

MEASURING PROGRESS

Report on the 2008 ABMP Members Scorecard

In this third year of tracking the ABMP's progress towards achieving the objectives set up at the launch of the ABMP at the Old Fort in October 2005, 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 the ABMP's 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, which are:

- 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.

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.