OF ARTISTS: 384

APPENDIX L: LIST OF GOVERNMENT OFFICIALS/AGENCIES

no.	Organisation	Contact Person	Title
BURMA			
1	Anti-Trafficking Unit (ATU)	Pol. Lt.Col. Nyunt Hlaing	(Head of ATU)
2	Department Against Transnational Crime	TIN AUNG WIN	Assistant Director
3	Department Against Transnational Crime	Police Colonel Sit Aye	Head of Department
4	Ministry of Foreign Affairs	Zaw Tun Oo	Deputy Director
5	Ministry of Foreign Affairs	U Aye Kyaw Lwin	Director
6	Ministry of Information Myanmar Radio&Television	San Thida Khin	Producer
CAMBODIA			
1	Government of Cambodia	H.E. Sar Kheng	Deputy Prime Minister, Minister of the Interior
2	Ministry of Justice	H.E. Chan Sotheavy	Secretary of State
3	Ministry of the Interior	H.E. Chou Bun Eng	Secretary of State
4	Ministry of Tourism	H.E. Dr. Thong Khon	Minister of Tourism
5	Ministry of Women's Affairs	H.E. Ms SAN ARUN(Sendy)	Secretary of State
6	Ministry of Women's Affairs	H.E. Ing Kantha Phavi	Minister of Women's Affairs
7	Sihanoukville Government	H.E. Trak Chansokha	Deputy Governor
EAST TIMOR			
1	Ministry for Foreign Affairs	Zacarias Albano da Costa	Minister of Foreign Affairs
2	Ministry for Social Solidarity	Mrs. Maria Domingas Alves	Minister of Social Solidarity
INDONESIA			
1	Government City of Makassar	Bapak Ir. H.M. Ilham Arief Sirajuddin, MM	Mayor of Makassar
2	Government City of Pontianak	H. Sutarmidji, SH., M. Hum	Mayor of Pontianak
3	Government City of Pontianak	Paryadi S. Hut	Vice Mayor of Pontianak
4	Government of East Java	Drs. Saifullah Yusuf	Vice Governor of East Java
5	Government of North Sumatera	H. Syamsul Arifin, SE	Governor of North Sumatera
6	Indonesian National Police HQ	Saud Usman Nasution	Brigadier General
7	Kementrian Sosial R.I. RPSW/PSKW Mulya Jaya	W.Budi Kusumo	Director of Shelter
8	Ministry for Culture and Tourism	I Gusti Putu Laksaguna	Deputy Minister for Child Protection

9	Ministry for Culture and Tourism	Tenni Y. Sadeli	Head of Sub Dit of Community Potencial Empowerment
10	Ministry for Culture and Tourism	I Gusti Putu Laksaguna	Deputy Minister for Child Protection
11	Ministry of Culture and Tourism	Drs. Bakri,MM	Director
12	Ministry of National Education	Dr. Lilik Sulistyowati, M. Si	Head of Sub-Directorate of Women Education
13	Ministry of Women Empowerment	Dr. Surjadi Soeparman, MPH	Deputy Minister for Child Protection
14	Ministry of Women Empowerment	Dewi Hughes	National Spokesperson
15	Ministry of Women Empowerment	Dra.Maswita Djaja, MSc	Deputy Coordinating
16	Ministry of Women Empowerment	Dra.Eka Yulianti, MSc	Assiatant Deputy Minister
17	Ministry of Women Empowerment	Dra.Byarlina Gyamirti, MSc	Assiatant Deputy Minister
18	Ministry of Women Empowerment	Sutarti, Soedewo, SH	Assistant Deputy - Children's Legal Issues
19	Ministry of Women Empowerment	Drs. Linda Amalia Sari Gumelar, S.IP	Minister for Women's Empowerment and Child Protection
20	Office of Education Youth and Sports - Pontianak	Abussamah Achmad	-
LAOS			
1	Ministry of Information and Culture for the Government of Lao PDR	Mr. Bouangeun Xaphouvong	Deputy Minister
NEPAL			
1	Ministry of Women, Children and Social Welfare	Ms. Brinda Hada Bhattarai	Secretary
2	Police Department of Dharan	Bhishm Parsai	Deputy Inspector General of Police, Dharan
3	Police Department of Hetauda		Deputy Inspector General of Police, Hetauda
4	Police Department of Pokhara	Navaraj Dhakal	Deputy Inspector General of Police, Pokhara
NEW ZEALAND			
1	Human Rights Commission of New Zealand		
2	NZAID	Samantha Hung	Gender Advisor
PHILIPPINES			
1	City Government of Davao	Magno"JUN" Adalin,	Security Officer

