

# THE AFRICAN BROADCAST MEDIA PARTNERSHIP (ABMP)

## Measuring Progress

### Report on the 2010 ABMP Members Scorecard

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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 resonate with and appeal 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%
<b>LEADERSHIP</b>					
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%
<b>RESOURCE ALLOCATION</b>					
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%
<b>CONTENT</b>					
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

## **RESULTS<sup>1</sup>**

### **OBJ 1**

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

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

**YES: 78%**      **NO: 22%**

2. If 'YES', did this happen in response to the direction provided by the ABMP?

**YES: 49%**      **NO: 51%**

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

a) *documented?*

**YES: 56%**      **NO: 44%**

b) *communicated to all levels of the company?*

**YES: 79%**      **NO: 21%**

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

**YES: 57%**      **NO: 43%**

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

**YES: 60%**      **NO: 40%**

5. If 'YES' [to Q4] has this policy been communicated to all employees?

**YES: 75%**      **NO: 25%**

6. If 'NO' [to Q5] do you expect to put such policies in place shortly?

**YES: 86%**      **NO: 14%**

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

**YES: 80%**      **NO: 20%**

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

#### **RESPONSES BELOW**

##### ***Taraba State Broadcasting Service - Broadcasting Organisations of Nigeria***

The health producer has been on the air with weekly HIV/AIDS education programmes. Free air time is often allotted to HIV/AIDS related programmes, within this one year.

##### ***Anambra Broadcasting Service - Broadcasting Organisations of Nigeria***

The ABS has over the years been reflecting the education and information on the WHO global stand on HIV/AIDS through her television programmes as well as news and current affairs broadcast. ABS TV also do jingles on HIV/AIDS to sensitize the public on the best attitude for treatment of people with HIV/AIDS and also for people to avoid contacting it.

##### ***DBN TV, Lagos - Broadcasting Organisations of Nigeria***

Developing programmes that enlighten on HIV. Frequent use of Public Service Announcements on HIV.

##### ***Enugu State Broadcasting Service - Broadcasting Organisations of Nigeria***

Setting up HIV/AIDS unit

##### ***e.TV, South Africa***

In the past we did partly make it part of our business strategy. We do host peer group training and organize for testing to be done at our premises.

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<sup>1</sup> Results are calculated based on responses to individual questions.

### ***eBotswana***

On World AIDS Day we have been in the practice of having the company CEO record a motivational video to replay for all staff.

### ***Gambia Radio and TV Services***

A permanent slot for airing HIV/AIDS related issues. Also working with the National AIDS SECRETARIAT, WORLD AIDS and other stakeholders in the fight against AIDS

### ***Ghana Broadcasting Corporation***

1. Participation and coverage of the national World AIDS Day event
2. Series of short drama sketch on gender norms, domestic violence and women's vulnerability to HIV and AIDS with studio discussion after each sketch.
3. Participation and coverage of the Abidjan-Lagos corridor float in Accra.
4. Coverage of counseling and testing on HIV and AIDS during the World Cup tournament by the Japanese Int. Cooperation Agency (JICA), Planned Parenthood Association of Ghana (PPAG), and the Ghana AIDS Commission (GAC). The strategy is providing giant screens for some selected communities to watch the football match and then getting the people to go through counseling and testing.
5. GBC's representation on an HIV and AIDS workshop for some selected media practitioners in February this year.
6. Other programmes on the morning shows and in the major news bulletin once in a while as well as women, health and youth programmes etc.

### ***ITV-Independent Television Ltd./Radio One, Tanzania***

In the past 12 months, ITV has dedicated itself to go on with the fight against HIV/AIDS. ITV has sustained its HIV/AIDS policy to ensure the integration of HIV/AIDS continues to be its core business. At times, ITV has dedicated financial resources, equipment and crew to make sure that HIV/AIDS issues is incorporated in its existing local programmes. All local programmes producers are encouraged to include in their weekly content questions regarding the fight against HIV/AIDS. The Coordinator of Local Programmes who is also the Responsible Officer of the ABMP, does the monitoring to ensure it is fulfilled. The youth programme, a 30 minutes locally produced, has succeeded in this and every week, there is one question about youth and HIV/AIDS. Programmes produced by the government organizations and other NGOs dealing with HIV/AIDS have been charged non-commercial airtime and at times they have been given free airtime as ITV's contribution to combat the spread of HIV/AIDS. The minimum of 5% airtime per day of HIV/AIDS issues has been maintained in primetime and across all programme format. We do host peer group training and organize for testing to be done at our premises.

