



**AFRICAN BROADCAST
MEDIA PARTNERSHIP
AGAINST HIV/AIDS**

www.broadcasthivafrica.org

**A N N U A L R E P O R T O F
T H E S T E E R I N G
C O M M I T T E E**

PRESENTATION BY

Ms. JOYCE MHAVILLE

to the

4th ANNUAL EXECUTIVES' SUMMIT

of the

AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS

OCTOBER 28, 2008

JOHANNESBURG, SOUTH AFRICA

I am pleased to be able to report to you in my capacity as chair of the Steering Committee of the ABMP on our work and progress of the past year. Over the past year the ABMP has:

- Expanded to 35 countries and 57 companies including commercial and public broadcasters.
- Continued development of the first ever pan-African HIV/AIDS public education campaign: the *YOU* campaign.
- Launched the authentically African reality show *Imagine Afrika* in October 2007 and commissioned a second series in February 2008 for broadcast beginning in October 2008.
- Piloted a radio drama series *Can Tru Luv Withstand the Test* using short 2-minute format to facilitate significant repeat broadcast and developed plans to sustain and expand this series.
- Developed a new focus for the *YOU* campaign capitalizing on the 2010 FIFA Soccer World Cup.
- Commissioned the first independent audit of a select sample of ABMP member companies to assess the implementation and impact of ABMP goals and objectives.
- Secured further funding to sustain core content development.
- Member companies continued and increased their commitment of air-time and programming resources.
- Continued to expand membership and reach across Africa.

MANAGEMENT AND OVERSIGHT

Steering Committee

As you will recall, the current membership of the Steering Committee was nominated for a two year term by company executives in attendance at our summit in Nairobi last year. Consequently there is no election of members at this meeting. The current Steering Committee is:

1. Mr. Amrani Barutwanayo,
Directeur Général, Radiodiffusion et
Télévision Nationale du Burundi

2. Mr. Ndongo Diao, Directeur:
Human Resources, Radiodiffusion
Télévision Sénégalaise

3. Mr. Ben Egbuna, President,
African Union of Broadcasting

4. Mr. Pasi Samba Gabriel, Directeur:
Télévision, Radio Télévision Nationale
Congolaise

5. Mr. Joseph Hundah, Operations
Director, Mnet Africa

6. Mr. Arlindo Lopes, Secretary
General, Southern African
Broadcasting Association

7. Mr. Mvuso Mbebe, Head – Content
Enterprises, South Africa
Broadcasting Corporation

8. Ms. Joyce Mhavi, Managing
Director, Tanzania Independent
Television/Radio One

9. Mr. Hyacinthe Mienandi, Directeur:
Télévision, Radiodiffusion Télévision
Congolaise

10. Dr. Amin Hassan Omar, Director
General, Sudanese Radio and
Television Corporation

11. Ms. Pamela Patten, Director:
Radio, Mauritius Broadcasting
Corporation

12. Mr. Charles Snetter, Director
General, Liberia Broadcasting System

13. Ms. Anabela Veiga, Head: Dept of
International Relations, Rádio
Nacional de Angola

14. Mr. David Waweru, Managing
Director, Kenya Broadcasting
Corporation

Responsible Officers

Our work at the Steering Committee has been greatly facilitated over the past 18 months by institution in early 2007 of the concept of “Responsible Officers” in each ABMP member company as the principal liaison for implementation of ABMP programs and initiatives. On behalf of the Steering Committee, I want to pay tribute to ABMP Responsible Officers for the sterling work they are doing in support of the goals of the ABMP. I want to encourage you as chief executives to please ensure continued support and encouragement to your responsible officers.

Board of Directors

You are also aware that the legal entity for the ABMP is the Broadcast HIV Africa Section 21 Company (a South African registered not-for profit entity). This body has responsibility for execution and oversight of all contracts and for financial accounting. The Board of Directors is appointed by the Steering Committee and currently includes the following directors:

1. Mr. Solly Mokoetle, Chief Content Officer, Telkom Media, South Africa
2. Ms. Joyce Mhaville, Tanzania Independent Television/Radio One
3. Ms. Claudie Iikela, Namibia Broadcasting Corporation
4. Mr. Ndongo Diao, Radiodiffusion Télévision Sénégalaise
5. Mr. Arlindo Lopes, Southern African Broadcasting Association
6. Mr. David Waweru, Kenya Broadcasting Corporation
7. Mr. Haroon Takolia, Chartered Accountants

Current Membership

I am pleased to inform you that our current membership includes 57 companies across 35 countries. (See attachment)

Other Partnerships

We also continue to cultivate supportive partnerships with various organizations whose goals and objectives are aligned with those of the ABMP. In the past year, formal partnership agreements have been concluded with Dance4Life, Soul City, and the World AIDS Day Organization and we are hopeful that shortly we will finalise formalities of a partnership with the World Health Organisation (Africa region). Of course we gratefully acknowledge the on-going operational, technical and funding support of our principal partners the Kaiser Family Foundation, as well as the continued funding support from the Bill and Melinda Gates Foundation, the Coca Cola Africa Foundation, the Merck Company and the MTN (SA) Foundation.

The Role of the Annual Executive Summit

It is the role of this Executive Summit to receive and review this report of our progress, to discuss future priorities and to provide overall strategic direction for our efforts going forward.

I have divided my report to you and our review of progress to-date into three parts:

- First, a review of the objectives and a report on the performance of member companies against these objectives as measured by the annual members' scorecard and the independent audit;
- Second, a discussion on the YOU campaign and further content development plans;
- Third, a discussion of our plans to capitalize on the 2010 FIFA Soccer World Cup to extend the *YOU* campaign.

P A R T O N E

In the past year we have met face-to-face as a committee a total of 3 times. In between these occasions we have communicated mainly by e-mail. We have also maintained day-to-day communication with the Secretariat.

The Steering Committee's mandate is to:

- Prioritize the goals and objectives of the Partnership as set out in the Old Fort Declaration
- Develop and oversee implementation of programs designed to ensure increased HIV/AIDS-related messaging and content across all programme genres
- Promote strategies for integration and prioritization of HIV/AIDS in Partners' business strategies, budgets and programming schedules
- Establish a monitoring mechanism and benchmarks to assess Partners' achievements
- Seek to increase membership in the Partnership
- Seek endorsement of the Partnership and its goals by the African Union
- Develop and implement plans to attract additional funding, based on the principle of co-investment from in-country resources.

PRIORITIZING THE GOALS AND OBJECTIVES

Let's remind ourselves of the key commitments contained in the Old Fort Declaration which is the founding document of our Partnership and to which we all commit as members of the ABMP:

- To redouble our efforts to combat HIV/AIDS by ensuring that our organizations at all levels understand HIV/AIDS as a developmental, national and corporate priority, see the importance of HIV/AIDS within the context of our public broadcast mandates. Business strategies and budgets, set clear goals and targets, and lead by example through the implementation in our organizations of appropriate HIV/AIDS work place policies and programmes
- To use our executive authority within our organizations to make HIV/AIDS an integral part of our strategic business plans and in so doing to prioritize the integration of HIV/AIDS-related messaging and information across radio, television and all new media platforms
- To engage our governments on the strategic alignment of HIV/AIDS communication with our national plans to combat HIV/AIDS, and to develop a complementary communications plan for HIV/AIDS with targets, time frames and budgets

- To adopt a people-centered approach to HIV/AIDS communication and information, with understanding and in partnership with the audiences we are targeting
- To prioritize effective communication and programming that targets children, youth, women, orphans and other vulnerable groups who are at greatest risk for HIV/AIDS
- To devote substantial and increased radio and television broadcast airtime in both peak and shoulder periods and utilize new media for all HIV/AIDS-related communication and programming including public service announcements
- To produce programmes that reduce stigma, focus on gender relations, high risk sexual behaviour and the link between poverty and HIV/AIDS.

At the Executive Summit in 2005, the following specific objectives were agreed upon:

- Develop policies, strategies and structures to ensure integration of HIV/AIDS as a core business priority of the company
- Dedicate resources, including financial, technical and other expertise from their own existing resources in support of the first objective
- Identify and develop program content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction
- Engage with government and other in-country partners to coordinate with in-country HIV/AIDS campaign and to leverage additional resources in support of these objectives
- Commit a minimum of 5% airtime per day in an 18 hour daily schedule (06h00-24h00 half in prime time and the balance across the schedule across all stations and programme formats.

Against these objectives we developed key measurable indicators by which to track the overall performance of signatory companies. A survey instrument “The Scorecard” was developed and sent to all signatory companies for completion.

MEASURING PROGRESS

The 2008 Annual Scorecard

In this third year of tracking our progress towards achieving the objectives set up at the launch of the ABMP at the Old Fort in October 2005 (see Attachment One), it is clear that significant growth in commitment and expertise has been made by the member companies in developing program content and dedicating resources. Over the past 3 years, member companies have steadily stepped up on their HIV broadcast program content and this year alone have increased their company’s daily daytime airtime dedicated to HIV communication and programming by 14%. Eighty-five percent of the respondents to this year’s scorecard questionnaire attribute this increase in response to the goals of the ABMP.

This year, 53 member companies or 83% of the eligible sample submitted their responses to the scorecard questionnaire. This in its self shows an increase in the response level (up from 80% from last year) showing a stronger commitment by member companies to increase efforts to strengthen broadcast media’s contribution to the fight against HIV/AIDS.

Tracking our progress through the scorecard not only ensures accountability and transparency, but also gives an opportunity for members to give feedback and recommendations. In the 2008 scorecard questionnaire, a new question was added to get feedback and recommendations from the member companies on what is expected from

fellow colleagues, member companies as well as the ABMP secretariat. Below are some key recommendations. (For full list of recommendations, please see full results attached).

1. More support and involvement from chief executives of member companies
2. Better coordination and collaboration between Responsible Officers within same countries/regions.
3. Translations of materials in local dialects
4. Regional content sharing
5. Financial and institutional support from the ABMP secretariat and other funders including training and capacity building.
6. More country participation in production of materials.

The scorecard questionnaire is divided into 5 main categories, focusing on the five main objectives of the Old Fort Declaration. The key results of the survey can be summarised as follows:

Integrating HIV/AIDS as Part of Core Business Strategy and Planning

- 77% say they have formally adopted HIV/AIDS as part of their core business strategy.
- 57% say they have documented their policies.
- 74% have communicated to all levels of the company. Up from 67% last year.
- 80% say they have communicated their company's written workplace HIV/AIDS-related policies for company employees. Significantly up from 51% from last year.

Resource Allocation

- 77% of respondents said they have dedicated personnel and budgetary resources specifically to the integration of HIV/AIDS as a core business strategy. Up from 69% last year
- And 85% said this resource allocation was greater than in the previous year. This is another significant increase from 58% from last year.

Content

- 43% of respondents said they have a written HIV/AIDS communication and programming format to guide content development.
- Drama, News, PSAs continue to be the most common formats for HIV programming among member companies.

