Melrose Place 2.0

A gay cyber soap picks up where old-fashioned prevention campaigns left off.

May 1, 2008 By Kellee Terrell

Compulsive Web cruising, binge drinking and negotiating condom use are just a few of the cliff-hanger plotlines on the new Internet serial *In the Moment*. Produced by the organization WeHo Life in conjunction with the Los Angeles Gay and Lesbian Center, the five-minute vignettes aim to raise awareness around the growing HIV rate in the largely gay city of West Hollywood. “Simply telling men to use condoms or billboards with hot guys [is] passé and irrelevant,” says WEHO’s project coordinator, Alton Carswell. “Webisodes are fresh, new and include dialogue about relatable situations that will grab the attention of the Internet generation.”

Best bet: the interactive forums for viewers to post their opinions and links to various resources. What’s more, every episode can be embedded on Myspace and Facebook pages. Talk about reaching the masses from every angle.

Watch the premiere episode and share your thoughts at weholife.org.

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http://beta.docker.poz.com/article/gay-soap-opera-14355-9905