### ***l'Office Rwandais d'Information (ORINFOR) - Radio Rwanda***

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.

### ***Kenya Broadcasting Corporation***

Kenya Broadcasting Corporation has trained HIV/AIDS peer educators across its departments to facilitate easier and faster sensitization among staff.

### ***Lamp Fall Communication, Senegal***

NOTRE RADIO EST MUSULMANE ET PAR VOIE DE CONSEQUENCE, NOUS PRONONS ET ENCOURAGEONS NOS AUDITEURS à L'ABSTINENCE ET A LA FIDELITE, LE CAS ECHEANT D'UTILISER LES PRESERVATIFS, MAIS VRAIMENT EN DERNIER LIEU, MAIS LA PLUPART DE NOS AUDITEURS ONT DEJA OPTE POUR LA PREMIERE SOLUTION ET ILS SONT PLUS EN PLUS NOMBREUX A ADOPTER CET ATTITUDE DIEU MERCI.

### ***Lesotho National Broadcasting Services***

We have been part of the people / Government Ministries who are working on HIV/AIDS Policy at National level and at workplace policy.

### ***Liberia Broadcasting System - TV***

Our workers are all informed daily by radio and TV on this matter.

### ***Liberia Broadcasting System - Radio***

Introduced a special segment of the morning radio talk show focusing on the causes, prevention and effects of HIV/AIDS. Excerpts from the talk show discussions are inserted into other programs for gather awareness.

### **Malawi Broadcasting Corporation**

In all the male and female toilets condoms are found. Those who have declared their status are given special medical attention. All members from time to time are encouraged to go for VCT. Food supplement called SUBUSISO is given to all patients. MBC annually commemorates the candlelight memory ceremony. HIV/AIDS group are formed in all the out stations MBC has an HIV/AIDS policy.

### **Mauritius Broadcasting Corporation**

MBC is broadcasting HIV/AIDS promos on a daily basis on its radio channel.

### **Namibian Broadcasting Corporation – TV**

By producing more content in different divisions and on different genre programmes that are HIV and AIDS related. This is mostly focused on Namibian scenarios.

### **Namibian Broadcasting Corporation – Radio**

The corporation has recruited a Wellness Officer who is expected to create more awareness on HIV-AIDS at the workplace (amongst others) and who will help those affected by and infected with HIV.

### **Buddu Broadcasting Service, Uganda**

Doing outside broadcast program.

### **Rádio Difusão Nacional da Guine Bissau**

Para além da difusão dos programas da ABMP, a minha estação emissora tem dois programas de sensibilização sobre HIV Sida direccionado aos trabalhadores e a população em geral no País. Já se fez seminários aqui na minha estação sobre a prevenção desta calamidade, e hoje já temos pessoas capacitadas a fazer restituição sobre este mal em algumas rádios comunitárias. Uma outra medida cautelar, é estar em contacto permanente com o pessoal ligado a este flagelo de molde a actualizar os funcionários públicos do meu País.

### **Radio Moçambique**

- “Tudo começa contigo” – da Parceria Africana de Luta Contra o SIDA.
- Transmissão das radionovelas “Passos de Esperança” (da iniciativa da RM),
- “Tchova-tchova”, e “Amores a mais, é demais” – de outros parceiros da RM;
- Protegendo a vida – de iniciativa da RM, narra histórias de e sobre pessoas vivendo com o HIV/SIDA, envolvendo os Emissores Provinciais. Este programa (de 10 minutos) é transmitido num espaço dedicado às famílias: o “TARDE EM FAMÍLIA” – um programa de 2ª a 6ª-feira, das 15h às 17h, com a participação dos canais provinciais da Rádio Moçambique. Esta produção é rotativa (em todas as 10 províncias do país), em função de um plano temático.