Leadership

- 77% of companies reported that their senior executives have in the past year discussed a coordinated HIV/AIDS response with government officials (up from 60% from last year) and more than 75% say they have discussed it with non-government leaders. 64% reported that government leaders in their country had publicly voiced support for the broadcaster's approach and commitment to combating HIV/AIDS.
- 72% report that government in their country have increased funding from the national budget for HIV/AIDS-related communication. 71% anticipate that some of this funding could be made available to support their company's communication and programming plans.

Airtime Commitment

- 89% respond that there has been an increase in their company's daily daytime airtime dedicated to HIV/AIDS communication and programming. Up from 78% from last year. And from 67% from 2006.
- 98% expect their current commitment of airtime to grow over the next year.

The Independent Audit

In February and March 2008 an independent study, commissioned by the Steering Committee, was conducted to track implementation of the ABMP and its impact in a select number of participating broadcast companies. The research took place in seven African countries namely Kenya, Madagascar, Mozambique, Nigeria, Senegal, Swaziland and Tanzania. Eighteen broadcasting companies and 36 external stakeholder organisations were surveyed, resulting in a dataset of 100 face-to-face interviews. The aims of the survey were to:

- a. Assess the extent to which the key objectives of the ABMP are being implemented across the sample companies. The key objectives are:
 - develop policies, strategies and structures to ensure integration of HIV/AIDS as a core business priority of the company;
 - dedicate resources, including financial, technical and other expertise, from their own existing resources in support of the above objective;
 - identify and develop programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction;
 - engage with government and other in-country partners to co-ordinate with in-country HIV/AIDS campaigns and to leverage additional resources in support of these objectives; and
 - commit a minimum of 5 per cent airtime (radio and TV) per day in an 18-hour daily schedule (06h00-24h00), half in prime time and the balance across the schedule, across all stations and programme formats.
- b. Find out how the sample companies perceive the benefits and challenges of participating in the ABMP.
- c. Examine the institutional opportunities and limitations in the sample companies to the implementation and supplementation of the ABMP's programmes, and the sustainability of the sample companies' commitment to HIV/AIDS programming.
- d. Gauge the perceived contribution to national HIV/AIDS efforts of the sample broadcasters, the ABMP generally and the YOU campaign in particular through short interviews with leaders of the national AIDS councils, relevant government officials and non-government leaders.

Implementation of the key ABMP objectives across sample companies

The surveyed broadcasting companies are meeting most of the five ABMP objectives. Seventeen out of 18 broadcasters indicated that the ABMP caused an increase in the amount of HIV/AIDS programming they are putting on air. In some of these countries a key factor was the ABMP's role in educating broadcasters about HIV/AIDS. Half the sampled companies claim that they are meeting or exceeding the target of 5 per cent of their airtime devoted to HIV/AIDS programming. More than a third of the respondents indicated that their companies had developed policies and strategies/structures to ensure integration of HIV/AIDS as a core business priority.

The objectives where companies are falling short are the formulation of workplace HIV/AIDS-related policies; securing both internal and external funding for HIV/AIDS-related programming; and improving the level of co-ordination between broadcasters and their government, between broadcasters and NGOs, and among the broadcasters themselves.

Perceived benefits and challenges of participation in the ABMP

The ABMP has succeeded in creating a pan-African value-adding platform from which most of the broadcasters in the sample are benefiting. Benefits named by respondents included being able to contribute visibly to the fight against HIV/AIDS and responding to calls from governments for more action against HIV/AIDS. More specific benefits included sharing ideas and experiences around HIV/AIDS programming with fellow broadcasters, building production capacity and broadcast programming skills through ABMP workshops, accessing rights-free, good-quality and ready-to-air content, working in synergy with other broadcasters in the fight against HIV/AIDS, and utilising resources more cost-effectively than before. For many of the broadcasters a key benefit has been their introduction to new creative approaches to HIV/AIDS messaging and reporting, which they say has deepened their understanding of how to appeal to viewers and has increased their audiences. In the process, the ABMP content has challenged them to improve the quality of their own local programming. For many of the broadcasters in the sample, the ABMP core content is serving as a benchmark of what HIV/AIDS programming should go on air.

At the same time the broadcasters sampled pointed to a number of challenges associated with participating in the ABMP. The most common challenge is their lack of resources, particularly financial resources, with which to increase the production of their own HIV/AIDS programming. This introduces a concern about whether they can ever meet the production quality benchmark set by the ABMP core content. Other challenges mentioned include lack of infrastructure and skills, and the costs associated with modifying the ABMP core content to suit local needs.

View of ABMP and production of company content

The ABMP core content (the YOU campaign, *Imagine Afrika* and the pilot radio edudramas) was well received in all seven countries and was aired by all the broadcasters in the sample. The YOU campaign received widespread acclaim both from broadcasters and from external stakeholders. Respondents commented favourably on its production quality, its appeal to a wide range of age groups, and for being a call to action. At the same time (even though all core content is distributed in English, French, Portuguese and Arabic) there is consensus across the seven sample countries that core content needs to be translated into even more local or common regional languages. This was most strongly articulated in the non-English-speaking countries (Madagascar, Senegal and Mozambique). In countries with large Muslim populations such as Senegal, Nigeria and Tanzania, respondents felt that the ABMP core content needs to be more responsive to religious and cultural sensibilities of those societies.

The YOU campaign was adapted into local campaigns against HIV/AIDS in four of the sample countries (Mozambique, Nigeria, Tanzania and Swaziland), in one case at the request of government and in another at the initiative of an NGO. This indicates strong resonance across the public sector and in civil society.

Institutional opportunities, limitations and prospects for sustainability

The sampled broadcasters experience financial constraints in extending the range of local productions on HIV/AIDS. No revenue was generated through the flighting of the core content supplied by the ABMP. However, most said that their company management is very supportive of the ABMP and see this as key to sustaining the initiative. External stakeholder respondents indicated that their respective governments had increased national budgets for HIV/AIDS communication and made it clear that the broadcasters would be able to access the funds, provided they submit sound proposals. Some of the broadcasters were less confident of this outcome.

Co-ordination between the sampled broadcasters and other in-country partners (such as government, NGOs and other broadcasters) is still at an early stage of infancy, but respondents indicated that collaboration had improved since initiation of the ABMP.

Impact assessment

Broadcasters were asked to share the single most important impact of the ABMP on their companies. Five key impacts emerged: learning about HIV/AIDS and about innovative approaches to HIV/AIDS programme production; collaboration; increased broadcasting of HIV/AIDS programmes; targeting youth; and increasing viewership. Most of the respondents also indicated that the *Imagine Afrika* reality show and the YOU campaign had made a positive impact on the target audiences, especially youth. Respondents also indicate that the ABMP is assisting broadcast companies align their communications activities more closely with national efforts against HIV/AIDS. In regard to plans for the future, respondents intend improving their co-ordination with in-country initiatives against HIV/AIDS, sourcing funds and broadcasting a larger number of HIV/AIDS programmes in local languages.

Suggestions/recommendations

Respondents suggest localisation of content as the key means of strengthening the ABMP core content. Two strategies are proposed: using local or common regional languages and producing the programmes within a local context, introducing local personalities into dramas and drawing on local experiences. The key objective is to help the target audience identify more readily with the messages and facilitate easier acceptance. Respondents also indicated that the ABMP could improve its impact by strengthening training and providing financial assistance for programme production to member broadcasters.

P A R T T W O

CONTENT DEVELOPMENT

Our goal as we saw above is to identify and develop programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications framework.

One of the most groundbreaking aspects of this Partnership is that for the first time ever we as broadcasters from across the continent are agreed on the need for a consistent pan-African communications framework with specific HIV prevention-related goals and measurable outcomes. The reason that commitment is somewhat radical is that it reflects our recognition that the more random, ad hoc approach we have all pursued in the past is part of the reason that our efforts have not always delivered the impact we had hoped, and why we continue to experience rising HIV infections across the continent. Too often we are pressured by our governments, non-government groups and other interest groups to provide air-time for ad hoc programming. While this material may be quite sound in its own right, this ad hoc approach does not add up to a calculated, strategic sense of how we as broadcasters can impact HIV infection rates and also results in diffusion of the message and its impact. If we cannot capture the attention and imagination of our audiences, they will not internalize HIV/AIDS messaging.

Our goals are to:

- Not only increase the amount of HIV/AIDS-related programming but to address HIV/AIDS more effectively by ensuring programming of better quality and higher entertainment and informational value to the priority youth (18-25 years) target audience.

We aim to accomplish these goals by:

- Addressing HIV/AIDS as an integral part of program planning and scheduling;
- Integrating HIV/AIDS-related themes and messages into existing popular program formats
- Developing innovative programming ideas to attract new audiences
- Communicating about HIV/AIDS in an inclusive, hopeful and aspirational way.

Our past efforts at HIV communication have produced high levels of awareness but the next leap forward—motivating higher levels of consistent HIV-avoidance behaviour—requires a fresh approach that captures the public consciousness and ignites social mobilization across communities and countries.

The challenge is that HIV/AIDS is not a passing phenomenon. To be effective our efforts have got to be sustained at high intensity. We have also got to continuously refresh our approach to be able to hold and engage the target audience over a sufficient long time for them to internalise the message. And most importantly we as leaders in our communities and in our organisations have got to demonstrate consistent public leadership in sustaining the national commitment to fighting HIV/AIDS.

The primary reasons are well-known but worth repeating:

- HIV/AIDS is the most debilitating of any of the endemic diseases affecting Africa, decimating the economical productive population across the worst affected countries—the breadwinners and parents—resulting already in more than 13 million orphans.

- Real reductions in the rate of HIV infection are possible if there is a sufficiently significant shift in attitudes and behavior particularly among the approximately 50% of Africans under the age of 20 years
- HIV prevention does work when it is appropriately targeted and sustained long enough with sufficient intensity to effect the desired change
- Broadcast media have a critical role to play in shaping attitudes and promoting social mobilization.

Strategic Framework for Consistent HIV-Communication

To make our HIV/AIDS-related content more effective, to re-engage our audiences, and to get the continent talking about a positive vision of a future without HIV/AIDS, we have to develop content that reflects consistent and appropriately targeted messages and that has the potential to build audiences. That is the primary reason why we have reiterated time and again that the ABMP does not merely promote more of the same kind of HIV/AIDS programming, but is promoting the idea of a fresh approach. That “fresh approach” also needs to be built around the core drivers of HIV infection which are:

- Sexual coercion and peer pressure
- Gender inequity
- Low self-esteem and lack of hope for the future
- Tradition and traditional stereotypes
- Stigma
- Subsistence/poverty

Defining the Target Group

More than two-thirds of HIV infections occur before the age of 25 years. More than 50% of the African population is under 20 years and this massive youth balloon could fuel the epidemic for decades. Young women are at disproportionately greater risk of HIV infection than males of the same age. Supportive family can significantly contribute to risk-reduction behaviour among young people. These are inter-related facts that efforts to reduce HIV infection rates need to target:

- Young people ages 15-25
- Within that age group young women
- Family and others who support young people

A Hope-Centred Approach

The ABMP has endorsed a motivational approach to HIV/AIDS programming built around the following key principles:

- A vision of an HIV-free generation
- Hope-personalization of the vision (*“It Begins With YOU”*)
- Personal motivation
- Sense of self-family-community-country
- Awareness of place in the world
- Ability to effect change

Measurable Outcomes

- Awareness of the campaign and its goals
- Increased hope for the future among young people
- Increased and more open communication between parents and teens
- Higher levels of HIV-risk awareness and self-reported behaviour change
- Increased leadership in combating HIV/AIDS

To give effect to the strategic HIV-communications framework and this vision-centred approach, the ABMP facilitates two streams of content development:

- **Core content** (generally PSAs and short format programming) centrally developed and distributed rights free across all signatory companies
- **Company content** developed by signatory companies themselves by integrating key messages and themes of the strategic HIV-communications framework across existing programme formats, and by leveraging existing resources and capacity.