		Jr.	
2	Department of Justice	Severino H. Gaña, Jr.	Acting Chief State Prosecutor and Chairperson for the Law Enforcement Task Force Against Trafficking
3	Department Of The Interior and Local Government	Melchor P Rosales	Undersecretary
4	Regional Inter-Agency Council Against Trafficking (RIACAT)	Susan B. Pascua	Focal Person
TAIWAN			
1	ALRA	Michael Chou	Secretary-General
2	Kaohsiung City Government	Ms. Chu Chen	Mayor of Kaohsiung City
3	Legislative Yuan R.O.C.	Hsiu-Chu Hung	Legislator
4	Legislative Yuan R.O.C.	Mr. Jin-Pyng Wang	President of the Legislative Yuan
5	Legislative Yuan R.O.C.	Ms. Chao-Shun Huang	Legislator
6	Legislative Yuan R.O.C.	Mr. Yung-Chuan Tseng	Vice-President of the Legislative Yuan
7	National Immigration Agency	Mr. Peter Hu	Chief Secretary and Acting Deputy Director General
8	National Immigration Agency	Mr. Li-Kung Hsieh	Director-General
THAILAND			
1	National Operation Center on Prevention and Suppression of Human Trafficking (NOCHT)	Ms. Rarintip Sirorat	Director
VIETNAM			
1	Can Tho Women's Union	Ms. Phan Hong Nhung	President
2	Halong Women's Union	Ms. Hoang Minh Pha	President
3	HCMC People's Council	Mr. Huynh Thanh Lap	Vice Chairman
4	Ho Chi Minh Communist Youth Union	Nguyen Thi Bao Chau	Local Director, HCMC
5	Ho Chi Minh Communist Youth Union	Pham Thi Phuong Chi	Deputy Director General, Department of International Cooperation
6	Ho Chi Minh Communist Youth Union	Bui Diem Huong	Chief Administrator, Department of International Cooperation
7	Ministry of Culture, Sports and Tourism	Mr. Lê Tiến Tho	Deputy Minister
8	Ministry of Foreign Affairs	Tran Thi Hieu Hanh	Deputy Director

			General
9	Ministry of Foreign Affairs	Nguyen Ngoc Lan	Deputy Chief Culture and Information Affairs
10	Ministry of Foreign Affairs	Nguyen Thi Thanh Huong	Consular Section
11	Ministry of Public Security	Mr. Vu Hung Vuong	Deputy General Director – General Department of Anti-crime Police, Deputy Head of COMMIT TF
12	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Mr. Tran Phi Tuoc	Head, Department of International Relation
13	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Ms. Nguyen thi Thanh Hai	TIP Officer in charge
14	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Mr. Dao Cong Hai	Deputy General Director, Dept of oversea workers
15	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Mr. To Duc	Dept of Social Protection
16	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Mr. Nguyen Van Hoi	Deputy Head, Dept of Social Protection
17	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Mr. Dang Nam	Deputy Head, Dept of Child Protection
18	MOLISA (Ministry of Labour, Invalids and Social Affairs)	Ms. Do Thi Ninh Xuan	Head of Policy Section, Department of Social Evil Prevention
19	Vietnam Women's Union	Duong Thi Xuan	Director Policies and Laws Department
20	Vietnam Women's Union	Nguyen Thi Minh Hien	Department of Consultation and Development
21	Vietnam Women's Union	Ms. Pham Thi Hoai Giang	Head of International Relations
22	Vietnam Women's Union	Ms. Duong Thi Xuan	Director of Policy and Laws Department