### **Télévision Nationale du Burundi**

- Le réalisateur chargé des questions de santé reçu la recommandation de traiter régulièrement des questions relatives au VIH Sida .
- La TV nationale collabore avec les organisations et Associations de lutte contre le SIDA pour la conception et la diffusion des messages relatifs à la lutte contre le SIDA.
- Les activités organisées dans le cadre de lutte contre le Sida sont systématiquement couverts par le service des nouvelles.

### **Radiodiffusion Nationale Congolaise – (DRC)**

La RTNC a un partenariat avec le PNMLS (Programme National Multisectoriel de Lutte contre le VIH/SIDA) avec la ABMP comme partenaire privilégié ; la mise en place et la formation des « paires » éducateurs ; l’organisation régulière des campagnes de sensibilisation auprès des employés ; la formation des animateurs spécifiques des émissions consacrées aux VIH/SIDA.

### **Radiodiffusion Télévision Congolaise– (Congo Brazzaville) – Radio**

En programmant des émissions parlant de cette pandémie.

### **RCM – Televisao Miramar, Moçambique**

Assistencia aos dentes dando ajuda medicamentsa.

### **Sahara Communication (Star TV)**

By telecasting ABMP programs and programs from government and other NGOs.

### ***Sanyu FM Uganda***

The objective of the ABMP and my mandate as a broadcaster!

### ***Seychelles Broadcasting Corporation***

To coincide with world AIDS day, we had an in-house exhibition on HI/AIDS related issues which involved both our radio and Television staff. They prepared the exhibition themselves and invited other members of staff to be part of it. Our new CEO Mr. Antoine Onezime launched it and it was even filmed to be part of our news piece of the day. Also our new Human resources department has formally handed over to all members of staff a handbook which states our company's position in regards to HIV/AIDS. If you wish for the exact wording, we can provide.

### ***SOICO – Sociedade Independente de Comunicação, Moçambique***

- Sim. Dedicamos mais atenção ao assunto nos nossos programas interactivos e noticiários sempre que há eventos alusivos.
- Transmitimos uma série de 15 capitulos produzida por nós seguida de um programa interactivo de 1h30min.
- Participamos numa outra produção de uma série de 6 programas de 15 min sobre alimentação e sua importancia e relação com o HIV.

### ***Swaziland Television Authority***

We have strengthen the work we do through corporate social responsibility, partnering with other organizations to talk to people in rural areas about HIV/AIDS and further incorporating the message of taking the first step in knowing your status.

### ***Tanzania Broadcasting Services***

Management of TBC has chosen some employees from each department and formed an HIV/AIDS committee. The committee deals with employees who are infected by HIV/AIDS.

### ***Télévision Nationale Congolaise – Brazzaville***

- Notre télévision est un service public, donc étatique. A ce niveau nous avons au sein de notre ministère de la communication une cellule de lutte contre le VIH/SIDA, et cette même cellule a des ramifications dans chaque direction générale. Nos cellules sont sous la mouvance du Conseil National de lutte contre le Sida (CNLS).
- Mis depuis l'apparition des spots et films de l'ABMP sur l'écran de notre télévision, le CNLS s'est beaucoup inspiré de la méthodologie didactique, ainsi la cellule de notre ministère encourage beaucoup la réalisation des sketches et spots qui sont régulièrement diffusés sur nos antennes.

### ***Uganda Broadcasting Corporation***

We have initiated, produced and aired programs on HIV/AIDS.

### ***Voice of Nigeria***

There have been quarterly meetings between Stakeholders and members of staff on HIV/AIDS in areas such as stigma, practical use of condom, testing and other issues. All staff were affected in Lagos and Abuja offices.

### ***Zambia National 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.

### ***Zimbabwe Broadcasting Corporation***

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 commemoration where the platform for the infected and affected are given a chance to express themselves. This also helps in educating the uninformed of the pandemic.

## **OBJ 2**

### **Dedicate resources, including financial, technical and other expertise, from their own existing resources in support of Objective 1A.**

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?

**YES: 69%**      **NO: 31%**

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

**YES: 76%**      **NO: 24%**

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

**YES: 32%**      **NO: 68%**

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?

**YES: 73%**      **NO: 27%**

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

**YES: 55%**      **NO: 45%**

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

**YES: 68%**      **NO: 32%**

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

a) *Less than 20%*

**YES: 63%**

b) *Around 20%*

**YES: 19%**

c) *More than 20%*

**YES: 19%**

8. If your answer to question 5 above was 'NO' do you anticipate that your company will soon commit a portion of its existing annual budget for HIV/AIDS-related program production?

