

THE AFRICAN BROADCAST MEDIA PARTNERSHIP (ABMP)

Measuring Progress

Report on the 2010 ABMP Members Scorecard

The scorecard questionnaire is divided into 5 main categories, focusing on the five main objectives of the 2005 Old Fort Declaration (the ABMP founding document), 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 data presented in this scorecard are drawn from a self-administered questionnaire completed by ABMP member companies. 49 member companies or 65% of the eligible sample submitted their responses to the scorecard questionnaire. The low response rate to the 2010 scorecard questionnaire can be attributed to the intensified focus of the broadcasters on activities of the 2010 FIFA World Cup (June 11 – July 11 in South Africa) as well as the 2010 International AIDS Conference (July 18-23 in Vienna).

However, the results of the scorecard show a continued commitment of the broadcasters to the objectives of the ABMP despite the global economic recession and major cutbacks on funding to HIV/AIDS programming and activities. Broadcasters continue to produce content that resonates with and appeals to their audiences.

“ZBC has managed to create more slots for HIV & AIDS programmes on schedule and the frequency which the programmes run for has also increased on both Radio and Television. Activities have also been introduced especially around the World Aids Day” – Zimbabwe Broadcasting Corporation

“Ensure that more messages are aired. More questions put out to listeners for an interactive SMS phone chat which is later moderated by a panel!” - Zambia National Broadcasting Corporation

Broadcasters also continue to reach out to their national governments and NGOs and CBOs to create partnerships and collaborations.

“Working with the National AIDS Secretariat, World AIDS Campaign and other stakeholders in the fight against AIDS” - Gambia Radio and TV Services

“We have initiated a strategy of a 10 seconds clip in 30mins programs focusing on HIV and maternal health in partnership with White Ribbon Alliance” - l'Office Rwandais d'Information (ORINFOR) - Radio Rwanda

Key Results of responding companies to the survey can be summarised as follows:

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

- 78% report that they have integrated HIV/AIDS as part of core business strategy.
- 80% say their companies have taken additional steps to make HIV/AIDS part of their core business in the past year. This is up from 72% reported in 2009.

Resource Allocation

- The number of companies confirming that they have committed personnel and production resources (69%) shows a slight increase from last year (66%). In line with this, 74% anticipate their companies will commit a portion of its existing annual budget in the next year for HIV/AIDS-related program production.

Content

- 55% report that HIV/AIDS-related programming was paid from their own resources. This is up from 2009 (47%) results.
- 83% report an increase in the proportion of their company's daytime airtime dedicated to HIV/AIDS communication and programming.

Airtime Commitment

- 89% of companies report that they expect their airtime commitment to continue to grow in the year ahead.
- 98% report that their company's participation in the ABMP has added value to their business.
- About 71% report that at least 25% of their airtime commitment to HIV/AIDS programming is committed to the YOU campaign.
- And 68% of their content addressed the ABMP's HIV/AIDS communication strategy.

Annual tracking of ABMP member company performance against the key objectives of the partnership indicate a growing year-on-year commitment and increasing institutionalization of the effort over the past four years.

*Summary of findings from annual ABMP member survey (conducted in June) regarding commitments for 12 months prior.
(Note: as ABMP launched in September 2005, the 2006 results reflect 9 months prior, rather than 12 as is case for subsequent years)*

	2006	2007	2008	2009	2010
# Broadcast Members in ABMP*	37	50	57	61	63
# Countries Represented in ABMP	30	32	35	38	38
% of members allocating at least 5% of airtime to HIV/AIDS, as per ABMP commitment	59%	71%	84%	81%	83%
LEADERSHIP					
Adopted HIV/AIDS as core business strategy?	63%	76%	77%	79%	78%
IF YES, has company's position on HIV/AIDS as core business strategy been documented	38%	56%	57%	65%	56%
In past year, has company discussed coordination of ABMP efforts with...	75%	60%	77%	71%	63%
- Government officials?	83%	67%	75%	71%	69%
- NGOs?					
In past 12 months has company taken steps to make HIV/AIDS part of core business?	N/A	N/A	N/A	72%	80%
Has company's partnership with ABMP added value to business as a broadcaster?	N/A	N/A	N/A	98%	98%
RESOURCE ALLOCATION					
Does company have an annual budget commitment for HIV/AIDS programming	58%	49%	58%	66%	55%
Has govt in past year increased national budget for HIV/AIDS-related communication?	42%	49%	72%	72%	52%
If YES is that funding available to support company's HIV/AIDS-related programming?	29%	38%	71%	72%	47%
Other than airtime, has company committed other resources (money, personnel, etc)	67%	69%	77%	66%	69%
IF YES, increase from prior years?	58%	58%	85%	75%	76%
Expect company's current commitment of airtime to grow further over the next year?	96%	98%	98%	95%	89%
CONTENT					
Does company have a written HIV/AIDS communication and programming strategy?	33%	36%	43%	48%	45%
Does ABMP content add value to business as a broadcaster?					
- YOU Campaign ads	N/A	N/A	88%	88%	84%
- <i>Imagine Afrika</i> (TV reality show)	N/A	N/A	84%	65%	80%
- <i>Can Tru Love Withstand the Test?</i> (Radio edu-drama)	N/A	N/A	73%	67%	71%
Increase in commitment of airtime to HIV/AIDS content from year prior?	67%	78%	89%	80%	83%
IF YES, is increase in response to ABMP?	67%	82%	85%	91%	96%
Anticipated increase in commitment of airtime to HIV/AIDS in coming year?	96%	98%	98%	95%	89%

*Note that number of actual broadcast stations that transmit ABMP content is greater as some member companies operate several broadcast stations spread across their countries.