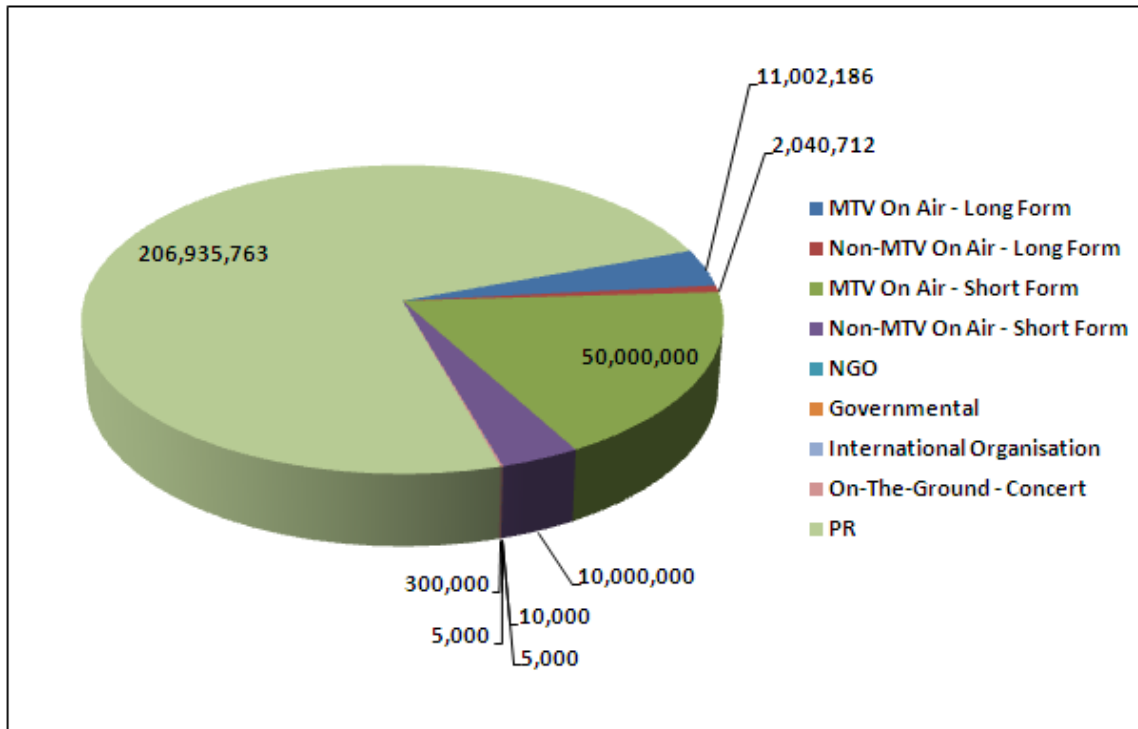
TOTAL COUNTRIES 11

TOTAL OFFICIALS 76

TOTAL ORG. 48

APPENDIX M: CAMPAIGN VIEWS BY TYPE

Campaign Views by Type



1. MTV On Air – Long Form

MTV on air long-form views are calculated from the cumulative audience reach i.e. the number of viewers who are exposed to all MTV EXIT long-form broadcasts. Otherwise, we can also calculate using the rating system. In total, we have 11,002,186 views from 243 times of broadcasts through 25 channels. However, this should be noted that rating is only available in 10 out of 14 MTV channels in Asia. MTV Asia: HK, MTV Taiwan, MTV Philippines and MTV Thailand do not have ratings service, thus, we cannot calculate reach from those airing programs in the mentioned channels.