**YES: 74%**      **NO: 42%**

9. Since May 2009, have you been able to get increased funding for HIV/AIDS related programming from any of the following sources:

*Government:*

**YES: 27%**      **NO: 73%**

*Commercial sponsors:*

**YES: 19%**      **NO: 81%**

*Other in-country sources (such as NGOs, private donors etc):*

**YES: 44%**      **NO: 56%**

### **OBJ 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**

1. Does your company have a written comprehensive HIV/AIDS communication and programming strategy?  
**YES: 45%**      **NO: 55%**

2. If 'NO' do you plan to develop such a strategy soon?  
**YES: 93%**      **NO: 7%**

3. Since May 2009, has your company included HIV/AIDS-related messaging in any of the following program formats:

a) PSAs  
**YES: 85%**

b) News  
**YES: 94%**

c) Talk shows  
**YES: 90%**

d) Magazine Format Programming  
**YES: 75%**

e) Documentary  
**YES: 58%**

f) Music shows  
**YES: 63%**

g) Game shows  
**YES: 21%**

h) Drama  
**YES: 71%**

i) Sitcom  
**YES: 25%**

j) Reality Shows  
**YES: 27%**

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

a) Drama: Part of an on-going series  
**YES: 76%**

b) Sitcom: Part of an on-going series  
**YES: 75%**

c) Drama: One-off messages  
**YES: 32%**

d) Sitcom: One-off messages  
**YES: 17%**

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

*Programming was paid for from our company resources*  
**YES: 55%**

*We secured commercial sponsorship for this programming*  
**YES: 16%**

*We secured other external funding for this programming*  
**YES: 10%**

*A mix of our own resources and external funding*  
**YES: 47%**

#### **OBJ 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**

1. In the past year have you or other senior representatives of your company discussed with government representatives coordination of your company's HIV/AIDS-related communication and programming with the national (government) HIV/AIDS communications strategy?

**YES: 63%**      **NO: 37%**

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

**YES: 69%**      **NO: 31%**

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

**YES: 67%**      **NO: 33%**

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

**YES: 74%**      **NO: 26%**

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

**YES: 52%**      **NO: 48%**

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?

**YES: 47%**      **NO: 53%**

## **OBJ 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**

1. Since May 2009 (the previous year), has there been an increase in the proportion of your company's daily daytime airtime dedicated to HIV/AIDS communication and programming?

**YES: 83%      NO: 17%**

2. Has there been any reduction since May 2009 in the amount of daily airtime committed to HIV/AIDS-related programming?

**YES: 2%      NO: 98%**

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

Response Below:

*eBotswana*

There has been no move as regards programming dedicated to HIV Programming since May 2009 due to the fact that the company has been undergoing major transformation. I, the responsible officer was only appointed to this responsibility in the last quarter of 2009 and attended the forum of responsible officers once in 2009. This was the first time the company actually participated in the ABMP forum. A lot as regards all our local programming.

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:

a) *less than 5%*

**YES: 17%**

b) *about 5%*

**YES: 33%**

c) *more than 5%*

**YES: 50%**

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

**YES: 89%      NO: 11%**

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

**YES: 96%      NO: 4%**

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

a) *less than 25%*

**YES: 29%**

b) *about 25%*

**YES: 33%**

c) *more than 25%*

**YES: 38%**

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

a) *less than 50%*

**YES: 32%**

b) *about 50%*

**YES: 50%**

c) *more than 50%*

**YES: 18%**

9. Please indicate below how your company (in 2010) plans on fulfilling the 5% airtime commitment with content that specifically addresses the agreed ABMP HIV/AIDS communications framework. Please list all applicable programming formats and scheduling (e.g. Talk shows; Drama; News; etc)

Responses Below:

***Africa Media Group – Tanzania***

We plan to schedule ( as the matter of fact we have already started ) ABMP adverts on our talk shows breaks as well as scheduling the same both during Prime Time as well as other times at the rate of 50% -

50%. More so, as we are approaching general election, we plan to schedule the ABMP adverts close or within our campaign programs.

