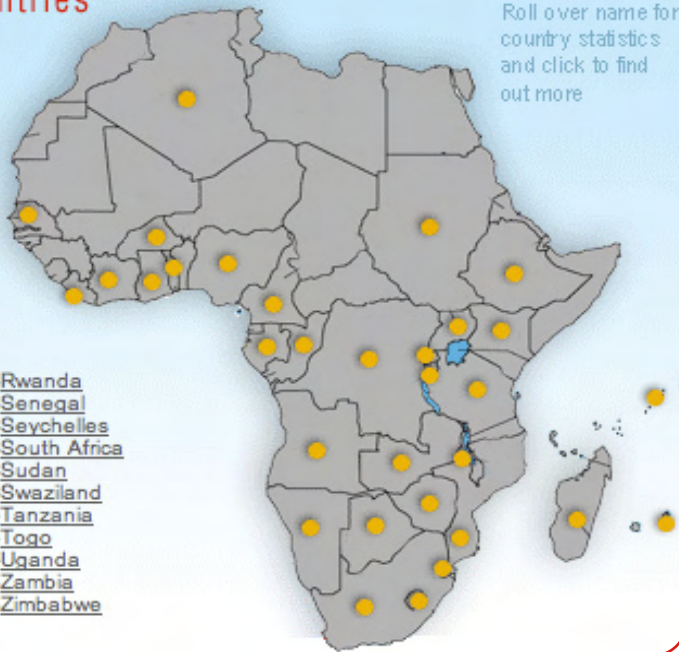


# AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS



## Member Countries

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- > [Malawi](#)
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[www.broadcasthivafrica.org](http://www.broadcasthivafrica.org)

The African Broadcast Media Partnership Against HIV/AIDS (ABMP) is an historic pan-African coalition of broadcast companies for the purpose of reinvigorating and increasing the effectiveness of broadcast media's contribution to the fight against HIV/AIDS. The ABMP aims to embrace all African countries and to include both public and commercial broadcasters. Inspired by UN Secretary General's call to action under the Global Media AIDS Initiative, the ABMP creates a structured framework for leveraging broadcast media resources with the goal of significantly expanding HIV/AIDS-related broadcast programming across Africa.

The leadership for the initiative comes from the broadcast companies working together for a common commitment to a stepped up effort in the fight against HIV/AIDS. ABMP signatory companies have pledged an unprecedented 5% of daytime airtime — approximately one hour per day — for HIV/AIDS content. The commitment of broadcasters is defined by an alignment of interests and expectations;

airtime is not purchased for placement of HIV/AIDS messaging and companies are committed to leveraging existing resources for increased HIV/AIDS communication.

The primary objectives are the promotion of:

- A business-centred approach incorporating HIV/AIDS as part of broadcasters' core business and ensuring integration of HIV/AIDS-related messages and themes across all programme formats and schedules;
- A consistent pan-African HIV/AIDS-related communications framework targeting key drivers of HIV such as gender inequity, stigma, coercion and peer pressure.

To meet its goals, the ABMP facilitates two streams of content development:

- Core content (generally PSAs and short format programming) which is centrally developed with creative input from the signatory companies and distributed rights free across all signatory companies;
- Company content is developed by signatory companies integrating the key messages and themes of the HIV/AIDS communications framework across existing programme formats

The ABMP is overseen by a Steering Committee of broadcast executives nominated by the broader ABMP membership meeting annually. Major operational, technical and funding support is provided by the Kaiser Family Foundation. Additional financial support is provided by the Bill & Melinda Gates Foundation, the Coca-Cola Africa Foundation, the Nelson Mandela Foundation, Merck & Company and the MTN SA Foundation.

For more information go to [www.broadcasthivafrica.org](http://www.broadcasthivafrica.org)  
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 Phone: +27 11 483 8852  
 Fax: +27 11 483 8855