2. Non-MTV On Air – Long Form

This number represents the viewers of our long-form programs on non-MTV channels. However, this cumulative figure is low due to absence of rating/reach service from many broadcast stations. From our tracking record, only 6 terrestrial TV stations have ratings service. In total, we have total viewers of 2,040,712 from 79 airing times through 24 channels which presumably means that the actual numbers should be much higher than the figure we currently have.

3. MTV On Air – Short Form (Estimate)

This is the total estimated figure of audience reached through broadcasts of promo spots, tune-ins, PSAs, music videos, and testimonials on MTV. Unfortunately, MTV does not provide data on short form programs. However, MTV channels have reported 12,389 airings across 27 channels. Using this number of airings as our base for an estimate, we have calculated an extremely conservative approximate 4,000 viewers per airing, which leads to our conclusion of 50,000,000 views. Given the frequency with which these programs have aired across MTV properties globally, we are comfortable with this number as a conservative estimate.

4. Non-MTV On Air – Short Form (Estimate)

Short form programs normally fall more squarely within the domain of MTV channels, as they are PSAs and music videos primarily targeted to MTV audiences. However, we have data from 3 non-MTV channels that have aired MTV EXIT short form programming 454 times. Due to the uniqueness of MTV short-form on non-MTV channels, we have estimated a higher per-airing audience number for non-MTV than for MTV. This accounts for the total of 10,000,000 views herein. Again, this is an estimate calculated based on an educated guess and knowledge of the programs aired as well as the audiences for the channels that received our programs.

5. NGO – Governmental – International Organization

Since 2007, we have distributed various materials such as information cards, booklets, DVDs, and premiums such as wristbands, t-shirts, and bags to anti-trafficking groups and individuals for trainings and other outreach activities. In total, we have distributed materials to 28 countries across the globe, and to approximately 400 organizations including state government, local and international NGOs, schools and film festivals, etc. The total amount of DVDs distributed approximately 1,500; our records indicate that we have reached approximately 58,489 people with these materials. It must be noted that the figures in our records are those for which we can track down the participation information. Some of this data is estimated by partner organizations.

6. On-The-Ground

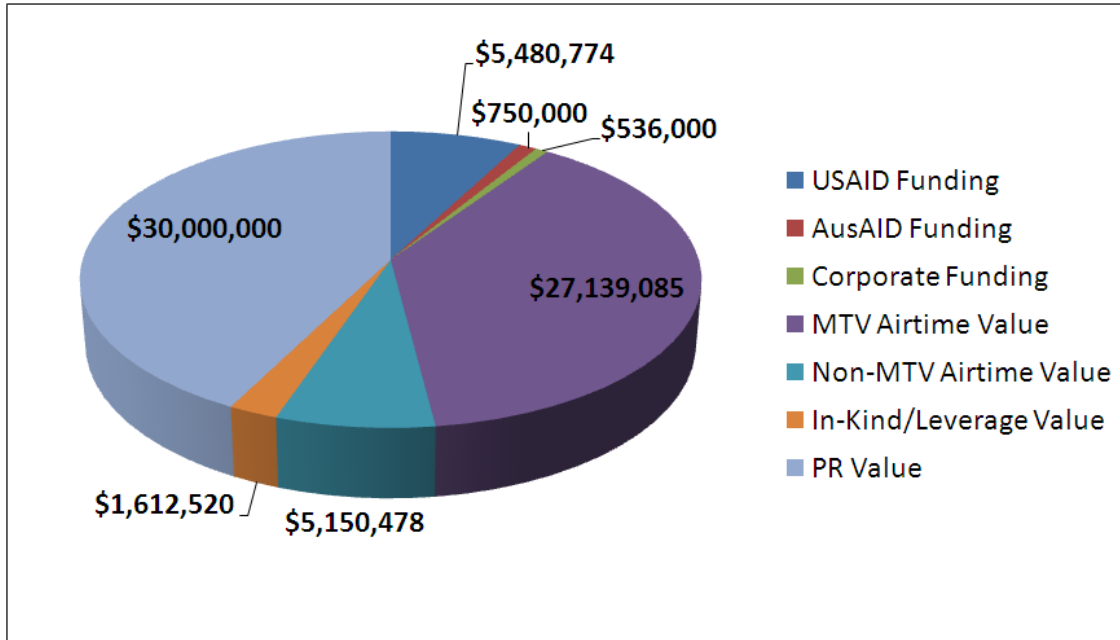
Since 2007 we have arranged 55 events in different locations with various themes, such as concerts, press conferences and program launch events. In sum, from these events, we have reached 472,159 people directly.