#### ***Botswana Radio and Television Services***

There is an increased infusion of HIV/AIDS information in to different program genres. Though there is marked reduction of funding local programmes due to budget cuts, we have an initiative to solicit sponsorship from outside government to fund development of HIV/AIDS related content. Through this effort, a 52 episode AIDS program is at preproduction. Another 8 episode AIDS drama fully funded and produced by PSI finished airing May.

#### ***Broadcasting Organisations of Nigeria - Taraba State Broadcasting Service***

Our strategy is to now dedicate an entire programme to HIV/AIDS education. A Producer has already been assigned thus separating the HIV/AIDS education programme from the main health education programme. The HIV/AIDS awareness programme has been shifted to our FM radio. This is aimed at catching the youth who are in the vulnerable period of life. Live musical talk shows, drama, and magazines have been the formats. Now with the short drama on HIV/AIDS that you have sent we hope to introduce inserts of the drama in between sports reports.

#### ***Broadcasting Organisations of Nigeria - Spectrum Broadcasting Company***

- The company produces a 30 mins health program called Healthy Living. It has a HIV/AIDS segment (5 minutes). This program will continue.
- Healthy Living - Sat 8.30am
- PSAs - once daily
- News - Daily
- Talk shows - once every fortnight
- Magazine format programming - weekly (once)
- Music shows - once every fortnight

#### ***Broadcasting Organisations of Nigeria - Anambra Broadcasting Service***

1. Through News broadcast
2. Current Affairs programmes
3. Lifeline (health programmes)
4. Ndubuisi (health programme in igbo language)

#### ***Broadcasting Organisations of Nigeria - DBN TV, Lagos***

- Youth programmes: 1/2 hour x 3 weekly
- Musical programmes: 1 hour
- PSAs: Daily
- News/Current Affairs: Daily
- Health Enlightenment Programmes: 1/2 hour x 1 weekly

#### ***Broadcasting Organisations of Nigeria - Ondo State Radiovision Corporation***

Through the use of all jingles sent by ABMP.

And the usage of our local programme to educate and enlighten our viewers more about HIV/AIDS

#### ***Broadcasting Organisations of Nigeria - Enugu State Broadcasting Service***

- Akuike - Igbo - In house - Tuesday 9.30am
- Flava - English - BBC WST - Wednesday 12.30pm
- Health Café - English - In house - Thur 3.03pm
- Medicare - English - In house - Thurs 12.45pm and Saturday 2.00pm
- Edudrama - English - BON - Saturday 3.03pm
- YOU Campaign - English - BON - Sunday - Saturday - Prime time mainly
- Our news education and infotainment programmes contribute in both content and appeal to our campaign against HIV/AIDS.

#### ***e.TV, South Africa***

Unable to answer from a content perspective

### ***eBotswana***

eBotswana is currently in a transformational stage. As you might be aware the station was GBC TV in the past. Since 2006 the company has managed to attract the partnership of ETV in South Africa. There have been very intensive strategic, administrative, technical, and financial adjustments that have been taking place since. All these culminated in the ultimate change of name from GBC TV to eBotswana at the beginning of April 2010. This new image was launched officially on May 06th this year. With this new image and partnership 80% of the station's broadcast is provided by ETV.

The 20% of local content is only currently being planned for at executive level. An ABMP responsible officer was only appointed for the 1st time in the last quarter of 2009. These programming plans will only be expected to air in the new year 2011. At the moment the following plans are only at a plenary stage:

- A reality football competition - young people of primary and secondary school going age 7 – 19 in 26 areas across the country get to interact with 26 different soccer stars and be quizzed on issues of health and behavioral patterns for an ultimate prize. This is being thought through in partnership with SEDYEL.
- To dedicate one episode per every season of all programmes done locally to an HIV/AIDS related topic.
- Solicit NACA, BOTUSA (Makgabaneng), PSI and Ministry of Health for technical and financial support for to develop an HIV / AIDS related programme or 5minute dramas for our filler material.

### ***Federal Radio Corporation of Nigeria***

It is quite difficult to show scheduling for 40 radio channels here. I will only indicate formats used in English and various local languages.

