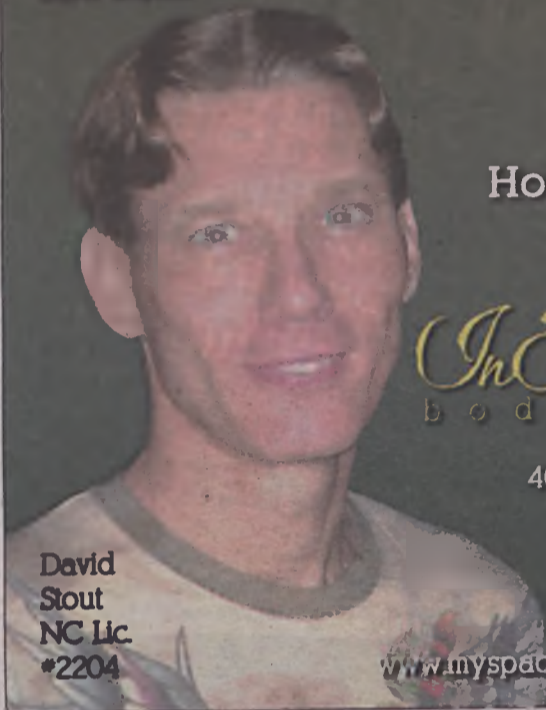


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## WNCAP launches new AIDS media campaign

PSAs, posters to build awareness  
compiled by Q-Notes staff

The Western North Carolina AIDS Project (WNCAP) has launched and is currently running a bold, new media campaign to combat HIV/AIDS stigma in Western North Carolina.



The "I Need You to Know" campaign will raise awareness about HIV and AIDS and how they affect everyone in the community.

WNCAP says stigma can act as a barrier to prevention and treatment. They say communicable disease experts cite stigma as a reason why people fail to get tested, afraid that having others know about their infection might lead to rejection from family and friends.

"It took a couple of months before I told my sisters," WNCAP client Shirley Goode said in

the release. "They didn't want me around at all. My niece had just had my great-nephew. I didn't get to see him until he was four years old."

WNCAP says that HIV/AIDS stigma is worse in the South, particularly in rural areas like Western North Carolina. They hope their new media campaign will help to jumpstart prevention and show ostracized or fearful

HIV-positive men, women and youth how much support they do have from their surrounding community.

The campaign features several video PSAs and posters, all proclaiming, "i need u2 know," and, "It's time to end HIV/AIDS stigma in WNC."

WNCAP hopes to gather 5,000 signatures from community members on statements of support such as, "People living with HIV/AIDS deserve to be treated with dig-

nity and respect," and, "People living with HIV/AIDS deserve unconditional love from their families."

The statements of support can be signed electronically or downloaded and printed at WNCAP's special "I Need You to Know" media campaign website at [www.wncap.org/iknow](http://www.wncap.org/iknow). There you can also view the four video PSAs, which are currently airing on Charter Cable channels across Western North Carolina. ▀

info: [www.wncap.org/iknow](http://www.wncap.org/iknow)

## Spaulding honored

Durham, N.C.-based blogger Pam Spaulding has been honored with an award from the Women's Media Center.

Spaulding, who operates the acclaimed progressive LGBT blog PamsHouseBlend.com, was one of 11 female journalists and media personalities honored at a reception held June 17 at the Women's Media Center offices in New York City.

The "blogmistress," as she calls herself, was one of two online journalists honored. Other honorees included CNN's Christiane Amanpour, Rebecca Traister of Salon.com, news commentator Rachel Maddow, singer Dolly Parton and actress Tina Fey.

Women's Media Center co-founder Gloria Steinem presented the award and thanked Spaulding for "creating a website that gives the LGBT community a strong and (sic) voice and a center of action."

Spaulding, always humble, took the time to thank and honor her readers. "Without my readers, I am just another voice out in the wilderness on the digital space," she said.

Spaulding is the recipient of the 2006 Distinguished Achievement Award from the Manatt Horowitz Trust. She is on the board of The Institute of Southern Studies and also serves on its Media Advisory Group. Her blog is ranked among the top 50 progressive political blogs on the internet and has been honored as the "Best LGBT Blog" by the 2005 and 2006 Weblog Awards.

Spaulding currently contributes to or has

written for a number of other progressive blogs including Pandagon.net, Americablog, Firedoglake and The Bilerico Project. In the past, she has written for *The Independent Weekly* and currently writes a column for *The Durham News*.

Spaulding lives in Durham with her wife Kate, legally married in Vancouver in 2004, and their two dogs. She works as an information



Pam Spaulding

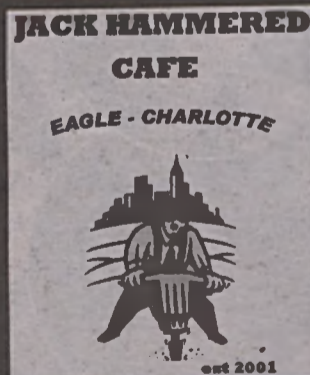
technology manager at Duke University Press. Read Spaulding's brief on her visit to New York City and watch video from the Women's Media Center awards ceremony at [www.pamshouseblend.com/diary/11531/](http://www.pamshouseblend.com/diary/11531/). ▀

— by Matt Comer, Q-Notes staff



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