7. PR

The methodology in calculating PR reach from the newspaper, magazine, online, radio and television media is derived from the number of readership/views multiplied by the number of MTV EXIT articles. For example, 2 MTV EXIT articles that appear in the same newspaper in different issues with 1,000,000 readerships will result in 2,000,000 views. This readership/views data is obtained from the local PR and media agencies. However, since it is extremely difficult to acquire all readership/view data, the PR reach that we can calculate is very limited. In sum, we have the readership information from only 81 newspapers and magazine articles out of 1,022 articles, yet we have the total number of viewers at 206,935,763. It should be noted that reach data can only be tracked from printed matters; those online are impossible to calculate since they appear on a global scale.

APPENDIX N: TOTAL VALUE OF MTV EXIT CAMPAIGN IN ASIA

Total Value of MTV EXIT Campaign in Asia



1. USAID Funding

Since 2007, USAID has provided total funding worth \$5,480,774 USD

2. AusAID Funding

Since late 2009, AusAID has provided funding worth \$750,000 USD

3. MTV Airtime Value

MTV airtime value is calculated by obtaining the PR rates per second from each MTV channel, then multiplying that particular rate by the length of the program. For example, MTV China publishes its PR rate as \$48 per second. Thus, one broadcast of Traffic, a 30-minute program, on MTV China will generate an airtime value of $\$48 \times (30 \times 60)$ seconds = \$86,400.

Overall, MTV Channels have aired 243 long-form and 12,539 short-form programs since 2007. Each broadcast is then calculated and added up to form a total MTV airtime value. MTV EXIT has a total airtime value of \$27,139,085 from 37 MTV Channels.

To be more specific, this number is the total value of all long-form and short-form programming i.e. promo spots, tune-ins, PSAs, music videos, and testimonials which have broadcasted on MTV Channels.

4. Non-MTV Airtime Value

Non-MTV airtime value is calculated from PR rates per second given by each broadcaster, then multiplying that particular rate by the length of the program. Altogether, there are 79 long-form and 304 short-form programs and the total value is \$5,150,478 USD from 25 channels.

Since MTV EXIT programming is produced rights-free and distributed free of charge to non-MTV broadcasters, this is the cumulative value of all programs which have been broadcast on any channel other than MTV.

5. Cash Sponsorship

Cash Sponsorship is the amount of monetary support in cash we have received from various organizations. The table below illustrates that we have received a total of \$536,000 USD in cash sponsorship during MTV EXIT I and II. See table below for more information.

	Cash Sponsorship
Cambodia Tour	
Qb	\$350,000
Vietnam Tour	
Coke	\$15,000
Levi's	\$6,000
The Killers Music Video	
UNICEF	\$100,000
Indonesia Tour	
SERASI	\$65,000
TOTAL	\$536,000

6. In-kind/leverage

This is the non-monetary support received from local and international companies, e.g. free venue space, media barter agreements, airline discounts, reduced accommodation rates, and/or reduced talent rates from artists. For example, we received airfare discounts totalling \$23,000 from Garuda for our concert tour in Indonesia. Please see table below for more information.

