

**MEETING OF THE STEERING COMMITTEE  
AFRICAN MEDIA PARTNERSHIP AGAINST HIV/AIDS  
JOHANNESBURG, FEBRUARY 21, 2006**

**SUMMARY OF KEY DECISION POINTS**

1. Terms of reference governing the activities of the Steering Committee were formally adopted as per attached. Mr. Solly Mokoetle (South African Broadcasting Corporation) was elected Chair and Ms. Claudie Iikela (Namibia Broadcasting Corporation) was elected Deputy Chair).
2. To make the commitments of the Old Fort Declaration quantifiable the Steering Committee endorsed the following specific objectives and agreed that measurable indicators would be attached to each of the objectives which will form the basis of the annual broadcasters' scorecard monitoring members' compliance with these objectives (a draft of the scorecard will be reviewed by the Steering Committee prior to its next meeting).

Objectives:

  - Develop policies, strategies and structures to ensure integration of HIV/AIDS messaging and content across all programme formats and schedules;
  - Dedicate resources, including financial, technical and other expertise from their own existing resources in support of the above;
  - Identify and develop programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction;
  - 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;
  - 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/channels and programme formats.
3. The Steering Committee endorsed the principle of a pan-African campaign anchored by a focus on "outstanding Africans" as the organizing framework for a continent wide effort to develop new content and new approaches to integrating HIV/AIDS related messaging across all genres, and to associate the Partnership with important upcoming milestones that have appeal across all African nations such as the 2010 World Soccer Cup. It was agreed that the Secretariat would develop a concept for such a campaign for further discussion by the Steering Committee.
4. The Steering Committee will next meet at **telephonically on April 11 at 2.00pm GMT for two hours maximum.**
5. The chief executives or principal representatives of signatory companies will next meet on **September 20, 2006 in Maputo.**

**PROCEEDINGS OF THE FIRST STEERING COMMITTEE MEETING OF THE  
AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS  
Johannesburg, 21 February 2006**

**Present:**

- Ms Veiga Anabela, Head: Department of International Relations, Radio Nacional de Angola
- Mr Atilade Ola Atoyebi, Executive Director, Radio Nigeria
- Mr Charles Kofi Bucknor, Director of Television, Ghana Broadcasting Corporation
- Mr Pasi Samba Gabriel, Directeur des Programmes Televises, Radio Télévision Nationale Congolaise
- Ms Claudie Iikela, General Manager: Television Services, Namibian Broadcasting Services
- Mr Arlindo Lopes, Senior Journalist, Media & Communication Consultant, Maputo Mozambique
- Mr Solly Mokoetle, Chief Executive Officer, South African Broadcasting Corporation
- Mr Rodrick Kar Mulonya, Director General, TVM Malawi Television
- Mr Samwilu Mwaffisi, Managing Director, Tanzania Broadcasting Services
- Ms Pamela Patten, Director: Radio, Mauritius Broadcasting Corporation

**Apologies:**

- Mr John Musukuma, Executive Director, Southern Africa Broadcasting Association (ex officio)

**Observers:**

- Mr Conrad Burke, Project Manager, Southern African Broadcasting Association
- Ms Tina Hoff, VP & Director, Ent. Media Partnerships, Henry J Kaiser Family Foundation
- Ms Enó Isong, Senior Program Officer, Henry J Kaiser Family Foundation
- Ms Elaine McKay, Programme Manager: HIV/AIDS, Nelson Mandela Foundation
- Ms Kamscilla Naidoo, Head of Commissioning and Special Projects, South African Broadcasting Corporation
- Ms Helene Perold, Director, Helene Perold & Associates
- Dr Michael Sinclair, Senior Vice President, Henry J. Kaiser Family Foundation
- Ms Sylvia Vollenhoven, Producer: Television and the Head of Genre, South African Broadcasting Corporation

**Solly Mokoetle** (South African Broadcasting Corporation), in his role as interim chair, called the meeting to order and welcomed all present. Mr. Mokoetle tabled the proposed agenda which was adopted unchanged (attached).