The core content is obviously the foundation of the effort, but on its own will not have anything like the impact we aim for. Reinforcing and supplementing core content by mainstreaming the themes of the communication framework across all programming is critical in the effort to break new ground in HIV communication and to engage and sustain the attention of our audiences.

The YOU Campaign

The ABMP's efforts are anchored by the *YOU* campaign launched in December 2006. The core content of the campaign, public service announcements for radio and television, is produced in six monthly phases, each phase focusing on one of the following key drivers of HIV infection:

- Gender Inequity
- Stigma
- Tradition and traditional stereotypes
- Sexual coercion
- Peer Pressure
- Lack of hope for the future
- Poverty

The first phase (December 2006 - May 2007) public service announcements (PSAs) were designed to establish the pay-off line: *Imagine the Possibility of an HIV-free Generation: It Begins with YOU!* Phase II (June - November 2007) focused on gender inequity by portraying an idealised world of gender equity where everyday situations demonstrate how relatively simple personal action can help toward the realization of an HIV-free generation. Phase III (December 2007 - May 2008) focused specifically on stigma as a key driver of HIV infection. The ads create a series of vignettes with individuals, families and communities overcoming the stigma associated with HIV/AIDS. Phase IV (June - November 2008) addresses peer pressure in both positive and negative contexts. All campaign ads aim to communicate an uplifting and inclusive message, and a call for increased HIV testing as the primary bridge between prevention and access to greater HIV/AIDS and reproductive health information, and clinical services.

Conceptualisation and development of core content is informed by a Creative Sub-Committee of ABMP member company representatives appointed by the Steering Committee. This Creative Sub-Committee meets face-to-face at approximately six monthly intervals and as well as through electronic communication. Creative execution is developed and managed by a production consortium of African producers working together in support of this effort.

Funding for the *YOU* campaign is provided by the Coca Cola Africa Foundation.

First Pan-African Reality Show: *Imagine Afrika*

In reviewing the *YOU* campaign at its February 2007 meeting, the Steering Committee, out of concern that the PSAs were insufficient to communicate the substance of the campaign charged the Creative Sub-Committee to explore more substantive program formats designed mainly to engage younger (teenage) audiences. The reality genre was proposed for its popularity with younger audiences and the scope this genre offers for broader exploration of issues related to HIV/AIDS, personal behaviour and responsibility.

The first series of this show, titled *Imagine Afrika*, consisting of 13X24 minute weekly episodes aired October-December 2007. A second series of *Imagine Afrika* went into production in June 2008 and will begin airing 13X48 minute episodes weekly from late October 2008. The show features 12 young African achievers identified through a call-for-nominations conducted by all ABMP member companies. Contestants are divided into three teams and the show is filmed on location in at least three different countries.

The overall goal of the show is to demonstrate the power of personal action (*It begins with YOU!*) in realising goals, and to spark a continent-wide discussion about the vision of an HIV-free generation.

Imagine Afrika has been highly rated for the quality and entertainment value of the production. To determine the impact and effectiveness of the show, the ABMP broadcasters – between February and April 2008 – conducted focus groups of viewers (18-25 years) who watched at least 4 episodes of the show.

Below are sample answers to some of the questions posed to the focus groups.

1. **Do you like to watch reality shows generally: if ‘yes’ why and if ‘no’ why not?**
 - Yes because reality means real life and will be reflecting my own life.
 - I get to view what the world is doing around me. I get to know how other people deal with their problems so that I can face mine.
 - Reality shows tell the truth about our society and we can identify with the problems which the African continent faces.

2. **Was there anything special/different about *Imagine* compared to other reality shows you have watched? (List out what was perceived as “different” about this show.)**
 - It was real and they were saying how they see life.
 - It involves young people and they get to express their feelings on how they see the world and how they can change it.
 - It is different because people teach each other how to live, how to express themselves and how to live with other people.

3. **What is the main message/lesson you took from watching the show?**
 - There is hope for everybody, when you are down you should always know that there is hope.
 - Everything is possible we all imagine one day we will make a change.
 - Africa without AIDS can go on, because Africa is the future, we have to practice and Africa for the Africans.
 - Change starts from you then everybody else. It is possible to live with HIV/AIDS. We have to stick together no matter where we come from.

4. **Do you think the show could have helped inspire other young Africans to take the lead in fighting HIV/AIDS and other problems in their communities. If 'yes'—discuss how you think it did this. If 'no', discuss why not.**
 - Yes it is different because it makes me stronger and teaches me and the public to help each other.
 - The show inspired me I have hope, life ends when you lose hope.
 - It encourages youth, it shows that as one we can make Africa a better place.
 - It has changed me right now, I can go through the countries to help people, if we are one anything is possible.
 - By watching I know how I overcome we can do anything when we believe in ourselves, we can change the world. We have to focus on our dreams.
 - The show wasn't totally based on HIV/AIDS, it was based in every problem we have in Africa such as food and poverty.

5. **Do you think this kind of show is an effective way of communicating with young adults about HIV/AIDS? If 'no' what alternative approaches would you suggest?**
 - The show is the best for everybody, children, youth, adults this is the best way to communicate about the problem in the world.
 - It's entertaining, modern, cultural educational and is the perfect way to talk to youth. The best way to teach Africans about the biggest problem.
 - Best way to communicate because you sending youth to speak to youth

6. **Having watched the show, did you do anything different in your own life or take any specific action?**
 - I was scared of going to test but I watched the show and I went it was scary. It changed me.
 - I have relatives and I am now going to treat them differently have sympathy because we are all equal this show gives me a tiny heart my aunt has AIDS, we talk , we eat together, I treat her normal but I get scared.

7. **In the second series of the show, what would you recommend be done differently?**
 - I think they should talk to people with more notice like musicians artists from Africa.
 - If one American was shown we were going to have more views.
 - They must introduce youth of 14 to 18 who can act, they can try to be more closer to those people who have AIDS.
 - They should add 14 years because they have sex and are not educated AIDS.

8. **Do you think the show should include more specific information about HIV/AIDS, or less focus on HIV/AIDS?**
 - It should be less because we know Malaria kills more people than AIDS in Africa. The show should be 50/50 because other problems are still there.
 - Focus less on HIV because it is the same thing we are hearing everyday, focus on something else like malaria, street kids economy and corruption.

9. **Would you still watch the show even if nobody from your country is featured in the show?**
 - My country or not we are all Africans and we are suffering with the same problems, I will watch.
 - I will watch the show because what matters is the message being delivered.
 - I will watch because I believe in Africa we are one I don't care what country it is white or black as long as they are African.

10. What did you think of the presenter?

- I like her dress code she was promoting the African traditional outfit she was good and beautiful.
- She was real and very fair. She's just perfect, they chose the right person.
- I don't like her she was not active, she was cool and I don't like her at all.

Radio Mini-Drama Series (Edu-Dramas): *Can Tru Luv Withstand the Test?*

Last October in Nairobi, the ABMP Executive Summit approved development of a pilot mini-drama series for radio using 2-minute episodes to communicate HIV/AIDS, reproductive health and lifestyle messaging in a highly dramatised format. Twelve episodes of the series, called *Can Tru Luv Withstand the Test?* were developed and broadcast between January and September 2008.

This series has been very well received by the broadcasters and they believe the soap drama format is an effective way to communicate about HIV/AIDS. In a survey of member companies, 91% report that the soap drama format is appealing to their audience. Results from the survey also indicate that:

- The audience like the brevity and the issues discussed.
- Discussions and dialogue between the characters as well as the plotline are being heard by the general public.
- There is positive feedback from government departments.

Based on this positive response, the plan is to sustain this series with an additional 24 episodes to be broadcast during 2008. This is contingent on funding for this new initiative.

PART THREE

F4 – FOOTBALL FOR AN HIV-FREE GENERATION

Last October at the General Assembly of the African Union of Broadcasting (AUB) HIV/AIDS was identified as one of the so-called 2010 legacy projects and the ABMP was asked to develop a plan for implementation of this proposal. This proposal (attached) was presented and approved by the AUB Executive Committee in November 2007.

In essence, the proposal is to build on the *YOU* campaign by linking the principal themes of the campaign to the power of sport in general, and football in particular, in mobilising and motivating young people, and as platform for promoting healthy, HIV-free living. The appeal of football among all Africans and youth in particular presents a natural hook to engage with audiences in exciting ways. As with all aspects of the ABMP, the effectiveness of the effort depends on your commitment.

Specifically, ABMP member companies are expected to identify airtime (additional to existing airtime commitments) associated with 2010 related programming and broadcasts for this expanded campaign. In addition, to give this campaign broader traction and impact we have entered into partnership with a number of other organisations who will have responsibility for developing and implementing community-based programs in association with the media campaign.

This partnership, called Football for an HIV-Free Generation, aims to:

- Help accelerate reductions in the rate of HIV infection among young Africans;
- Re-engage young people across Africa in the fight against HIV/AIDS;
- Help boost leadership and increased country-level focus and funding of more concerted large scale HIV-prevention across Africa.

By building on the existing expertise and infrastructure of established organisations and local partners, this initiative will use a large-scale pan-African approach to mobilise youth across the continent in support of the goal of an HIV-free generation, and this effort will be sustained through 2014 to help ensure its impact. This will be achieved through a three-pronged strategy that includes:

Community Based Model

Community-based outreach and services component will build on the successful models developed by Grassroot Soccer and loveLife that use football as a tool for HIV prevention education. The initiative will expand through a social franchising model partnering with and using peer motivation and youth leadership development to build the capacity of existing local community-based organisations. An initial focal point of the initiative will be to support the educational content of the Football For Hope Centers that are being donated in 15 African countries as part of FIFA's 20 Centres for 2010 Campaign.

Sustained Media Campaign

Implemented in partnership with the ABMP, the media campaign will build on the commitment of airtime and other resources from the broadcast companies to develop media programming that connects with the synergies of the 2010 World Cup, as well as the ABMP's existing campaign promoting the concept of an HIV-free Generation.

