



CHANG AI MEDIA PROJECT
倡爱文化传播
Press Packet

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ABOUT US

ABOUT THE CHANG AI MEDIA PROJECT

We are an independent production company in Beijing whose mission is to promote public health in China through the creative uses of film, television and the Internet. Our public service announcements and documentaries have been seen over 500 million times in China.

Our documentary “The Blood of Yingzhou District” won an Academy Award in 2007, as well as many festival honors.

When we started our work in 2003, we focused exclusively on AIDS and were for several years known as the China AIDS Media Project. We’ve since broadened our mission to include other issues, such as tobacco and clean air and water, and we felt that a new name, Chang Ai Media Project, would better reflect who we are. The Chinese characters chang and ai mean “to promote love and care.”

MILESTONES

2003

Thomas Lennon and Ruby Yang, two independent filmmakers, founded the China AIDS Media Project – the original name of the Chang Ai Media Project.

2004

We wrote and edited the first widely seen AIDS awareness campaign on China’s airwaves. Basketball stars Yao Ming & Magic Johnson are seen shooting hoops, having casual physical contact and sharing a meal together. The PSA won an award from China’s Ministry of Health and was widely seen for four years.

2005

A university student appears in our documentary, “Julia’s Story,” the first person on Chinese television to tell of her experience contracting the HIV virus from sex.

2006

The China AIDS Media Project created a PSA campaign for children living with HIV/AIDS., with China’s Ministry of Health and the Chinese folk singer and star Peng Liyuan. It was shown several thousand times on China’s governmental broadcasting arm, CCTV.

ABOUT US

2006-2007

Chinese TV stations donated airtime worth over RMB100 million (USD14.2 million), making these among the largest AIDS education campaigns in the history of the disease.

2007

“The Blood of Yingzhou District” wins an Oscar for Documentary Short Subject at the 2006 Academy Awards. The film follows the lives of children orphaned by AIDS in remote Anhui villages. Produced by Thomas Lennon and directed by Ruby Yang.

2007

The company’s AIDS awareness PSAs - “Life is Too Good:” – was the first safe-sex/condom campaign broadcast in China. Featuring superstar Jackie Chan and noted Chinese celebrities Peng Liyuan and Pu Cunxin, the campaign was viewed by more than 400 million Chinese. It has received over 10 million downloads on the Internet, and is still being shown in China’s buses, airports and outdoor media.

2008

The China AIDS Media Project rebrands as the Chang Ai Media Project as it took on new health issues: the dangers of smoking and the need for clean air and water.

2008

A PSA campaign launches on the dangers of second-hand smoke. Made in cooperation with the China Center for Disease Control, it was timed to coincide with the smoke-free Beijing Olympics. The campaign was seen 500 million times, receiving about US\$6 million dollars in free air-time from Chinese broadcasters.

2008

“Tongzhi in Love,” a portrait of three young Chinese gay men, premieres at film festivals in the USA and Europe. In October, it makes the short-list for the Academy Awards.

2009

We are working with the China Foundation for Hepatitis Prevention and Control (CFHPC) and the United Nations to promote vaccination for China’s youth.

ABOUT US

CHANG AI'S PARTNERSHIPS

GOVERNMENT AGENCIES

Ministry of Health, People's Republic of China
Chinese Center for Disease Control and Prevention (CDC)

NON-GOVERNMENTAL

The Aaron Diamond AIDS Research Centre
Chi Heng Foundation
Family Health International (FHI)
Fuyang AIDS Orphans Salvation Association
Give2Asia
Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC)
Green Anhui Environmental Development Center
NBA Entertainment & Basketball Without Borders
Tsinghua University
United Nations Children's Fund (UNICEF)
United Nations Development Programme (UNDP)
United Nations Joint Programme on HIV/AIDS (UNAIDS)

MEDIA OUTLETS

56.com
AirMedia Group, Inc.
Beijing City TV Media
EPIN Media Holdings, Ltd.
Towana Mobile Media

ABOUT US

SUPPORTERS

The work of the Chang Ai Media Project has been made possible by grants and contracts from the **Starr Foundation** and the **Bill and Melinda Gates Foundation**.

We gratefully acknowledge the individuals and foundations that have supported our work.

LEADING DONORS

Walter and Shirley Wang

SPONSORS

Eric and Alice Xu

Yongping Duan

BENEFACTORS

Mark and Anla Cheng Kingdon

Mei-Yee Teresa Orr

FRIENDS

The Kaiser Family Foundation

Jackson Hsieh and Minalie Chen

David and Gina Chu

The China AIDS Fund

PROJECTS

FUTURE PLANS

We want to continue our AIDS work, with a focus on reaching Asia's gay men, among whom HIV infection rates are very high.

