

# **MEASURING PROGRESS**

## **Report on the 2009 ABMP Members Scorecard**

### **Executive Summary:**

The data presented in this scorecard are drawn from a self-administered questionnaire completed by ABMP member companies. 63 member companies or 83% of the eligible sample submitted their responses to the scorecard questionnaire. Overall, the results reflect the continued high level of commitment of member companies to, and institutionalization of the ABMP's objectives. Most notable are the sustained and growing commitment of airtime together with more public leadership by the broadcast sector in the fight against HIV/AIDS.

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.

### **Key Results:**

The key results of the survey can be summarised as follows:

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

- 79% of responding companies reported that they have integrated HIV/AIDS as part of core business strategy. This is slightly up from 77% in 2008.

#### *Resource Allocation*

- The number of companies confirming that they have committed personnel and production resources (66%) shows a decline for the first time in three years. However, the number of companies committing more than 20% of overall annual budget to supporting HIV/AIDS-related programming rose from 47% in 2008 to 64% in 2009.

#### *Content*

- 48% of reporting companies indicated that they have a written HIV/AIDS communications strategy. Up from 43% in 2008. Companies also reported integration of HIV/AIDS-related themes and messaging across almost all platforms and genres.

#### *Leadership*

- Public leadership around HIV/AIDS has also taken a big step forward over the past year up from 64% in 2008 to 83% in 2009. One result is that 72% of companies report that they expect an increase in government support for HIV/AIDS related broadcast programming over the next 12 months.

#### *Airtime Commitment*

- 80% of companies reported an increase in airtime committed to HIV/AIDS-related programming over the past year and more than 81% of companies report that they commit 5% or more of daily airtime to HIV/AIDS-related content. 95% of companies reported that they expect their airtime commitment to continue to grow in the year ahead.

**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 others)*

	2006	2007	2008	2009
# Broadcast Members in ABMP	37	50	57	61
# Countries Represented in ABMP	30	32	35	38
% of members allocating at least 5% of airtime to HIV/AIDS, as per ABMP commitment	59%	71%	84%	81%
<b>LEADERSHIP</b>				
Adopted HIV/AIDS as core business strategy?	63%	76%	77%	79%
IF YES, in response to ABMP?	25%	29%	41%	67%
IF YES, has company's position on HIV/AIDS as core business strategy been...				
- Documented?	38%	56%	57%	65%
- Communicated to all employees?	42%	67%	74%	76%
- Communicated publicly outside of company?	25%	51%	57%	75%
Written workplace policy on HIV/AIDS?	54%	58%	57%	64%
IF YES, has it been communicated to all employees?	29%	59%	80%	90%
In past year, discussed coordination of ABMP efforts with...				
- Government officials?	75%	60%	77%	71%
- NGOs?	83%	67%	75%	71%
<b>RESOURCE ALLOCATION</b>				
Annual budget commitment for HIV/AIDS programming?	58%	49%	58%	66%
IF YES, increase from prior years?	46%	40%	71%	67%
Other than airtime, dedicated financial, technical, other expertise/resources?	67%	69%	77%	66%
IF YES, increase from prior years?	58%	58%	85%	75%
<b>CONTENT</b>				
Written HIV/AIDS communication and programming strategy	33%	36%	43%	48%
Included HIV/AIDS messaging in following formats:				
- PSAs?	83%	93%	92%	89%
- News?	88%	91%	94%	94%
- Entertainment (music / game show / drama / sitcom / reality)?	58%	45%	50%	46%
- Other (talk / magazine / documentary)?	85%	86%	82%	78%
Increase in commitment of airtime to HIV/AIDS content from year prior?	67%	78%	89%	80%
IF YES, is increase in response to ABMP?	67%	82%	85%	91%
Anticipated increase in commitment of airtime to HIV/AIDS in coming year?	96%	98%	98%	95%