Advocacy, Partnership and Resource Development

Evidence shows that resources for effective HIV prevention are severely lacking. A concerted advocacy campaign to promote new leadership in support of more concerted HIV prevention and increased resources (in-country and international) will be driven by UNAIDS, WHO/AFRO and Coxswain Social Investment plus (CSI+) with the aim of encouraging scaled up prevention across Africa, and sustaining this effort through 2014.

CONCLUSION

The ABMP can justifiably take pride in what it has accomplished over the three years since its' launch in Johannesburg. Our membership has grown almost three-fold, we span more than two thirds of the continent, we have sustained the first media-lead pan-African HIV/AIDS public education and awareness campaign and built wide spread recognition for the principal campaign pay-off line: *Imagine the Possibility of an HIV-free Generation: It begins with YOU!* Most importantly there is strong evidence that the ABMP has impacted broadcast companies institutionally in how they as institutions approach HIV/AIDS in their own workplace environment and as part of core business. This has lead to a publicly recognised increase in HIV/AIDS programming across member countries, but even more significantly widespread public appreciation of the fresh, more hopeful approach to HIV/AIDS-related communication. And there is a new perspective by stakeholders on the important role of media leaders as advocates for HIV/AIDS prevention, and the broadcast media as leaders in HIV/AIDS communication, as opposed to the long prevailing notion that broadcasters are mandated to broadcast pre-packaged HIV/AIDS content.

Most of the challenges we all face remain much the same and are surfaced at almost every ABMP gathering:

- We are struggling for resources. Most ABMP member companies have to straddle the world between public and commercial broadcasting—i.e. maintaining a public broadcast mandate with dwindling public resources and insufficient technical capacity to compete commercially.
- The commercial companies are squeezed to commit every spare moment of airtime to revenue producing content and often find it hard to motivate for increased commitment to social affairs programming.
- These constraints impede institutional investment in training and development for our human resources and in the equipment and infrastructure we need to be able to produce better quality programming and to compete in an increasingly more competitive media environment.

In these circumstances, we are often challenged to justify our commitment of airtime and other resources to the ABMP and HIV/AIDS-related programming. As you know, the ABMP holds that such perspectives are not only counterproductive to the fight against HIV/AIDS, but is contrary to our own best business interests. ABMP is founded on the principle that social affairs programming when integrated across popular programming can be good for business by building audiences and driving revenues. *Imagine Afrika* is a classic example of exactly that. The ABMP is also built on the principle of “own resources first.” That means not falling back on the complaint that there is no money, but doing what we can with what we have got by leveraging existing budgets and resources creatively. Look at what has been accomplished so far. We have a great deal to show for our commitment.

The ABMP is not an externally driven organisation. It is genuinely media lead. It is as dynamic and effective as you are committed. Its sustained impact really depends on YOU. I thank you for your firm support, enthusiasm and commitment to an HIV-free generation and a better life for all Africans.

ATTACHMENT 1

Member companies and countries as of September 2008

- | | |
|--|---|
| 1. Africa Media Group, Tanzania | 39. RCM – Miramar, Moçambique |
| 2. Botswana Radio and Television Services | 40. Sahara Communications, Tanzania |
| 3. Broadcasting Organisations of Nigeria | 41. SanyuFM, Uganda |
| 4. Buddu Broadcasting Services, Ltd, Uganda | 42. Seychelles Broadcasting Corporation |
| 5. Cameroon Radio and Television | 43. Sociedade Independente de Comunicação, Moçambique |
| 6. Ethiopian Radio and Television Agency | 44. South African Broadcasting Corporation |
| 7. e.TV, South Africa | 45. Sudanese Radio and Television Corporation |
| 8. Federal Radio Corporation of Nigeria | 46. Swazi Broadcasting and Information Services |
| 9. Gambia Radio and Television Services-GRTS | 47. Swaziland Television Authority |
| 10. Ghana Broadcasting Corporation | 48. Tanzania Broadcasting Services |
| 11. ITV-Independent Television Ltd./Radio One, Tanzania | 49. Telediffusion d'Algerienne |
| 12. Instituto de Comunicação Social, Mozambique | 50. Televisão Pública de Angola |
| 13. Kenya Broadcasting Corporation | 51. Télévision Togolaise |
| 14. l'Office Rwandais d'Information (ORINFOR) | 52. Televisão de Moçambique |
| 15. Lesotho National Broadcasting Services | 53. Television Malawi |
| 16. Liberian Broadcasting System | 54. Uganda Broadcasting Corporation |
| 17. Makenba Broadcasting Company, Ghana | 55. Voice of Nigeria |
| 18. Malawi Broadcasting Corporation | |
| 19. Mauritius Broadcasting Corporation | |
| 20. Metro TV, Ghana | |
| 21. M-Net/MultiChoice | |
| 22. Namibian Broadcasting Corporation | |
| 23. Nigerian Television Authority | |
| 24. Radio AFRICA N° 1, Gabon | |
| 25. Radio Algerienne | |
| 26. Radio Centrafrique | |
| 27. Radio Lomé, Togo | |
| 28. Radio Moçambique | |
| 29. Radio Nacional de Angola | |
| 30. Radio National Malagasy | |
| 31. Radio et Télévision Publiques de Madagascar | |
| 32. Radio et Télévision Nationale du Burundi | |
| 33. Radiodiffusion Télévision du Burkina | |
| 34. Radiodiffusion Télévision Ivoirienne | |
| 35. Radiodiffusion Télévision du Niger | |
| 36. Radiodiffusion Télévision Sénégalaise | |
| 37. Radiodiffusion Nationale Congolaise – (DRC) | |
| 38. Radiodiffusion Télévision Congolaise – (Congo Brazzaville) | |
| | 56. Zambia National Broadcasting Corporation |
| | 57. Zimbabwe Broadcasting Holdings |



ATTACHMENT 2

A 2010 Legacy Project: Combining The Power Of Broadcast Media And The Soccer World Cup To Combat HIV/AIDS

The African Broadcast Media Partnership Against HIV/AIDS—a unique continent-wide coalition of television and radio broadcasters with a prospective audience exceeding 200 million—proposes a special campaign building off existing programs to use the 2010 FIFA Soccer World Cup as a platform to re-engage Africans in combating HIV/AIDS. This special initiative would harness the power of the soccer world cup as a unique, unifying and historic pan-African event with the unprecedented reach of the broadcasters to intensify and increase the effectiveness of efforts to combat HIV/AIDS.

The envisioned three year campaign, beginning in 2009 and running through 2011, would seek to build a sense of truly trans-continental African ownership and inclusion in the 2010 Soccer World Cup, not just as a sporting event, but as an historic call to action for the whole continent.

The goals of the 2010 legacy project are to:

- Demonstrate the power of individual and collective initiative in tackling local challenges
- Reignite African pride, hope and optimism for the African continent and promote the goal of an HIV-free generation
- Create a spirit of united and collective effort across the continent

BACKGROUND

The HIV/AIDS epidemic is one of the most debilitating factors limiting African development prospects and the well being of its people. African nations are disproportionately affected by the epidemic, accounting for more than two thirds of the total number of people living with HIV worldwide. In 2007, close to 2 million new HIV infections occurred in Africa and some 1.6 million Africans died of HIV/AIDS. Among the worst affected nations, average life expectancy has been cut by as much 20 years and because HIV/AIDS affects the economically productive age group of the population most severely—the breadwinners and parents—the effects of HIV/AIDS-related illness and mortality is a severe burden on most African countries. There are already an estimated 11 million children in Africa orphaned by AIDS.

African broadcasters have played a significant part over many years in HIV/AIDS awareness and education, but the continued escalation of the epidemic caused broadcast leaders in 2005 to call for a reinvigorated effort to increase the contribution and impact of broadcast media to combating HIV/AIDS. Out of this call to action, a continent-wide coalition, known as the African Broadcast Media Partnership Against HIV/AIDS (ABMP) was forged. (see www.broadcasthivafrica.org) Now consisting of more that 50 broadcast companies across 32 countries (see Attachment 1), the ABMP is committed not only to increased airtime for HIV/AIDS programming, but to integrating HIV/AIDS themes and messages across popular program formats with the aim of re-engaging audiences, and young people in particular, in combating the epidemic.

To achieve these goals the ABMP is also committed to facilitate HIV/AIDS-related content development by ABMP member companies through production and broadcast skills development and technical assistance to less resourced companies, as well as the production and distribution of core content rights free to all ABMP member companies.

THE CORE CAMPAIGN: IT BEGINS WITH YOU!

To give expression to the “fresh” approach to HIV/AIDS-related broadcast programming advocated by the ABMP, in December 2006 the first-ever pan African multi-year HIV/AIDS education and awareness campaign was launched (see www.itbeginswithyou.org). Focusing on the key drivers of HIV infection such as stigma, gender inequity, sexual abuse and violence against women, and poverty the campaign breaks new ground by promoting an uplifting vision of an HIV-free Africa, and using imagery intended to evoke African pride and a sense of purpose among all Africans. Built around the tag-line: *Imagine the Possibility of an HIV-free Generation: It Begins with YOU!* The campaign calls on all Africans, as individuals and as part of family, community and nations to consider how they can contribute to the goal of an HIV-free generation.

The campaign relies on a series of public service announcements (PSAs) for television and radio, refreshed every six months, and in October 2007 the first authentically African reality show (*Imagine Afrika*), featuring young African achievers chosen from more than 10,000 nominees from across the continent, began airing continent-wide as part of the campaign.

Core campaign content is supported by longer form programming, echoing the themes and core messages of the campaign, in a variety of formats produced by ABMP member companies themselves. ABMP member companies commit a minimum of 5% daily airtime as well as production and personnel resources to support the campaign.

Over the next five years the anticipated outcomes are:

- Scaled up HIV prevention media campaigns across Africa
- Maximum awareness of the *YOU* campaign and its goals among the key youth target audience
- Increased hope for the future among young people
- Increased awareness of personal responsibility in combating HIV/AIDS
- Increased demand for HIV/AIDS information, and access to clinical services including testing and prevention services
- Increased and more open communication between parents and teens
- Higher levels of HIV risk awareness
- Reduced incidence of sexual coercion and violence against women

THE 2010 LEGACY PROJECT

The 2010 FIFA Soccer World Cup is a major opportunity to advance the goals of the ABMP to intensify and increase the effectiveness of efforts to combat HIV/AIDS. The first-ever African Soccer World Cup has excited all Africans but has particular resonance with young Africans for whom soccer is an inherent passion. The World Cup provides a platform for the promotion of African achievement and aspirations, as well as fresh energy and leadership across Africa in tackling Africa's development challenges, in which HIV/AIDS is a significant factor. More than 50% of the African population is under 20 years, most of whom are not yet sexually active and not HIV positive. For this population, HIV prevention is particularly urgent and instilling a desire in them to remain HIV negative is critical.

Although media is only part of the comprehensive approach needed, media is pivotal to increasing awareness about HIV/AIDS and the behaviours that drive infection, helping to alter and shape community attitudes and norms about HIV and HIV risk behavior, including stimulating more open discussion, providing public education aimed at reducing stigma and promoting services such as HIV-testing, and encouraging bolder public leadership in addressing the epidemic and its effects.

