

African Broadcast Media Partnership Against HIV/AIDS

Score Card Questionnaire

Objective 1

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

Indicators:

- A) Documentation showing integration of HIV/AIDS as:
 - i. part of core business strategy and
 - ii. across existing organizational structures
- B) Written work place HIV/AIDS-related policies for company employees.

INFORMATION REQUESTED

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

Obj.1	YES	
Q1.	NO	

2. If 'YES', did this happen in response to the objectives of the ABMP?

Obj.1	YES	
Q2.	NO	

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

- (a) documented (*i.e.* written)?

Obj.1	YES	
Q3a.	NO	

- (b) communicated to all levels of the company?

Obj.1	YES	
Q3b.	NO	

- (c) communicated publicly (*i.e.* outside the company)?

Obj.1	YES	
Q3c.	NO	

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

Obj.1	YES	
Q4.	NO	

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

Obj.1	YES	
Q5.	NO	

6. If 'NO' do you expect to put such policies in place?

Obj.1	YES	
Q6.	NO	

7. In the past 12 months has your company taken any additional steps to make HIV/AIDS part of your core business?

Obj.1	YES	
Q7.	NO	

8. If YES please briefly state what those steps are.

Obj.1 Q8.	
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Objective 2

Dedicate resources, including financial, technical and other expertise, from their own existing resources in support of objective (1A.) above

Indicators

- A. Documentation of resource commitment (financial, personnel and other, but NOT airtime) in support of integration of HIV/AIDS as part of core business strategy and across program formats and schedules.
- B. Documentation of funding for HIV/AIDS-related programme production and broadcast committed from existing company budget resources
- C. Documented evidence of efforts for increased funding for HIV/AIDS related programming from government, commercial and other in-country sources.

INFORMATION REQUESTED

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?

Obj.2	YES	
Q1.	NO	

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

Obj.2	YES	
Q2.	NO	

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

Obj.2	YES	
Q3.	NO	

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? (see *communications framework on reference page*)

Obj.2	YES	
Q4.	NO	

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

Obj.2	YES	
Q5.	NO	

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

Obj.2	YES	
Q6.	NO	

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

Obj.2 Q7.	Less than 20%	
	Around 20%	
	More than 20%	

8. Do you anticipate that your company will commit a portion of its existing annual budget in the next year for HIV/AIDS-related program production?

Obj.2	YES	
Q8.	NO	

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

		YES	NO
Obj.2 Q9.	Government		
	Commercial Sponsors		
	Other in-country sources (such as NGOs, private donors, etc)		

Objective 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

Indicators

- A. Documentation of a comprehensive HIV/AIDS communication and programming strategy for the company with key messages and defined anticipated outcomes.
- B. Documented inventory (including broadcast times and dates) of HIV/AIDS-related programming produced and broadcast across formats i.e. news entertainment, public affairs, public service advertising etc.

INFORMATION REQUESTED

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

Obj.3	YES	
Q1.	NO	

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

Obj.3	YES	
Q2.	NO	

3. In the past year, has your company included HIV/AIDS-related messaging in any of the following program formats:

		YES	NO
Obj.3 Q3.	Public service announcements (PSAs)		
	News		
	Talk shows		
	Magazine Format Programming		
	Documentary		
	Music shows		
	Game shows		
	Drama		
	Sitcom		
	Reality Shows		

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

Obj.3 Q4.		Part of an on-going series		One-off messages	
		YES	NO	YES	NO
	Drama				
	Sitcom				

5. If you answered YES to any of the options in Question 3 above please indicate which of the following apply:

		YES	NO
Obj.3 Q5.	Programming was paid for from our company resources		
	We secured commercial sponsorship for this programming		
	We secured other external funding for this programming		
	A mix of our own resources and external funding		

Objective 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

Indicators

- A. Record of interaction between executives and senior government representatives for the coordination of the broadcasters' and national (government) HIV/AIDS communication strategies
- B. Government statements supporting role of broadcasters in enhanced HIV/AIDS communication effort
- C. New or increased government resources in support of enhanced HIV/AIDS communication strategy

INFORMATION REQUESTED

1. In the past year have you or other senior representatives of your company discussed with **government** representatives ways to coordinate your company's HIV/AIDS-related communication and programming with the government HIV/AIDS communications strategy?

Obj.4	YES	
Q1.	NO	

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

Obj.4	YES	
Q2.	NO	

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

Obj.4	YES	
Q3.	NO	

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

Obj.4	YES	
Q4.	NO	

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

Obj.4	YES	
Q5.	NO	

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?

Obj.4	YES	
Q6.	NO	

Objective 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

Indicators

Program schedule documenting commitment of HIV/AIDS-related airtime for the period under review

INFORMATION REQUESTED

1. In the past year, has there been an increase in the proportion of your company's daily daytime airtime dedicated to HIV/AIDS communication and programming?

Obj.5	YES	
Q1.	NO	

2. Has there been any reduction in the past year in the amount of daily airtime committed to HIV/AIDS-related programming?

Obj.5	YES	
Q2.	NO	

3. If YES, please briefly explain the reason for this reduction

Obj.5 Q3.	
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4. 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:

Obj.5	(a) less than 5%	
Q4.	(b) about 5%	
	(c) more than 5%	

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

Obj.5	YES	
Q5.	NO	

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

Obj.5	YES	
Q6.	NO	

7. How much of the airtime (in No. 4 above) was committed to the YOU campaign (PSAs and supporting programming)?

Obj.5 Q7.	(a) less than 25%	
	(b) about 25%	
	(c) more than 25%	

8. How much of the programming broadcast in the airtime in No. 4 above directly addressed the ABMP's HIV/AIDS communication strategy?

Obj.5 Q8.	(a) less than 50%	
	(b) about 50%	
	(c) more than 50%	

9. 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)

Obj.5 Q9.	
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10. 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?

Obj.5	YES	
Q10.	NO	

11. If "NO" please state briefly why:

Obj.5 Q11.

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

		YES	NO
Obj.5 Q12.	The priority focus on HIV/AIDS as part of core business		
	Implementation of HIV/AIDS-related workplace policies		
	The <i>YOU</i> Campaign ads		
	<i>Imagine Afrika</i>		
	The edu-drama		
	Collaboration, information and program sharing with other broadcasters from across Africa		
	Your company's public leadership on HIV/AIDS		

REFERENCE PAGE

A. OBJECTIVES

The primary objectives of the ABMP are to:

- A. Develop policies, strategies and structures to ensure integration of HIV/AIDS as part of the core business of the company.
- B. Dedicate resources, including financial, technical and other expertise, from their own existing resources in support of objective (a) above.
- C. Identify and develop programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction.
- D. 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.
- E. 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.

B. ABMP COMMUNICATIONS FRAMEWORK

A key objective of the ABMP is to promote consistent messaging by ensuring that ABMP member companies integrate in their HIV/AIDS-related programming a focus on the key motivational factors (drivers) influencing the spread of HIV/AIDS.

Key Themes

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

Target Audience

It is also important that HIV/AIDS- related programming be developed specifically to target the groups most at risk of HIV infection.

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. 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:

1. young people ages 15-25
2. sub-target: young women
3. family and others who support young people