We are in the early stages of a new campaign to raise awareness of the risks of tobacco and second-hand smoke. Close to a million people die from smoking in China every year and the costs of lung cancer and heart disease are bankrupting millions more.

Hepatitis-B is a vast public health issue in much of Asia, and highly preventable. In partnership with the Chinese government, we hope to develop a campaign that promotes vaccination.

We want to profile several of the heroes of China's burgeoning environmental movement and help raise the visibility of their campaigns for cleaner air and water in China. We are also at work on a documentary about water quality on China's great rivers.

PROJECTS

HIV/AIDS PUBLIC SERVICE ANNOUNCEMENTS IN COOPERATION WITH CHINA'S MINISTRY OF HEALTH

"LIFE IS TOO GOOD" PSA SERIES (2007)

Jackie Chan, Pu Cunxin and Peng Liyuan star in these PSAs promoting HIV/AIDS prevention: the first safe sex/condom campaign broadcast in China. This series was seen over a billion times: 400 million viewers seeing the campaign several times each, making it one of the largest AIDS awareness efforts ever.



PROJECTS

HIV/AIDS PUBLIC SERVICE ANNOUNCEMENTS IN COOPERATION WITH CHINA'S MINISTRY OF HEALTH

“MIGRANT WORKERS” (2006)

Features Chinese actor Pu Cunxin with migrant laborers, promoting the need for HIV/AIDS awareness.

“CHILDREN AFFECTED BY HIV/AIDS” (2006)

A campaign promoting greater acceptance of children affected by AIDS, who often suffer rejection in their villages and schools. The PSAs feature Chinese folk singer and star Peng Liyuan and were widely carried on China's official broadcasting arm, CCTV.

“YAO MING & MAGIC JOHNSON” (2004)

Two basketball stars meet to combat stigma and ignorance about AIDS. Made in cooperation with the NBA, it was the first major AIDS public-awareness campaign on Chinese television, widely shown for over two years. In 2005, China's Ministry of Health honored the campaign as model AIDS programming.



PROJECTS

HIV/AIDS DOCUMENTARIES

THE BLOOD OF YINGZHOU DISTRICT (2006)



*Winner of the 2006 Oscar for Best Documentary –
Short Subject at the 79th Academy Awards.*

A year in the life of children in the remote villages of Anhui province, China, who have lost their parents to AIDS. Traditional obligations to family and village collide with terror of the disease. (39 min)

2007 EXCELLENCE IN MEDIA AWARD

Global Health Council Annual International Conference

2006 DOCS Rx Grand Jury Award

SILVERDOCS Documentary Festival

2007 Jury Prize Award

RiverRun International Film Festival

2007 CHICAGO DOC HUMANITARIAN AWARD

Chicago International Documentary Film Festival

2007 IMAGES OF THE 21ST CENTURY AUDIENCE AWARD

the Thessaloniki International Documentary Film Festival

2007 Jury Prize Award

Documenta International Film Festival

PROJECTS

HIV/AIDS DOCUMENTARIES

CHUNG TO: UP CLOSE AND PERSONAL (2006)

A Chinese-American philanthropist speaks frankly about his status as a gay man, his experience with AIDS while growing up in the U.S., and what led him to give up a lucrative career in investment banking to work with gay men in China and others at risk of AIDS. (15 min)

PENG LIYUAN & THE FU'AI CHARITY (2006)

Peng Liyuan, one of China's most popular folksingers and a Chinese AIDS Ambassador, makes a connection with AIDS orphans in the remote villages of Anhui province. The short film explores the story behind Peng's trip to Anhui to film public service announcements and her involvement with the children of the Fu' Ai Charity. (12 min)

JULIA'S STORY (2005)

"Julia" was a college student who, in this half-hour profile, became the first person on Chinese television to discuss contracting the HIV/AIDS virus through sex. (28 min)

YAO MING & CHILDREN AFFECTED BY HIV/AIDS (2005)

A group of Chinese AIDS orphans make their first trip to Beijing to meet Yao Ming. The short film not only documents their encounters with the basketball star, but also exposes the humanity in these children in an effort to reduce stigma surrounding the disease.

YAO MING & MAGIC JOHNSON BEHIND-THE-SCENES (2004)

An expansion of the Yao Ming-Magic Johnson PSA campaign, containing more detailed epidemiological information on HIV/AIDS. Aired on CCTV and other stations and distributed to thousands of health centers and schools across China. (15 min)

PROJECTS

TOBACCO CONTROL

SMOKE-FREE OLYMPICS PSA SERIES (2008)

Media campaigns have proven highly effective in reducing tobacco use among Western countries, and we are currently working to develop media campaigns in China.

