

Measuring Progress: The 2007 ABMP Annual Scorecard

Assuming the first scorecard conducted in June 2006 provided a baseline, results this year show a remarkable upswing in commitment, involvement and dedication of resources by ABMP companies overall (see full report attached).

Forty five member companies or 80% of the eligible sample submitted their responses. Overall the results show a remarkable increased over the past year in commitment to HIV/AIDS programming, the dedication of personnel and financial resources, and most notably airtime.

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

- 76% say they have formally adopted HIV/AIDS as part of their core business strategy. Up from 63% in 2006.
- 56% say they have documented their policies; an increase from 38% in 2006.
- 67% have communicated to all levels of the company. Up from 42% last year.
- And 51% have communicated publicly their position outside the company. Up from 25% from last year.

Resource Allocation

- 69% of respondents said they have dedicated personnel and budgetary resources specifically to the integration of HIV/AIDS as a core business strategy.
- And 58% said this resource allocation was greater than in the previous year.
- Almost 50% of responding companies said that they have committed 20% or more of their annual programming budget to HIV/AIDS-related programming.
- 78% reported an increase in airtime for HIV/AIDS-related programming over 2006. 71% reported committing 5% or more daily airtime for HIV/AIDS-related programming. And 98% said they expected their airtime commitment to grow even further in the next year.

Content

- More than a third (36%) of respondents said they have a written HIV/AIDS communication and programming format to guide content development and of those that do yet have such a guide 58% reported they planned to develop one shortly.
- A large majority (in excess of 80%) reported that they were including HIV/AIDS-related themes and messages in a variety of program formats including news, talk shows, magazine, music and drama programs.

Leadership

- 60% of companies reported that their senior executives have in the past year discussed a coordinated HIV/AIDS response with government officials and more than two thirds (67%) said they have discussed it with non-government leaders. 71% reported that government leaders in their country had publicly voiced support for the broadcaster's approach and commitment to combating HIV/AIDS.