	In-kind/leverage
Traffic Launch in Laos	
Laos Cultural Hall [Concert Venue]	\$1,500
Bangkok Concert	
Singha Beer: Siam Paragon [Concert Venue]	\$5,000
Intersection Launch in BKK	
Pullman Hotel [Press Conference Venue]	\$2,000
Philippines Tour	
Friendster [Social Media Partner]	\$95,000
Fish & Co, Manila [Press Conference Venue]	\$3,200
Hotels	\$6,840
Intersection Launch in Beijing	
Ullens Center for Contemporary Art (UCCA) [Press Conference Venue]	\$5,000
Nepal Tour	
Kantipur Media [Media Partner]	\$32,000

Etihad Airlines [Artist Transportation]	\$12,000
Crowne Plaza Hotel [Press Conference Venue and Accommodation]	\$8,000
Taiwan Tour	
Venue and hotels	\$25,000
Vietnam Tour	
Jetstar Airlines [Artist Transportation]	\$12,000
Frasier Suites (Hanoi) [Accommodation and Super Junior Press Junket Venue]	\$20,000
VTV [Media Partner]	\$20,000
Super Junior's Fees [Talent Fee Reduction]	\$60,000
Indonesia	
Garuda Airlines [Artists and Staff Transportation]	\$23,000
Lomography [Social Media Promo Campaign]	\$1,280
Cognito [PR Partner]	\$5,000
Damn I love Indonesia [Clothing Company – Free Giveaways]	\$700
Printed Media Partnerships	\$200,000
Hotels [Artist and Staff Accommodation]	\$25,000
Music Videos	
Radiohead music licensing for All I Need and Intersection	\$500,000
The Killers music licensing for Goodnight, Travel Well	\$400,000
Production costs for Radiohead music video	\$40,000
Production costs for Killers music video	\$60,000
ESL Music (Thievery Corporation) music licensing for Traffic and Sold	\$50,000
TOTAL	\$1,612,520

7. PR Value

Estimated PR Value for all types of Media	
Type of Media	Estimated PR Value
magazine	130,818.28
newspaper	673,921.45
radio	1,986,995.88
tv	622,020.60
online news	3,221,584.31
Online (mtvexit.org)	1,633.70
Online (video user-generated sites; youtube/cultureunplugged)	6,351,818.08
Online (social networking sites; facebook/twitter)	1,062,941.94
Online Search Engine Returns	15,984,980.00

Total	30,000,000.00
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The table above describes the breakdown of a total PR value from each type of media with a total value of 30,000,000 USD.

Magazine and Newspaper

For magazines and newspapers, we have received the public relations rates from our PR and media agencies. Each article that appeared in the magazine or the newspaper is valued according to its PR rates, editorial space and the popularity of the publication. In sum, for newspapers we have a PR value of \$673,921.45 USD from 231 articles. As for magazines, we have 53 published articles with an estimated PR value at \$130,818.28 USD.

Television and Radio

For television and radio, we have to calculate values using the PR rates given to us by broadcasters and radio stations, multiplied by the length and frequency of the news piece. In total, we have had our news broadcasted on TV about 113 times with a total value of \$622,020.60 USD. On radio, we have aired 273 times for a total value of \$1,986,995.88 USD.

Online

- *Online News*

Each of the 1,022 online news articles was given an estimated PR value based on advice from PR and media agencies in the local markets. Totally, all online articles are added up to the value of \$3,221,584.31 USD.

However, it should be noted that these numbers only signify those news pieces with possible exposure.

- *Online Search Engine Returns*

This number represents news articles which are unfeasible to be tracked but there are possibilities to exist somewhere online. This online search engine returns value at about \$70,730 USD per page.

- *MTV EXIT official website*

Since the launch of our official website in 2007, the total value from visitors is at\$ 1,633.70 USD. To calculate this, the website SEMRUSH.com is used to find the monetary value of MTV EXIT's organic search rankings. This methodology is also applied to the value findings of the below websites.

- *Online (video user-generated sites)*

This includes values from Youtube and Cultureunplugged, with the total amount of \$6,351,818.08 USD.

In detail, the MTV EXIT Asia Youtube site was launched in September 2007 while Cultureunplugged was launched in May 2008.

- *Online (social networking sites)*

Our social networking sites which consist primarily of Facebook and Twitter have reached a value of \$1,062,941.94 USD.