1. Intra Programmes and Intra News jingles
2. Jingles standing alone in between programmes
3. Talk Shows
4. Drama
5. News Commentary
6. PSAs
7. Edu-drama

### ***Ghana Broadcasting Corporation***

GBC is expecting additional channels for both radio and TV, as soon as this takes off, many more programmes on the subject will be addressed already one of our sister stations receives copies of the ABMP tapes on regular basis for transmission which is delivered and monitored without fail. All the earlier programming formats outlined in 2009, will be worked on and increased when the new channels take off. We will have more programmes in the local languages which have for a very long time suffered a great decrease in programming due to the breakdown of the transmitter serving that network.

### ***ITV-Independent Television Ltd./Radio One, Tanzania***

ITV in 2010 is still going on with the fight against HIV/AIDS in fulfilling the 5% airtime commitment with content that specifically addresses the agreed ABMP HIV/AIDS communications framework. The plans are the same to incorporate HIV/AIDS issues in ITV's existing programmes such as news, drama, youth programmes, women's magazine, talk shows, interviews, reality shows, public service announcements (PSAs), documentaries. ITV will also continue to collaborate with other stakeholders in the fight against HIV/AIDS to air their programmes at a low cost or contribute free airtime depending on circumstances. Also, ITV will continue to give free airtime to ABMP produced materials.

### ***Kenya Broadcasting Corporation***

Talk shows, Behavior change communication live debates, activations, game shows, news, radio and TV Reality shows, HIV/AIDS road shows, activations, edu-dramas, testimonies, narratives and poetry

### ***Lamp Fall Communication, Senegal***

- Tout le programme de notre réseau radiophonique synchronisé national et international est tourné vers l'éducation de la population à se préserver de toutes maladies et en particulier le sida.
- Le message passe très bien au vu des interventions des populations à nos antennes à longueur de journée, durant nos émissions interactives.
- Notre communication se fait au travers d'émissions dédiées, de talk show, de magazines.

#### Lesotho National Broadcasting Services

- Talk Shows (On Weekly Basis)
- News (Daily Basis)
- Reality Show (Daily on Different radio programmes and Weekly on Television)
- Drama (Weekly)
- Magazine (Weekly)
- Public Service Announcements (During news commercial break and between Radio and TV Progs.)
- Documentaries (Monthly)

They are applicable for Radio and Lesotho Television

#### ***Liberia Broadcasting System***

We are committed to all ABMP programs. We look forward to receiving more as our viewing public always lookout for them and their messages. We use them during all of our programs.

#### ***Malawi Broadcasting Corporation***

- Annually MBC organizes Music competitions on a Particular Theme
- MBC Plans to introduce a discussion and phone in programme
- MBC will continue airing the ABMP short form Drama
- MBC from time to time produces PSAs on HIV/AIDS related messages
- MBC has Jingles that Carry HIV/AIDS related messages
- MBC has a Magazine programme on the same
- MBC has other HIV/AIDS programmes sponsored by Population Services International and Advent relief and Development Agency: USAID and National Aids Commission
- The ABMP has given MBC sustainable Client tailored and user friendly HIV/AIDS which are in line with MBC's broadcasting mandate being of informing , educating and entertaining our target audiences.

#### ***Mauritius Broadcasting Corporation***

About 4 slots promos are being aired everyday on radio.

#### ***Metro TV Ghana***

We may increase the frequency of campaign through musical videos and IMAGINE AFRICA campaign message on air.

#### ***Namibian Broadcasting Corporation – TV***

1. Talk shows – Prime time
2. News – Prime time
3. Youth shows – Non-prime time
4. Music prog – prime and non-prime time
5. Documentary – Prime time

#### ***Namibian Broadcasting Corporation – Radio***

The corporation has established a Specialized Programme section which has been mandated to research, produce and present programmes that contribute to socio-economic development. In addition, another specialized section was created which is responsible for drama, music and religion. Both of these sections within the Radio Services division are expected to be dealing with HIV/AIDS issues as fighting the pandemic and curbing the spread of HIV/AIDS is considered one of the national priorities. The Specialized Programmes section produces mainly features and documentaries with the duration varying from 45 minutes to 1-hour. The section dealing with drama, music and religion produces programs that range in duration from 5 minutes to 1 hour. The format of the programmes varies. The number of dramas that have been produced by the corporation is limited to a lack of funds and staff. The corporation in cooperation with a sister broadcaster in Sweden is also planning to conduct training courses in radio drama production and reporting and programming on HIV/AIDS.