As part of the *2010 Legacy Project to Increase the Role of Broadcast Media in Combating HIV/AIDS*, the ABMP proposes a two part approach:

1. Expanded Public Education Campaign

The primary challenge for mainstream broadcasters is capturing and holding the attention of audiences while attracting new audiences; this is doubly challenging in the case of HIV/AIDS-related programming because many, including most young Africans, have already been saturated with public education messages about HIV and there is continual need for new approaches and strategies. The 2010 Soccer World Cup represents a compelling hook, and a continent-wide platform around which to develop an expanded broadcast campaign—building off and expanding on the *YOU* campaign.

The concept of a “campaign” implies sustained programming over a long period with the aim of ensuring:

- High level of public awareness of the campaign and its message
- Audience internalization of the message as measured by demand for additional information and increased access to services such as VCT
- Attitudinal change in public perspectives of HIV/AIDS as measured by change in public debate and discourse on the drivers of the epidemic
- Community mobilization i.e. translation of information into action for social change

- Community participation in off-air/non-media activities organized in support of the goals of the campaign.

The envisioned three year campaign, beginning in early 2009 and running through 2011, would seek to build a sense of truly trans-continental African ownership and inclusion in the 2010 Soccer World Cup, not just as a sporting event, but as an historic call to action for the whole continent.

The campaign would include both short and long form content produced centrally for rights free distribution across Africa, and with full participation by African broadcasters in the creative development and execution of the programming. The campaign would be developed for radio and television.

Building on and further developing the established tag-line *Imagine the Possibility of an HIV-Free Generation: It begins with YOU!*, the campaign would drive a continent-wide challenge to youth to demonstrate how they as individuals, and with their family, friends, communities and nations are working to establish the goal of an HIV-free generation and a better future for Africa. The goals of the *continental challenge* are to:

- Demonstrate the power of individual and collective initiative in tackling local challenges
- Reignite African pride, hope and optimism for the African continent
- Encourage innovation, leadership and originality in tackling basic challenges affecting Africa's development prospects
- Create a spirit of collective and united effort across the continent.

Through partnerships between in-country broadcasters and non-government community-based organizations, local communities will be encouraged to participate in the *continental challenge* for an HIV-free generation and a better future for all. The *continental challenge* would be incentivized with sponsored prizes for communities implementing innovative solutions to local problems. Those community efforts would provide the material for the campaign. Sport and soccer in particular would be one of the main community-mobilizing platforms. These community-level outreach activities would be developed in partnership with locally-based organizations—such as GrassRoots Soccer and Dance4Life—across the 33 ABMP member countries.

Short form programming: The overall creative approach to the short form component of the campaign will be viewer generated video designed to capture the essence and the spirit of the “*continental challenge*”. This footage will be captured in various ways including use of cell phone videography and by providing teams of young “reporters” in select countries handheld video equipment for 48 hours as part of a 48 hours competition to capture the best examples of “beating the challenge” in their local communities. This increasingly popular format would give a cutting edge/reality feel to the campaign providing a window on communities all across Africa and in the process creating the sprit of continental unity, pride and enthusiasm in tackling difficult challenges. The campaign would also showcase the best examples of community innovation, as well as individual initiative and leadership with the goal of inspiring other communities to action.

Broadcast of the campaign ads and short form programs in airtime linked to the 2010 Soccer World Cup would help ensure African ownership and inclusion in the World Cup not only as a sporting event but as an historic call to action for the whole continent.

Longer form programming: The reality show *Imagine Afrika* is the first authentically African reality show and is already establishing an audience following across the continent. The goal would be to use this show as the anchor long form program driving the campaign by expanding it to a 26 week, 48 minute per episode series over the next three years. *Imagine Afrika* would reinforce and help promote the goals of the *continental challenge*. In addition, the show would provide the backdrop for other forms of programming including news, magazine and public affairs shows designed to encourage broader discussion of the goals of the *continental challenge* and the overall campaign. The overall goal of the show would be demonstrate how young Africans leaders with energy, enthusiasm and creativity are seizing opportunities and taking personal initiative in the challenge for an HIV-free generation and a better future for all Africans.

2. Increased Program Production Capacity

The goal of the ABMP is to promote a seamless approach to integration of HIV/AIDS-related themes and messaging across all program formats. The program production capacity of ABMP member companies varies substantially and priority will be given to building capacity among the less resourced companies to do more and better quality HIV/AIDS-related programming within the available resources. Specifically, this initiative would include on-going training programs tailored to the specific needs of participating broadcast companies grouped regionally to maximize impact, but also mainly to foster greater collaboration, interdependence and resource sharing among regionally-based broadcasters.

The overall goal of the program is to better enable African broadcast companies to produce high quality longer form programming in support of the campaign objectives described above while also growing audiences, increasing revenues and building sustainable professional broadcast capacity across the continent.

The capacity development initiative would facilitate skills transfer by tapping the expertise of some of the best resourced African broadcasters, as well as well known broadcast companies from around the world including the Canadian Broadcasting Corporation, MTV International, CNN International, Australian Broadcasting Corporation, as well as broadcast companies from India and the Caribbean. ABMP feels strongly that professional training by peers in the industry is preferable to training by “professional trainers” which is often less responsive to the real world circumstances of the African broadcast industry. Regionally organized training programs would be reinforced by company specific on-the-job training in companies with greater challenges.

The program would focus on two areas:

News, Sports and Public Affairs Programming: An approach which involves management, editors and reporters in the training process is envisioned. The key focus of the training would be mainstreaming HIV/AIDS, and the training would run the gamut from strategic planning to resource allocation, scheduling and program production. The overall intended benefit would be:

- A more streamlined management approach to integration of HIV/AIDS across the business
- Better utilization of existing resources for program production
- More substantive, more comprehensive and better quality coverage on issues related to HIV/AIDS
- A sustainable improvement in overall production and reporting capacity.

Entertainment Programming: Because this genre is more universal, there is even greater opportunity for building collaboration across African broadcast companies in support of entertainment program production. Well produced entertainment programming with strong audience appeal also is likely to enable broadcasters to attract advertising revenues and will help contribute to the overall effort to enable African broadcasters to sustain quality entertainment programming that is African produced, while also providing a highly effective platform for HIV/AIDS education.

OPERATIONAL PLAN

To be of enduring benefit, the proposed initiative would need to be sustained for at least three to five years and evolve as the African media environment continues to change and as broadcasters maximize the benefits of greater collaboration.

Over three years, the ABMP envisions 3 regional workshops on news, sports and public affairs programming and 5 on entertainment programming annually for approximately 5 companies each for a total of 40 companies annually and an overall total over three years of 120 company training opportunities.

The anticipated outcomes are:

- Qualitatively and substantively improved HIV/AIDS-related programming and more in depth and comprehensive news coverage of HIV/AIDS-related issues
- Substantially increased program production collaboration and rights free program sharing across broadcasters
- Overall audience growth and greater audience interest in broadcast HIV/AIDS-related programming

- Sustained skills transfer and technical exchange between African broadcasters and major international broadcast companies
- Overall improvement in broadcast company management and organization leading to more targeted programming, increased audiences and better revenue prospects
- A higher level of management, news reporting and program production skills across a significant number of African broadcast professionals.

BUDGET AND RESOURCE NEEDS

The ABMP is seeking PEPFAR support for the development of the core content, community-level outreach programs in support of the campaign and 50% the broadcast capacity development component of the proposal. ABMP member companies have already committed at least 5% of daily airtime (approx. 1 hour) in support of the *YOU* campaign and are also committed to ensuring that this 2010-linked initiative secures prime airtime immediately preceding uplinks to the 2010 matches and related events. The prospective audience of the ABMP at its current membership exceeds 200 million. In addition, ABMP member companies will commit their own production resources (financial and personnel) in support of development of longer form programming as part of this initiative, and will work in partnership with local non-government organizations to raise local sponsorship for community-level outreach activities in support of the campaign.

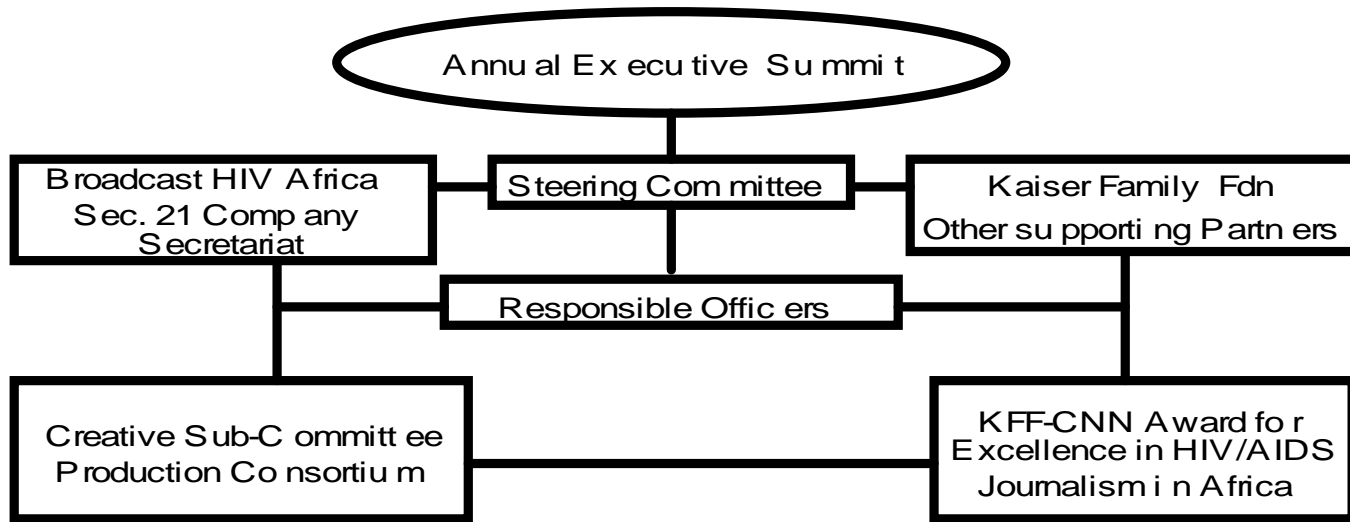
An approximate three year budget (2009-2011)* estimation for the envisioned activities under this project is:

| | |
|---|--------------------|
| Continental Challenge and Enhanced Short Form Campaign (two creative phases per year): \$500,000X3 | \$1,500,000 |
| <i>Imagine Afrika</i> (expanded to 26 weeks annually) \$1,000,000X3 | \$3,000,000 |
| Community Outreach Activities (core support to principal coordinating agencies) \$1,000,000X3 | \$3,000,000 |
| Program and Broadcast Capacity Development (50%) \$250,000X3 | \$750,000 |
| ESTIMATED TOTAL: | \$8,250,000 |

* Note: The proposed 2010-related activities build on the existing *YOU* campaign and *Imagine Afrika* reality series which are funded from other sources creating significant economies. ABMP administrative overhead and the cost of managing the continent-wide partnership's participation in this project are covered from other sources. The budget includes "core support" to organizations coordinating community-level activities which in the main would be funded from local sponsorships. This budget estimate only includes 50% of the funding required for the broadcast development component in the expectation that the balance would be raised from other sources.