Our first small step was a campaign timed to coincide with Beijing's Smoke-Free Olympics and designed to tap into the national pride and excitement associated with the Games.

Made in cooperation with China's Ministry of Health and Center for Disease Control.



ENVIRONMENT

Chang Ai has begun work on several environmental media campaigns to raise public awareness about the link between environmental protection and health. We are currently shooting a documentary film about water quality along China's great rivers.

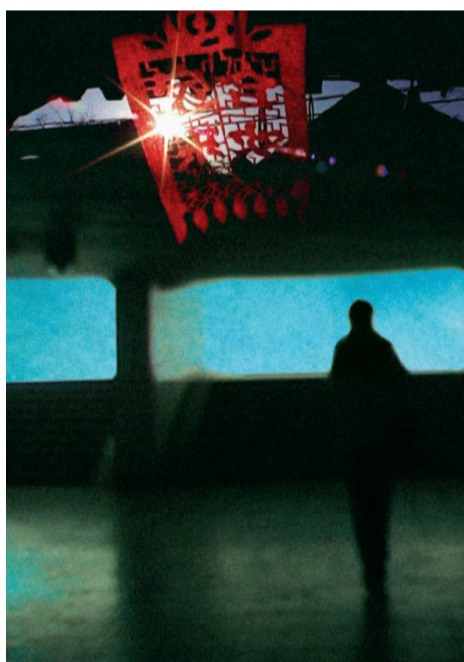
PROJECTS

GAY AWARENESS

Gay life, though de-criminalized in China, remains a strong taboo, its discussion largely absent from the country's mainstream media. Secrecy among gays is widespread. The traditional obligation of a son to carry on the family line places particular stresses on gay men; most families are limited to a single child, further compounding the pressure.

TONGZHI IN LOVE (2008)

Three young men navigate the dilemmas of being gay in modern China, torn between the lures of city life and the unyielding traditions by which they were raised. They love their parents; does that mean they must honor their duty to them by marrying and bearing a child? (30 min)



Premiere:
The American Film Institute/Discovery
SILVERDOCS Film Festival

GAY AWARENESS TELEVISION PROGRAMS (2008)

Chang Ai is collaborating with several local stations to foster more open discussion on China's airwaves.

WHO WE ARE

THOMAS LENNON

PRODUCER

Lennon's work in documentary film has won the field's most coveted honors: an Academy Award (two nominations), a duPont-Columbia award, two George Foster Peabody and Writers' Guild awards, and two Emmys (twelve nominations).

Lennon is co-founder with Ruby Yang of the Chang Ai Media Project (formerly The China AIDS Media Project), which launched the first major AIDS campaign in China. These AIDS awareness ads have been seen more than 500 million times in China. Lennon and Yang's documentary, *The Blood of Yingzhou District*, won the 2006 Oscar for Documentary - Short Subject at the 79th Academy Awards in February, 2007.

In 2003, Lennon was series producer and lead writer of *Becoming American - the Chinese American Experience*, a six-hour, two-year collaboration with Bill Moyers that traced Chinese immigration from the early 19th century to the present-day. "This is a model documentary that gets almost everything right," wrote the *New York Times*. "Moyers is clearly working with first-rate talent." The series was cited by the International Documentary Association and the Writers' Guild, and won a Christopher and four Emmy nominations.

More than ten million viewers -- double the *PBS* prime-time average -- tuned in to the 1998 premiere of Lennon's *The Irish in America: Long Journey Home*. "The filmmaker is a consummate storyteller," wrote *The Boston Globe*; the work, "...looks and sounds like a labor of love," said the *New York Times*. Rated among the year's ten best by TV Guide, the series earned, again, four Emmy nominations, and its companion CD won the Grammy for best folk album of the year.

The Battle over Citizen Kane (1996), co-produced with Michael Epstein, had its premiere at the Sundance Film Festival. "A two-hour tornado of a documentary," declared *Time*. After the film's nomination for an Academy Award, Ridley Scott's production company adapted it as an *HBO* dramatic film, starring John Malkovich.

Battle of the Bulge, co-written with Mark Zwonitzer, won the Peabody and duPont-Columbia awards for 1995. "Unforgettable," the *Chicago Tribune* wrote, "as great and as moving a documentary as television has ever produced." Lennon's other films include his two widely-acclaimed collaborations with writer Shelby Steele, *Seven Days in Bensonhurst* (1990) and *Jefferson's Blood* (2000), as well as *The Choice* (1992) and *Tabloid Truth* (1994), both written with Richard Ben Cramer.