#### ***Nigerian Television Authority***

- Half an hour (30mins.) Talk show & drama programs will each be transmitted twice weekly on the network service of the NTA. And will be increased during World Cup.

- Daily an hour of the airtime will be committed to the transmission of the YOU-campaign and other HIV/AIDS related jingles on the network service.
- All other NTA stations are encouraged to produce and transmit at least one half hour of HIV/AIDS related programs in local languages once every week. Increased airtime expected during World Cup games

#### ***Rádio Difusão Nacional da Guiné Bissau***

A minha empresa pensa que poderá atingir os 5 por cento de tempo de antena, atendendo o revolucionamento que se fez na minha programação radiofónica, diferente dos tempos idos. Hoje a minha emissora trabalha 24 horas por dia facto que possibilita dedicar mais tempo as questões de HIV Sida no meu País. Neste momento temos um gabinete denominada gabinete de comunicação social, onde se prepara todo o teatro radiofónico que é feito três vezes por semana nos bairros da capital, e ela é transmitida em directo via rádio difusão nacional; apesar de poucos meios técnicos. Esta\_se a fazer muita coisa nesse domínio, antes de cada notícia vem o gingle da SIDA, e a nossa programação prevê notícias de hora a hora.

#### ***Radio Mozambique***

- Criação de um sector de radiodrama, que também vai se responsabilizar pela produção de radiodramas sobre SIDA;
- Reforçar a retransmissão de PSAs e programas de apoio da Campanha TUDO COMEÇA CONTIGO;
- Elaborar textos curtos de sensibilização para a sua leitura ao longo das emissões;
- Reforçar a produção de programas sobre o SIDA, pelos Emissores Provinciais;
- Angariar financiamento para a realização de emissões interactivos a partir do exterior.

#### ***Radio et Télévision Nationale du Burundi – RTNB***

1. Nous comptons centrer notre émission hebdomadaire télévisée sur la lutte contre le VIH/SIDA à au moins 50%. Cette émission est diffusée à 20H00. C'est une émission interactive (débat et reportages)
2. Nous envisageons la création d'une émission sur le VIH /SIDA qui serait coproduite par notre compagnie et le Ministère de la Santé publique. L'émission serait diffusée dans la matinée de Samedi à la radio et les samedi après midi à la Télévision. Cette émission aurait la forme d'un débat.
3. Un sponsor est systématiquement accordé aux organisations des ONGs et associations locales oeuvrant dans la lutte contre le VIH/SIDA pour la diffusion des spots publicitaires.
4. Au niveau du service des information, on va désormais couvrir tous les événements en rapport avec les VIH/ SIDA qui souvent traitent des thèmes relatifs aux objectifs des l'ABMP. Ce sera des reportages ou ITW avec les personnes impliquées dans la lutte cotre le VIH/SIDA sous toute ses formes.

#### ***Télévision Nationale du Burundi***

- La télévision Nationale du Burundi compte créer une émission hebdomadaire spécifiquement réservée au VIH/SIDA. Ce sera une émission débat)
- Nous envisageons insérer des questions relatives au VIH/SIDA dans les questions qui sont abordées pendant notre émission publique qui fait intervenir la population du monde rural.
- Nous Sommes en contact avec les principales association oeuvrant dans le domaine de lutte contre VIH/SIDA pour co produire des messages se sensibilisation de lutte contre le SIDA. Cela suppose la mise en commun des moyens de production (matériels et financiers).

#### ***Radiodiffusion Nationale Congolaise – (DRC)***

- Les Spots publicitaires;
- Les Informations en français et dans les 4 langues nationales
- Les talk shows; les émissions de débats, les théâtres(en français et dans les 4 langues Nationales)
- Les Magazines; les animations d'antenne; les émissions sanitaires, les documentaires,
- Les campagnes publiques de sensibilisation sur les VIH/SIDA

#### ***Radiodiffusion Télévision Congolaise– (Congo Brazzaville) – Radio***

La programmation actuelle par du lundi au jeudi en raison de deux diffusions par jour et des heures de pointe. Et nous pensons étendre ces diffusions jusqu'au samedi dont quatre diffusions en plus

#### ***RCM – Televisao Miramar, Moçambique***

A nossa empresa planeia continuar a fazer trabalhos que visam a divulgação de formações sobre a prevenção através de programas jovens noticiários que passam no horário nobre do jornal televisivo temos também o programa balanço geral que trata questões de extrema importância em relação aos modos vivendo das pessoas que vivem com HIV/SIDA

#### ***Sahara Communication (Star TV)***

We are interested in telecasting more HIV/AIDS related programs

#### ***Sanyu FM Uganda***

It's my corporate social responsibility to inform and always remind my target audience that HIV is real and that it also kills!!!