ATTACHMENT 3

ABMP Operational Organogram



ATTACHMENT 4

Report on the 2008 ABMP Members Scorecard

OBJ 1

Develop policies, strategies and structures to ensure integration of HIV/AIDS as a core business priority of the company

1. Has your company formally adopted HIV/AIDS as part of its core business strategy?

% of those who answered YES in 2007: 76%

% of those who answered YES in 2008: 77%

2. If 'YES', did this happen in response to the direction provided by the ABMP?

% of those who answered YES in 2007: 29%

% of those who answered YES in 2008: 41%

3. Has your company's position on HIV/AIDS as a core business strategy been:

a) documented?

% of those who answered YES in 2007: 56%

% of those who answered YES in 2008: 57%

b) communicated to all levels of the company?

% of those who answered YES in 2007: 67%

% of those who answered YES in 2008: 74%

c) communicated publicly i.e. outside the company?

% of those who answered YES in 2007: 51%

% of those who answered YES in 2008: 57%

4. Does your company have written workplace HIV/AIDS-related policies for company employees?

% of those who answered YES in 2007: 58%

% of those who answered YES in 2008: 57%

5. If 'YES' [to Q4] has this policy been communicated to all employees?

% of those who answered YES in 2007: 51%

% of those who answered YES in 2008: 80%

6. If 'NO' [to Q5] do you expect to put such policies in place shortly?

% of those who answered YES in 2007: 47%

% of those who answered YES in 2008: 50%

OBJ 2

Dedicate resources, including financial, technical and other expertise, from their own existing resources in support of Objective 1A.

1. Other than airtime, has your company committed resources (such as money or personnel time) in support of the integration of HIV/AIDS as part of core business strategy?

% of those who answered YES in 2007: 69%

% of those who answered YES in 2008: 77%

2. If 'YES' is this an increase in resource commitment over past years?

% of those who answered YES in 2007: 58%

% of those who answered YES in 2008: 85%

3. If 'NO' (to question 1 above), do you anticipate that your company will soon commit resources in support of the integration of HIV/AIDS as part of core business strategy?

% of those who answered YES in 2007: 31%

% of those who answered YES in 2008: 58%

4. Has your company designated a "responsible officer" whose role is to actively promote the integration of HIV/AIDS as a core business principle and to guide program development according to the agreed HIV/AIDS communications framework?

% of those who answered YES in 2007: 100%

% of those who answered YES in 2008: 91%

5. Is a portion of your company's existing annual budget committed for funding of HIV/AIDS-related program production?

% of those who answered YES in 2007: 49%
% of those who answered YES in 2008: 58%

6. If 'YES' is this commitment an increase over past years?

% of those who answered YES in 2007: 40%
% of those who answered YES in 2008: 71%

7. Roughly speaking, how much of your company's total annual program production budget supports HIV/AIDS-related programming?

a) Less than 20%

% of those who answered *Less than 20%* in 2007: 27%
% of those who answered *Less than 20%* in 2008: 47%

b) Around 20%

% of those who answered *Around 20%* in 2007: 32%
% of those who answered *Around 20%* in 2008: 13%

c) More than 20%

% of those who answered *More than 20%* in 2007: 13%
% of those who answered *More than 20%* in 2008: 8%

8. If your answer to question 5 above was 'NO' do you anticipate that your company will soon commit a portion of its existing annual budget for HIV/AIDS-related program production?

% of those who answered YES in 2007: 24%
% of those who answered YES in 2008: 38%

9. Since May 2007, have you been able to get increased funding for HIV/AIDS related programming from any of the following sources:

Government:

% of those who answered YES in 2007: 29%
% of those who answered YES in 2008: 42%

Commercial sponsors:

% of those who answered YES in 2007: 18%
% of those who answered YES in 2008: 32%

Other in-country sources (such as NGOs, private donors etc):

% of those who answered YES in 2007: 42%
% of those who answered YES in 2008: 38%

OBJ 3

Identify and develop programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction

1. Does your company have a written comprehensive HIV/AIDS communication and programming strategy?

% of those who answered YES in 2007: 36%
% of those who answered YES in 2008: 43%

2. If 'NO' do you plan to develop such a strategy soon?

% of those who answered YES in 2007: 58%
% of those who answered YES in 2008: 83%

3. Since May 2007, has your company included HIV/AIDS-related messaging in any of the following program formats:

a) PSAs

% of those who answered YES in 2007: 93%
% of those who answered YES in 2008: 92%

b) News
 % of those who answered YES in 2007: 91%
 % of those who answered YES in 2008: 94%

c) Talk shows
 % of those who answered YES in 2007: 93%
 % of those who answered YES in 2008: 87%

d) Magazine Format Programming
 % of those who answered YES in 2007: 87%
 % of those who answered YES in 2008: 85%

e) Documentary
 % of those who answered YES in 2007: 78%
 % of those who answered YES in 2008: 74%

f) Music shows
 % of those who answered YES in 2007: 71%
 % of those who answered YES in 2008: 74%

g) Game shows
 % of those who answered YES in 2007: 38%
 % of those who answered YES in 2008: 40%

h) Drama
 % of those who answered YES in 2007: 76%
 % of those who answered YES in 2008: 68%

i) Sitcom
 % of those who answered YES in 2007: 20%
 % of those who answered YES in 2008: 26%

j) Reality Shows
 % of those who answered YES in 2007: 20%
 % of those who answered YES in 2008: 42%

4. If 'YES' to Drama and/or Sitcom above, were these:

a) Drama: Part of an on-going series
 % of those who answered YES in 2007: 56%
 % of those who answered YES in 2008 (of those who carry Drama): 64%

b) Sitcom: Part of an on-going series
 % of those who answered YES in 2007: 18%
 % of those who answered YES in 2008 (of those who carry Sitcoms): 64%

c) Drama: One-off messages
 % of those who answered YES in 2007: 29%
 % of those who answered YES in 2008 (of those who carry Drama): 47%

d) Sitcom: One-off messages
 % of those who answered YES in 2007: 7%
 % of those who answered YES in 2008 (of those who carry Sitcoms): 43%

OBJ 4

Engage with government and other in-country partners to coordinate with in-country HIV/AIDS campaigns and to leverage additional resources in support of these objectives

1. In the past year have you or other senior representatives of your company discussed with government representatives coordination of your company's HIV/AIDS-related communication and programming with the national (government) HIV/AIDS communications strategy?

% of those who answered YES in 2007: 60%
 % of those who answered YES in 2008: 77%

2. In the past year, have you or other senior representatives of your company discussed with the representatives of major non-government stakeholders co-ordination of your company's HIV/AIDS-related communication and programming with other non-government HIV/AIDS campaigns?

% of those who answered YES in 2007: 67%
% of those who answered YES in 2008: 75%

3. In the past year, have any government representatives in your country voiced public support for your company's role in HIV/AIDS communication?

% of those who answered YES in 2007: 71%
% of those who answered YES in 2008: 64%

4. If 'YES' was this a result of your company's increased commitment to HIV/AIDS-related communication and programming?

% of those who answered YES in 2007: 64%
% of those who answered YES in 2008: 85%

5. Has the government in your country in the past year increased its funding from the national budget for HIV/AIDS-related communication?

% of those who answered YES in 2007: 49%
% of those who answered YES in 2008: 72%

6. If 'YES' do you anticipate that any of that funding could be made available to support your company's HIV/AIDS-related communication and programming plans?

% of those who answered YES in 2007: 38%
% of those who answered YES in 2008: 71%

OBJ 5

Commit a minimum of 5% airtime (Radio and TV) per day in an 18 hour daily schedule (06h00-24h00) half in prime time and the balance across the schedule across all stations and programme formats

1. Since May 2007 (the previous year), has there been an increase in the proportion of your company's daily daytime airtime dedicated to HIV/AIDS communication and programming?

% of those who answered YES in 2007: 78%
% of those who answered YES in 2008: 89%

2. Where would you peg the current proportion of daily daytime airtime (including all programming formats) on TV and Radio dedicated to HIV/AIDS-related communication and programming:

a) less than 5%

% of those who answered *Less than 5%* in 2007: 27%
% of those who answered *Less than 5%* in 2008: 15%

b) about 5%

% of those who answered *About 5%* in 2007: 31%
% of those who answered *About 5%* in 2008: 38%

c) more than 5%

% of those who answered *More than 5%* in 2007: 40%
% of those who answered *More than 5%* in 2008: 47%

3. Do you expect your current commitment of airtime to grow further over the next year?

% of those who answered YES in 2007: 98%
% of those who answered YES in 2008: 98%

4. Is the increase in your airtime commitment in response to the goals of the ABMP?

% of those who answered YES in 2007: 82%
% of those who answered YES in 2008: 85%

5. How much of the airtime (in No. 2 above) was committed to the YOU campaign (PSAs and supporting programming)?

a) less than 25%

% of those who answered *less than 25%* in 2007: 27%
% of those who answered YES in 2008: 24%

b) about 25%

% of those who answered *about 25%* in 2007: 38%
% of those who answered YES in 2008: 43%

c) more than 25%

% of those who answered *more than 25%* in 2007: 22%
% of those who answered YES in 2008: 33%

6. How much of the programming broadcast in the airtime in No. 2 above directly addressed the ABMP's HIV/AIDS communication strategy?

a) less than 50%

% of those who answered *less than 50%* in 2007: 47%
% of those who answered YES in 2008: 46%

b) about 50%

% of those who answered *about 50%* in 2007: 29%
% of those who answered YES in 2008: 32%

c) more than 50%

% of those who answered *more than 50%* in 2007: 9%
% of those who answered YES in 2008: 22%

7. Please indicate below how your company plans on fulfilling the 5% airtime commitment with content that specifically addresses the agreed ABMP HIV/AIDS communications framework (see communications framework on reference page). Please list all applicable programming formats and scheduling (e.g. Talk shows; Drama; News; etc)

Sample of some responses:

Adamawa Television Corporation, Yola, Nigeria

- We plan to increase the number of our programmes and air time to handle specific programmes and news coverage as well as current affairs programmes to deal with stigmatization, gender and influence of peer groups.
- These approach we hope to achieve through programmes like Talk Shows, Drama etc.

Africa Media Group, Tanzania

- Locally produced dramas
- Teasers
- Posters
- Talk shows
- Songs

Botswana Radio and Television Services

- BTV has commissioned an HIV/AIDS docu-drama that will be aired next year.
- All local programmes produced in-house by BTV are mandated to infuse HIV/AIDS messages as well as carry HIV/AIDS specific episodes.

Cable Mission Television, Nigeria

On Talk Shows:

- "Make Your Day" – 30 Minutes recorded and 30 minutes live interactive talk show programme that address general issues based on helping to redirect the public on wrong issues. Aired twice a week.