### ABMP Member Companies (as of November 2007)

- Africa Media Group, Tanzania
- Botswana Radio and Television Services
- Broadcasting Organisations of Nigeria
- Buddu Broadcasting Services, Ltd, Uganda
- Cameroon Radio Television
- Ethiopian Radio and Television Agency
- e.TV, South Africa
- Federal Radio Corporation of Nigeria
- Ghana Broadcasting Corporation
- ITV-Independent Television Ltd./Radio One, Tanzania
- Instituto de Comunicação Social, Mozambique
- Kenya Broadcasting Corporation
- l'Office Rwandais d'Information (ORINFOR)
- Lesotho National Broadcasting Services
- Liberian Broadcasting System
- Malawi Broadcasting Corporation
- Mauritius Broadcasting Corporation
- Metro TV, Ghana
- M-Net/MultiChoice
- Namibian Broadcasting Corporation
- Nigerian Television Authority
- Radio AFRICA No. 1, Gabon
- Radio Algerienne
- Radio Lomé, Togo
- Radio Moçambique
- Radio Nacional de Angola
- Radio National Malagasy
- Radio et Télévision Publiques de Madagascar (ORTM)
- Radio et Télévision Nationale du Burundi
- Radiodiffusion Télévision du Burkina
- Radiodiffusion Télévision Ivoirienne (RTI)
- Radiodiffusion Télévision Sénégalaise (RTS)
- Radiodiffusion Nationale Congolaise - (DRC)
- Radiodiffusion Télévision Congolaise- (Congo Brazzaville)
- RCM - Miramar, Moçambique
- Sahara Communications, Tanzania
- SanyuFM, Uganda
- Seychelles Broadcasting Corporation
- Sociedade Independente de Comunicação (SOICO), Moçambique
- South African Broadcasting Corporation
- Sudanese Radio and Television Corporation
- Swazi Broadcasting and Information Services
- Swaziland Television Authority
- Tanzania Broadcasting Services
- Telediffusion d'Algerienne
- Televisão Pública de Angola
- Télévision Togolaise
- Televisão de Moçambique
- Television Malawi
- Uganda Broadcasting Corporation
- Voice of Nigeria
- Zambia National Broadcasting Corporation
- Zimbabwe Broadcasting Holdings

It begins  
with  
**YOU**

A Campaign of the African Broadcast Media  
Partnership Against HIV/AIDS



[www.itbeginswithyou.org](http://www.itbeginswithyou.org)

## our mission

The YOU campaign, an initiative of the African Broadcast Media Partnership Against HIV/AIDS (ABMP)\* is the first multi-year, pan African broadcast media-led HIV/AIDS public education effort linking Africans together with a core message of hope and possibility. Using the tag line **Imagine the Possibility of an HIV-free Generation: It begins with YOU!** the campaign emphasizes personal action and urges all Africans to consider their role in helping realise the vision of an HIV-free future.

More than two-thirds of HIV infections occur before the age of 25 years and young women are disproportionately at greater risk than young men of the same age. For that reason the campaign targets young people, and young women in particular, but also aims to communicate to parents and adults who are in a supporting role to young people. Supportive family and open communication can contribute to risk reduction behaviour among young people.

*\*The YOU Campaign is developed and produced with the support of the Coca Cola Africa Foundation. The ABMP receives major operational and funding support from the Henry J. Kaiser Family Foundation. Additional support is provided by the Bill and Melinda Gates Foundation, the Nelson Mandela Foundation and Merck & Company. Member companies of the ABMP are committed to provide a minimum of 5% airtime daily for HIV/AIDS-related programming, as well as other personnel, production and financial resources in support of the campaign.*



To give added substance to the YOU Campaign, in October 2007, the ABMP launched the first authentically African reality show. The initial 13-week series profiles young African achievers matching their ingenuity and leadership in tackling difficult challenges confronting many poor communities across Africa such as HIV/AIDS, water & sanitation, training, and food supply. And the show focuses on core themes including gender equity and more open communication about gender roles, HIV/AIDS, stigma and HIV-testing. The ABMP plans to repeat the series annually.

For more information, go to:

[www.imagineafrika.com](http://www.imagineafrika.com)

## objective & targets

The YOU campaign focuses on the principal drivers of HIV infection such as:

- gender inequity,
- peer pressure
- sexual coercion
- stigma, and
- lack of hope for the future.

By promoting a sense of optimism and the vision of an HIV-free future, the YOU campaign aims to:

- Encourage new leadership in the fight against HIV/AIDS in Africa
- Re-engage all Africans and young people in particular in efforts to combat the epidemic
- Increase hope for the future among young people
- Promote more open communication about HIV/AIDS between parents and teenagers
- Increase demand for information on HIV/AIDS and access to HIV/AIDS-related services such as HIV testing