#### ***Seychelles Broadcasting Corporation***

We are writing a proposal for a new youth series 'GENERATION', where we hope include HIV/AIDS as one of our main topics.

#### ***SOICO – Sociedade Independente de Comunicação***

- Produção de series TV e Rádio
- Patrocínios para campanhas educativas e de sensibilização
- Programas interactivos

#### ***Swaziland Television Authority***

Focusing on more news content on the major points of concern such as issues of stigma and we have partnered with local producers for production of more drama or short series on the subject.

#### ***Tanzania Broadcasting Services***

- Drama on HIV/AIDS once per week 30 minutes
- HIV/AIDS spots 6 times daily for 6 months
- Features on HIV/AIDS once per week
- Testimonies on HIV/AIDS once per week on zonal Radios
- Live broadcasting on HIV/AIDS once after three months
- Road music shows for youths within and upcountry twice a year

#### ***Télévision Nationale Congolaise – Brazzaville***

- Dans notre chaîne de télévision, les informations sur le SIDA aussi bien la campagne « ça commence par toi » et autres, sont diffusées normalement chaque jour comme tout autre programme, il n' y a pas d'heure spécifique.
- La campagne « ça commence par toi » est beaucoup appréciée.

#### ***Uganda Broadcasting Corporation – Radio***

UBC Radio in addition to airing the drama skits from the ABMP more regularly airs from time to time translated versions of the same in a number of local languages. Radio is running a long running serial drama on HIV/AIDS using drama as a format in one of the local languages, using its internal budget. Short feature stories (3-4 minutes) on HIV/AIDS are aired in the newshour programme three times a week.

#### ***Uganda Broadcasting Corporation – TV***

1. Educational programs that will specifically target the youth. Young people in Secondary schools.
2. An increased use of the YOU campaigns PSAs to act as bumpers during programs.
3. Talk shows on HIV/AIDS are to be produced so that policies and the various work that is being done to tackle HIV/AIDS in the country and the world at large is discussed, debated so that the people are well informed.

#### ***Voice of Nigeria***

The English Service with (nine) hours of Transmission and the Languages, i.e. French, Arabic, Swahili, Hausa, Yoruba, Igbo and Fulfulde would each increase airtime on HIV/AIDS to accommodate both Programmes from ABMP and other station efforts.

**Zimbabwe Broadcasting Holdings – Radio**

- Sexual coercion and peer pressure – talk shows, drama, PSAs
- Gender inequity- talk shows, drama, PSAs
- Low self esteem and lack of hope for the future
- Tradition and traditional stereotypes- talk shows, drama, PSAs
- Stigma- talk shows, drama, PSAs

**Zimbabwe Broadcasting Holdings – TV**

With the wide spectrum on our schedule, we intend to use all formats of genres including Drama, Sitcom, Theatre, Talk shows, Musical as well as News to come up with 5% air time commitment for the agreed ABMP HIV/AIDS communications framework.

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?

YES: 98%      NO: 2%

11. If “NO” please state briefly why:

Response Below:

**Africa Media Group - Tanzania**

We expected that we could attract NGOs that are in the fight against HIV AIDS campaign like TAYOA, SIKIKA, TACAIDS and the like to spend commercials on our radio and TV stations, no one has dared to despite our approach with discounted rates.

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

The priority focus on HIV/AIDS as part of core business	64%
Implementation of HIV/AIDS-related workplace policies	60%
The YOU Campaign ads	84%
<i>Imagine Afrika</i>	80%
The edu-drama	71%
Collaboration, information and program sharing with other broadcasters from across Africa	51%
Your company’s public leadership on HIV/AIDS	62%