- "Africa Perspective" – A 30 minutes researcher backed mission based programme that seeks to support the needy and the low-privileged in the society by giving them hope and direction aired twice a week in all our networks.
- "Drama" – Africast/URTNA 2006, award winning drama series addresses issues of HIV/AIDS and other related illness in the society. Aired twice a week.
- "Let Your Light Shine" - sponsored by Heart of Mercy Foundation. Addresses issues on peer pressure and sexual related issues.

Cross River Broadcasting Corporation, Nigeria

- Magazine
- News
- Talk Shows
- Drama
- Features
- News Analysis

Enugu State Broadcasting Service, Enugu, Nigeria

- Health Café (English) - Thursdays (15.03p.m.) -Balanced diet and other health improvement issues are discussed.
- Medicare (English) - Saturdays (14.03p.m.)
- Afuike (Igbo) - Tuesdays (9.30a.m.). Repeat Thursdays (7.15p.m.) - Talk about the Cause(s), symptoms, and management of HIV/AIDS, plus other diseases.
- Our news and entertainment programmes contribute in both content and appeal to our campaign against HIV/AIDS.

Ghana Broadcasting Corporation – Radio

- Drama and short sketches
- Magazine Programmes
- Health and Health related programmes
- Documentaries and Features
- Quiz programmes for adults and the youth
- Talk shows
- The Morning Drive Shows
- Musical Programmes
- Major News as well as hourly news bulletins

Ghana Broadcasting Corporation – Television

- What Do You Know? - Quiz programme
- Adile talk show - in 6 local languages
- Local and English Drama programmes
- News Coverage (not regular)
- Musical concerts (not regular)
- Some NGOs submit documentaries

ITV-Independent Television Ltd./Radio One, Tanzania

- | <u>Programmes:</u> | <u>Scheduled:</u> |
|--------------------------------|-------------------|
| - News | Daily |
| - Drama | Weekly |
| - Talk shows | Daily/weekly |
| - Music shows | Weekly |
| - Reality shows | Weekly |
| - Documentaries | Weekly |
| - Public service announcements | Daily |

Kenya Broadcasting Corporation – Radio

- Ensure at least 3 episodes of the on-going drama programmes have themes on HIV/AIDS in every quarter (3 months) from July 2008
- Revive the regular one hour interactive talk show programme on HIV/AIDS from July 2008. Programme had taken a break for re-packaging.
- Incorporate themes of stigma, discrimination and stereotyping in our new Cultural feature programme series starting August 2008.

- Special holiday programming for teenagers to feature at least four of the thematic areas of the ABMP Communications framework during the August 2008 school holidays
- ABMP edu-drama will continue to be broadcast as a package or part of longer talk show programmes or as a stand alone package.
- PSAs will continue to be broadcast as they are received.
- We will promote Imagine Afrika Season 2 on radio and generate discussions centered on themes of Imagine Afrika "2" through radio call-in programmes.

Kiss FM, Tanzania

- Public Service Announcements (PSAs) 36 minutes (ABMP-PSAs; 2 minutes @ hour)
- News 1 minute
- Magazines 15 minutes
- Music shows 5 minutes
- Drama 18 minutes
- Sitcom 5 minutes
- Talk show 5 minutes
- Total 85 minutes

Lesotho National Broadcasting Services

- Talk shows on a weekly basis
- News daily basis
- Reality shows; phone ins; daily on radio and weekly on TV
- Drama weekly
- Magazine weekly
- Public Service Announcements immediately before and after newscast (during news commercial break and between radio and TV programs)
- Documentary monthly

Ligwalagwala FM, South Africa

- The implementation of edu-dramas within the allocated 5% time frame as per the agreement with the SABC
- Increase on infomercials regarding HIV/AIDS
- Engagement of health practitioners in our talk shows
- Engagement the youth in all HIV/AIDS on air campaigns

Malawi Broadcasting Corporation

Monday

20.15: Tips 4 Life - Radio2. Talks (Live)
 05.55 Radio Doctor - Radio1 (vernacular) (Q&A)
 18.20 Nutrition for HIV/AIDS infected (RD 1) (Vernacular)

Tuesday

05.40 Radio Doctor (vernacular) R1 (Talks - Q&A)
 11.30 It's everyone's responsibility (ethnic language) R1 (Talk)
 15.20 Phukusi la Moyo (Nobody Keeps custody of your bag of life - proverb). For the youth. Talks
 16.20 Pamphala (ethnic) For the youth. Talks
 17.45 Tismthe (Lets change). For the youth

Wednesday

19.30 Youth Alert Mix (in both languages) R1 - Edudrama

Thursday

05.40 Health for All (vernacular) R1
 06.15 Tikufernji (Why are dying) Vernacular. Drama
 14.45 Kulingamawa (vernacular) - Think about your future (R1)
 15.20 Youth Alert Mix (both languages) as above
 20.50 Facing Reality (English) Q2 - There are too many AIDS related programs

Mauritius Broadcasting Corporation

- First, we have twice a month regular broadcasts on HIV or through magazines, talk shows or documentaries on the different angles of the pandemic.
- Fresh information on treatment is often broadcast in the News and we, as well communicate regularly the NGOs' work across the island.

- Our young people are informed as often as possible on the latest developments concerning health complications among HIV positives.

Namibian Broadcasting Corporation – Television

- NBC Television broadcasts the YOU Campaign as well as other campaigns, like the current campaign where traditional leaders speak in their own languages about the dangers of AIDS.
- NBC Television also dedicates news stories about the pandemic, while in normal programming stories about HIV-AIDS also features on a regular basis.
- NBC Television also aims to introduce a programme specifically about HIV-AIDS. Such a programme will focus on people living with the disease.
- During special occasions, like World Aids Day, the NBC adapts its schedule to reflect special programmes on HIV-AIDS.
- NBC Television works in close cooperation with partners such as the Take Control initiative to ensure a national response towards HIV-AIDS.
- The NBC also airs HIV AIDS programmes, sourced from independent local producers, on a regular, albeit ad-hoc basis.
- All of the above focus on themes such as gender equity, alcohol abuse in relation to HIV infections, condoms usage, testing and stigmatization.

Namibian Broadcasting Corporation – Radio

- The Radio Language Services of the NBC have considered producing a radio soap opera in which HIV-AIDS is addressed as one of the challenges Africans are facing on a daily basis. The funding of such a project has been identified as the main stumbling block. NBC Radio management is considering applying for a grant through the Intergovernmental Council of the International Program for the Development of Communication (IPDC).
- Currently most of the NBC Radio Language Service in conjunction with the Social Marketing Association present weekly talks on various issues regarding HIV-AIDS. These talks include discussions on the key themes as identified in terms of the communications framework.
- Desert Soul has approached NBC Radio with a request to cooperate in the production of radio dramas in two indigenous languages, namely Oshiwambo and Damara/Nama. Production is scheduled to start in June 2008. The production of these radio dramas is to be continued in 2009. In the coming year the dramas are to be produced in indigenous languages that were not part of the second and first series.
- Most Radio Language Services accommodate HIV-AIDS on a weekly basis in their health programs. In addition, the Damara/Nama Service (one of the Radio language Services) is considering implementing a Care Campaign that would encourage people to care for each other. Such a campaign would include HIV-AIDS messages.
- A number of NBC Radio Language Services actively participated in the National HIV-Testing Day on 9th May 2008. The Services are further considering intensifying advocating HIV-testing in their normal programming by for example giving gifts to those who took an HIV-test.
- The NBC has initiated a process by which its current HIV-AIDS workplace policy is revised. An expert from the Polytechnic of Namibia (a tertiary learning institution) was requested to present a workshop on the topic. During the workshop the participants were sensitized not only to HIV-AIDS issues but also to gender inequalities.

Nigerian Television Authority

- The NTA plans to increase the airtime already committed to fulfilling the agreed ABMP HIV/AIDS communication framework by increasing the production and or purchase of programs – drama, talk shows, and magazines.
- The organization has already incorporated into its news & current affairs and public enlightenment programs the ABMP HIV/AIDS communications framework.
- Half an hour (30mins.) talk show & drama programs are each transmitted twice weekly on the network service of the NTA.
- Daily an hour of the airtime is committed to the transmission of the YOU-campaign and other HIV/AIDS related jingles on the network service.
- All other NTA stations are encouraged to produce and transmit at least one half an hour HIV/AIDS related programs in local languages once every week.

Plateau State Radio Television Corporation, Nigeria

- Increased hypes on HIV and AIDS among announcers, anchors, talk show hosts and Dee Jay on radio and TV
- Increased editions on targeted and risk groups on our programmes particularly "Health Care" on both radio and TV

- Increased coverage and special reports on ABMP key motivational factors influencing spread of HIV and AIDS both on radio and TV
- Partnering and collaborating in country health organizations to leverage resources and also affect necessary messages on HIV and AIDS

Radio Buddu, Uganda

- Radio Buddu in partnership with the Ministry of Health and the Health Marketing Initiative have run a drama series called “Rock Point 256” for two years now, addressing issues of sexual coercion & peer pressure, which is one of the pillars in the communication framework for the ABMP campaign.
- There are also PSAs on cross generation sex affecting the young generation here in Uganda.
- We are hosting Talk Show programmes with AIDS support organizations like TASO, Uganda Cares, Rakai Project to mention a few reaching out to the HIV/AIDS to go for testing, counseling and free treatment.
- Magazine programmes are produced weekly to build on the HIV/AIDS messaging on Radio.

Rádio Nacional de Angola

- *Mel que mata* (Honey that kills)
- Stop SIDA
- Comunidade Contaminobo (*Contaminobo* Community)
- Education about AIDS
- Talk Shows about AIDS
- *Vamos falar do SIDA* (Lets speak about AIDS)

Radiodiffusion et Télévision de Madagascar

- Radio Debates: 23 min
- Drama: 2 min
- News: 2 min
- PSAs: 4 min
- Programming in magazine form: 7 min
- Documentary: 8 min
- Musical concerts: 10 min
- The TV reality shows : 6 min

Radiodiffusion Nationale Congolaise – Radio

- Information,
- Free animations,
- Debates,
- Releases
- Documentary,
- Radio sketches
- Special editions on the fight against HIV / AIDS
- Rural Programs
- Programs for Youth, Women etc.

Star TV, Tanzania

- Public Service Announcements (PSAs) 10 minutes (10 ABMP-PSAs daily)
- News - 3 minutes
- Magazines - 30 minutes
- Music shows - 20 minutes
- Drama - 30 minutes
- Sitcom - 15 minutes
- Talk show - 60 minutes
- Total 168 minutes

STV Moçambique

- Production of a soap;
- Start an interactive programme
- In the news we cover and highlight all activities;
- We are providing training to journalists for them to deal with issues related to HIV

Swaziland Television Authority

- Localised PSAs that still portray the messaging of the campaign
- Talk shows aimed at the youth target and focusing on the issues entailed in the campaign
- News stories that highlight the situation in the country and the messaging of the campaign.
- Panel discussions one hour long that encourage interaction.
- Hopefully with funding we will shoot a drama that has already been scripted

Taraba Television Corporation, Jalingo, Nigeria

- Airtime of "YOU" Jingle
- Programme title "FOR THE CHILD"
- Drama Programme "HAUSA BAKWAI"
- Airing of BBC World Service Trust Drama (Wetin Dey)
- Discussion or talks on the programme "HEALTH MATTERS"
- Imagine Afrika

Televisão de Moçambique (Television of Mozambique)

We intend to do the following:

- Interactive programmes;
- Series;
- Talk shows;
- And include more information material in our news coverage regarding the issue.