Before setting up his own production company in 1987, Lennon worked for almost a decade in the Close-up Division of ABC News, with assignments in the Soviet Union, South America and the Middle East. He is a *magna cum laude* graduate of Yale University.

WHO WE ARE

RUBY YANG

DIRECTOR

Ruby Yang is a noted Chinese American filmmaker whose work in documentary and dramatic film has earned her an Academy Award and numerous international awards. She lives and works in Beijing.

Along with producer Thomas Lennon, Yang founded the Chang Ai Media Project in 2003. Since then, its documentaries and public service announcements about AIDS awareness have been seen more than 500 million times. *The Blood of Yingzhou District*, which Yang directed as part of the project, won the

2006 Oscar for Documentary - Short Subject at the 79th Academy Awards in February, 2007.



Their most recent documentary, *Tongzhi in Love*, which Yang directed, premiered at the Silverdocs Documentary Film Festival and the Frameline32 Gay & Lesbian Film Festival in June 2008. The film won the Golden Gate Award for Best Documentary Short Subject at the 52nd San Francisco International Film Festival.

Prior to her work in Beijing, Yang directed the 1997 production, *Citizen Hong Kong*, “unflinching in its honesty, vivid in its kaleidoscopic imagery,” according to the *Chicago Reader*. Both *Citizen Hong Kong* and her 2000 production, *China 21*, aired in Hong Kong, Taiwan and numerous European outlets after showing on PBS for Asian Pacific Heritage Month.

Yang has also edited several feature films, including Joan Chen’s debut feature *Xiu Xiu, The Sent Down Girl*. The movie “[tells] a story that feels nearly mythic in its themes of betrayal, devotion and power,” wrote the *San Francisco Chronicle*. “Poetic in its images, devastating in its emotional impact,” the film premiered at the Berlin Festival in 1998 and went on to win seven Golden Horses, Taiwan’s equivalent of the Academy Award. Yang served as Associate Producer of the film. She also edited Chen’s first Hollywood feature, *Autumn in New York*, starring Richard Gere and Winona Ryder.

Yang was Series Editor for Bill Moyers’ *Becoming American - the Chinese Experience* (PBS, March 2003), supervising editing for the entire series, which received four Emmy nominations. She spent more than a year working closely with Moyers, producing, “a model documentary that gets almost everything right,” according to the *New York Times*.

Born in Hong Kong, she moved to San Francisco in 1977. She graduated from San Francisco Art Institute in Painting (BFA) and Filmmaking (MFA) and had been living in San Francisco before relocating to Beijing in 2004.

WHO WE ARE

ADVISORY BOARD

Terence Chang

The producer of *Mission Impossible 2* and such landmark Hong Kong films as *Hard Boiled* and *Once a Thief*, he has also managed Asian stars Chow Yun-Fat and Michelle Yeoh.

Joan Ganz Cooney

The co-founder and chairman of Sesame Workshop, Cooney has pioneered the creative uses of television for public purposes.

David Ho

His medical breakthroughs as Director of the Aaron Diamond AIDS Research Center put him on the cover of Time Magazine as the 1996 Man of the Year; he is now conducting research on AIDS vaccines.

Jing Jun

A professor at Tsinghua University's School of Public Policy, Jing Jun has conducted many on-site evaluations of AIDS projects in China and is a leading spokesperson on AIDS issues.

Matthew Kohrman

A professor of medical anthropology at Stanford University, he has looked at urban smoking in China through such cultural prisms as male social roles and male friendship.

Anbin Shi

An Associate Professor at Tsinghua University, he writes about language, culture and communication and serves as a senior consultant to the State Council's Information Office.

Drew Thompson

Chairman of the Hong Kong Council on Smoking and Health since 2002, he won the WHO Director-General's award for tobacco control in 2006.

Dr. Steven Wang

A dermatological surgeon at Memorial-Sloan Kettering Cancer Center, he is the founder of the China AIDS Orphan Fund.

Li Xiguang

As Dean of the Tsinghua University School of Journalism, he has led workshops for Chinese journalists about AIDS and tobacco.

Eric and Alice Xu

Eric Xu is co-founder of *Baidu*, China's leading search engine and one of the most popular websites in the world.

Hongping Zhang

Senior Vice-President of Northern Light Venture Capital, he invests in and advises many leading technology and media companies in China.

WHO WE ARE

BEIJING STAFF



LAMBERT KK Yam | Project Manager

WILLIAM Zhu Weiru | Government Relations

DAVID Chen | Line Producer

GUAN Xin | Field Producer

JU Dan | Assistant Editor

CUI Qingjun | Graphic Designer

SUMMER Wang Yan | Administrative Coordinator