APPENDIX O: MEDIA PARTNERSHIPS

MTV EXIT seeks to create partnerships with key media in each market to maximize publicity of the event/program launch, as well as coverage of the issue of TIP in general. Partnerships with newspapers and magazines come in the form of barter agreements. For some examples, please see the below list of newspapers / magazines we have partnered with:

1. The launch of *Intersection* (Thailand)

- Post Today newspaper: Today magazine agreed to feature a special scoop on Ananda Everingham and the EXIT Campaign in their magazine section for free.
- OK! Magazine: OK! Magazine contacted us directly for an interview with Ananda and featured 4 pages of editorial altogether.

2. MTV EXIT live in Manila

We have negotiated a barter scheme with following newspapers with them giving discount on advertisement, in return, we have offered them to become our official partner, thus, allow them to insert their logo on the ads.

- Business World
- Business Mirror
- The Philippine Star
- The Philippine Star Sunday

3. MTV EXIT live in Nepal

As we did in Manila, we have made barter agreements with Kantipur which is the largest media house in Nepal with 3 newspapers – The Kathmandu Post, Kantipur and Saptahik. They published advertisements, banners and editorial content to promote the concerts and highlight the issue of trafficking in Nepal and becoming our official partner for the event.

- Kantipur

4. MTV EXIT live in Indonesia

Here, we have negotiated with radio and local newspaper /magazines which have either given us full barter or corporate price discount.

- TimeOut Jakarta : There's one article about the campaign and concert event and another full page of advertisement
- Free! Magazine : Advertisement
- Hers magazine : Advertisement
- Local newspaper partners in each city offering both ad space and editorial

APPENDIX P: SAMPLE FORUM SCHEDULE

Sample 2 day leadership forum				
Monday - Tuesday				
DAY	TIME	ACTIVITY	PERSON RESPONSIBLE	OUTCOME
Sunday	16:00	All Participants Arrive	All	
	18:00	Welcome Dinner at Venue	All	
	18:15	Opening Remarks	Matt Love	Welcoming All Participants, and explaining the idea of creating your own PSA as a take-away
	19:00	MTV EXIT Video Screening	Teeppipat Buamuenvai, Rebecca Mok	Familiarize participants with MTV EXIT programming, Give them ideas for their upcoming work
Monday	9:30	Conference Opening and What is expected of Participants	Matt Love	General Background and Accomplishments
	10:00	What is MTV EXIT, and Creative and Content (Technical Delivery of a Multi-Media Campaign)	Matt Love, Rebecca Mok, Some Visiting MTV Producer	
	10:45	Break		
	11:00	Using Partners and the Internet to Reach Out	Tara Dermott	
	11:45	Questions, Admin		
	12:00	Lunch		
	13:00	Marketing Your Idea to Young People	Matt Love, Ruici Tio (Or Advertising Partners)	
	13:45	Key Issues in Human Trafficking Across the Region and In Your Country	Tara Dermott and Anti-TIP Activist	
	14:30	Break		
	14:45	Break-out Session	Group Advisors	Begin PSA ideas. Each group to firm up an idea and begin writing a treatment
	15:30	Break-out Session	Group Advisors	Each group to finalize treatment and begin script writing

	17:00	Presentations	Group Advisors	Each group to present treatment and script to larger group. Subject to comments and questions.
Tuesday	9:30	Finish Script and Begin Filming	Group Advisors	
	10:15	Break		
	10:30	Filming	Group Advisors	
	12:00	Lunch		
	13:00	Complete Filming and Begin Editing	Group Advisors and MTV Editors	
	14:30	Break		
	14:45	Editing	Group Advisors and MTV Editors	
	16:00	Present Final PSA (Include Target Market and Campaign Plan)	Rebecca Mok	
	17:00	End of Conference		Take Home DVDs of PSA and Pre-Prepared MTV EXIT Multi-Media Campaign for Youth Outreach Guide