Television Malawi

- We intend to start our own talk show which will involve the youth, especially at secondary and tertiary levels.

Uganda Broadcasting Corporation

- Talk shows (English) Particularly Wednesday 2130-2300hrs.
- Perspective programme(dramatized feature addressing gender inequalities) 2200-2300hrs Friday
- Our Heritage programme 2200-2230hrs Saturday (addressing tradition and stereotypes) Explores the positive aspects of culture and the negative ones at length. Story telling approach is used, capturing the old tradition of story tellers of elders and youth. Here formats like montage and testimonies are powerful in bringing out messages on HIV/AIDS.
- News, incorporated in the news hour + current affairs (twice a week 1 min report)(2000-2100hrs) montage and testimonies interview/reports formats are used, addressing sexual coercion and peer pressure
- PSAs(broadcasting them at prime time i.e. 700am, 1300hrs, 2000hrs and within the English Talk shows throughout the week and also used as 'fillers.'
- The Youth magazine ("Big Gang") - Saturday- 1100-1200hrs.
- A PSA or edu-drama is played that provokes discussion and debate from the youth gang in the studio and the audience. Participatory approach that explores the best practices.

Zimbabwe Broadcasting Holdings

Although we already have programmes running such as a talk show called "The Mai Chisamba Show" which tackles social issues around gender roles, tradition and stigma within HIV/AIDS situations in addition to numerous youth related magazine shows on our television, we intend to diversely and equitably spread this to our radio stations so that we fully incorporate all the key motivational factors influencing the spread of HIV/AIDS as agreed in the ABMP HIV/AIDS communications network.

We envisage that by the third quarter of 2008, a lot of ground should have been covered in terms of programming around these key motivational factors such as sexual coercion and peer pressure, gender inequity, low self esteem and lack of hope for the future, tradition and traditional stereotypes and stigma. This will be incorporated into selected news and current affairs programmes, documentaries, edu-dramas, etc.

In addition to having our own productions conforming to the new requirement, we will also extend the same message to independent producers whom we at times jointly work with.

For other light programmes such as musicals, one-off messages be incorporated to maintain the momentum.

8. Would you say that your company's participation in the ABMP has added value to your business (or the execution of your mandate) as a broadcaster?

NOT ASKED IN 2007

% of those who answered YES in 2008:

96%

9. If "NO" please state briefly why:

NOT ASKED IN 2007

Two responses answered NO to Question 9.

Responses:

- We only broadcast productions from ABMP
- I say no, because we have been working in this area only within the social context. My institution only contributes in what is possible as my company does not get involved with this type of problem as a business but as a problem that if it doesn't get sorted out as quickly as possible the African continent is in crisis as the rate of infection continues to increase.

10. If "YES" please indicate which of the following you think adds value:

NOT ASKED IN 2007

| | |
|---|-----|
| The priority focus on HIV/AIDS as part of core business | 65% |
| Implementation of HIV/AIDS-related workplace policies | 43% |
| The YOU Campaign ads | 88% |
| <i>Imagine Afrika</i> | 84% |
| The edu-drama | 73% |
| Collaboration, information and program sharing with other broadcasters from across Africa | 51% |
| Your company's public leadership on HIV/AIDS | 65% |

11. What recommendation for increasing the value of the ABMP would you make? (describe briefly)

Key Recommendations

More support from chief executives of member companies

- More support from Chief Executives for Responsible Officers to vigorously engage 'other in-country partners' for the purpose of 'leveraging additional resources' for more programming on HIV/AIDS but particularly for non-programming activities e.g. live shows in secondary schools, campuses, marketplaces etc.
- Educate CEOs and get them visualize how partnering with NGOs and private enterprises can add value to the business.
- CEOs of the broadcast stations should be involved a greater deal.
- I would propose that the ABMP invite the CEOs of the various member broadcasters to one of its workshops as well. The CEOs could then also benefit from the information provided by and the discussions held with such remarkable guest speakers as were present during the last ABMP Responsible Officers' Workshop (in May 2008). The CEOs would furthermore benefit from the exposure to their peers and their efforts to deal with the AIDS pandemic.
- Compel ABMP partners to live up to their commitments and communicate to all their employees their involvement in collaboration, as well as their activities towards achieving this partnership.

Responsible Officers' responsibilities and strategies

- I suggest Responsible Officers should prepare annual work-plans which will show what else they propose to do (and how) over a year in line with ABMP objectives.
- Get all the Responsible Officers in a country, as a group, to review their individual work-plans, consolidate them and work together as a team to achieve the targets.
- Encourage creativity among Responsible Officers by offering incentives, e.g. a trophy or some kind of recognition which could be of international importance
- Responsible Officers should be better equipped through training to ensure that HIV-AIDS become a core business strategy.
- Consistent and certain interventions among ABMP against HIV and AIDS focal persons to evolve strategic that will ensure sustainability of programme objectives

- Member companies should submit monthly reports to the secretariat on how they are implementing the objectives of ABMP.
- Best practices by member companies should be widely publicized and/or documented to all members for others to learn from and share experiences.

Translations of materials to local dialects

- PSAs and edu-drama could be translated in local languages e.g. Kiswahili, Luganda, Luo etc, without losing out on the original meaning, for a bigger audience.
- Script of the Imagine Afrika reality show to be centralized BUT the production to be done locally in local languages e.g. Arabic, Kiswahili etc.
- The YOU campaign TV ads to be in local languages in order to capture wider viewership.
- Jingles/spots be developed in local languages wherever possible.
- Translation of messages in to local languages.
- Translation of PSAs into different dialect would really add value to ABMP.

Regional content sharing

- Regional content sharing especially where people share common cultures across borders to be encouraged.
- Contributions in terms of funds to enable collaborating broadcast stations produce and exchange programmes relevant to their localities (environment).
- Increase collaboration in radio programming among partners of ABMP e.g. ABMP can undertake a series of co-productions between ABMP partners as a way of sharing experiences on HIV/AIDS and have the partners air those programmes in their respective stations and give feedback on them.
- Exchange of HIV/AIDS programmes with other Broadcasters from across the country/Africa.

Financial and institutional support

- Assist broadcasting stations with equipment and funds to encourage them and support them.
- ABMP should revisit and think deeply its decision on providing subsistence allowances for participants for their hard working and motivation as some of the participants come from government and community stations with limited budgets.
- More funds for more productions and programmes collaboration, information and programme sharing with other broadcasters from across Africa.
- ABMP should help TV stations produce their own programmes on HIV/AIDS. The assistance would merely be technical in helping out with programme formats etc.
- It would be beneficial if the financial resources allocated with the periodic meetings of the ABMP are reallocated to local productions. My colleagues who were recently in Johannesburg say that little was achieved there whereas that had to be very expensive. An optimization of the resources would be justified in my opinion.
- Assistance with the financing and the distribution of programs.

Training and capacity building

- Training of Broadcasters on the policies of HIV/AIDS is very necessary
- Build organisational capacity where HIV/AIDS policies are documented and implemented as core business
- The ABMP could present a workshop on radio drama scripting and production. This would enable the producers from member broadcasters to initiate and produce their own radio dramas.
- Capacity building and more opportunities for broadcasters to exchange experiences.

Imagine Afrika and Edu-Dramas

- Explore possibility of increasing number of edu-dramas to the partner stations because as of now, our experience shows there is a limit to the number of times that a station can air one drama no matter how good it is.
- The selection of reality show candidates (Imagine Afrika) should be made on merit. The selection criterion should be clear.
- We should start with country-based casting of reality show participating artist before the final integrated cast
- Some of the listeners have complained about the fact that one Edu-Drama episode is repeated for an entire month. It has been suggested that more episodes are produced per month, i.e. similar to the concept of a soap opera.
- It would also be a good idea to provide each special effects used in one Edu-Drama episode or PSA as a separate track. Currently the special effects are mixed and recorded as one track. However, if the scripts are translated then the translated text is often longer than the original text which means that the special effects are sometimes not synchronized to the speech.

More country participation in production and meetings

- Explore the possibility of how different ABMP partners can be involved in production of Edu-dramas in order to incorporate the cultural diversity and experiences of different African communities.
- Production of ABMP PSAs to be done in member company local locations or at least rotate, local images will appeal better to audiences.
- Regional integration should be encouraged because culturally it might allow more parallel exchange and place the campaign more in a 'closer to home kind of feel'. At the moment it is very pan-African which is good but regional hubs are also options to be considered. Maybe this could bring out the strengths of various African regions.
- ABMP should ensure commonality in its approach to member countries. ABMP should have a deliberate effort to conduct its activities i.e. seminars, meetings etc in turns in all countries to make its presence felt and recognised.

Audience feedback and participation

- ABMP should have a small budget for the broadcasters to do meetings in rural areas because in Africa most of our rural areas live a lifestyle of iron age, they don't have TV or Radios and they don't believe there is an enemy called HIV/AIDS.
- Incorporate interactivity and audience participation through feedback channels such as letters, e-mails, SMS and telephone.
- Increase impact through innovative programming i.e. game shows, voting and prize winning, road-shows and promotional grass root campaigns

Increase membership

- Enlist more members of other countries.

Increase visibility of the ABMP

- More programs and a special on the ABMP which will help the world to know more about what we are about.
- Conduct press conferences in member countries
- Courtesy/advocacy visit to Mr. President, National Assembly Leadership, State Governors and Speakers of State Houses of Assembly for increased budgetary funding of ABMP against HIV/AIDS.

Other recommendations

- ABMP to closely monitor member broadcasters.
- Information materials like books, posters, fliers, pamphlets on HIV/AIDS should be made available for workers in the workplace.
- Sports is now a big marketable event and ABMP's association with organizers of some of these big sporting events like the Olympic Games, World Cup, African Cup of Nations etc will help increase ABMP's value.
- Research on the impact of the ABMP programmes should be carried out in conjunction with the station.
- More supply of HIV/AIDS awareness programs.
- For visual messages, ABMP should take into account those who are blind.
- Besides using radio and television as the primary mediums of communication, there is probably greater need to also incorporate other media forms to communicate the strategies. ABMP could also extend technical co-operation with the print media (newspapers & magazines) and hold annual continental musical concerts (region by region in rotation) bringing together Africa's greatest artists to disseminate the message: LET'S CREATE AN HIV FREE GENERATION!
- There is also a potential role to be played by "IT BEGINS WITH YOU" campaign ambassadors who will be appointed by each country to further drive the message forward. These role models may be drawn from sport, arts, business and academia.