**1. REVIEW OF OLD FORT DECLARATION AND PROPOSED STEERING COMMITTEE TERMS OF REFERENCE**

Mr. Mokoetle lead the meeting in a point-by-point review of the Old Fort Declaration following which the Committee turned to a discussion of the draft

terms of reference for the Steering Committee and the overall role and responsibilities of the Steering Committee. After discussion, the revised Terms of Reference were adopted as per the attached.

The Committee also adopted the following specific procedural guidelines:

- Members of the Steering Committee must be representative of the executive of the Company's on whose behalf they participate in the Committee i.e. they must have "executing authority";
- To ensure continuity in the work of the Committee, no delegation, substitution of members or proxies will be accepted;
- Decisionmaking will be on the basis-of "sufficient consensus" as determined by the Chair;
- Minutes of Steering Committee meetings (after approval by the Committee) will be routinely circulated to the principal representative of all signatory companies for comment;
- Translation in French and Portuguese (as necessary) will always be available for Steering Committee meetings and other Partnership proceedings.

The Committee on a motion by Arlindo Lopes seconded by Rodrick Kar Mulonya unanimously elected Solly Mokoetle Chair, and on a motion by Kofi Bucknor, seconded by Pamela Patten, elected Claudie Iikela (Namibia Broadcasting Corporation), Deputy Chair.

## **1 STRATEGY TO INCREASE MEMBERSHIP, SECURE POLITICAL ENDORSEMENT, ATTRACT FUNDING/SPONSORSHIP**

### **1.1 Increasing membership**

Following lengthy discussion, the Committee agreed on the following:

- That HIV/AIDS affects all broadcasters and all populations therefore the Partnership should be cast as wide as possible without regard for commercial competition or broadcast dominance and will include public and commercial broadcasters.
- That a starting point for increasing membership is for the current members of the partnership to approach other broadcasters in their countries to sign the Old Fort Declaration. A basic set of materials to help support outreach to new members would be prepared and supplied to all current members together with a written appeal from the Steering Committee Chair to recruit new members.
- Targeting countries not yet participating in the Partnership may require a delegation of existing members to visit key countries. It was agreed to initially work through regional associations of broadcasters.
- Regional bodies need to understand that the Partnership is not seeking to be an alternative structure, but focuses on the issue of HIV/AIDS and intends working through the members of URTNA and SABA. It will be important to communicate with these structures through the Chair of the Steering Committee. Other regional structures include the Commonwealth Broadcasters Association and the Arab Broadcasters Union. Some regional bodies are not currently functioning (such as the West African Broadcasters Union and URTNA) and it will be important to identify these. Conrad Burke offered to assist in this matter.

- The Chair expressed the hope that at the next summit of the Partnership in Maputo in September it will be possible to welcome a significant number of new members.

## **1.2 Securing political endorsement**

The Committee agreed that political endorsement by in-country governments. Regional and pan-African political structures would be helpful in leveraging public resources, donor funding and commercial sponsorships. It would also help ensure that the efforts of the Partnership are coordinated with in-country HIV/AIDS campaigns. Accordingly it was agreed that:

- Initial outreach should be to domestic political structures (including Ministries of Education and Health) in order to communicate the aims and objectives of the Partnership and to explore coordination and collaboration with in-country HIV/AIDS programs. Member companies would be required to report on progress in this regard as part of the annual scorecard (discussed further below).
- In-country government endorsement is necessary before approaching the African Union (AU) and groundwork needs to be done with the AU Secretariat.
- Discussion should be held with the African Parliament and Samwilu Mwaffisi offered to facilitate access to the Speaker who is Tanzanian.
- A strategy for outreach to regional and other bodies will be tabled and discussed at the Steering Committee's next meeting.

## **1.3 Attracting funding**

The Committee agreed that they, together with other broadcast Partners, had a collective responsibility to lead efforts to secure funding in support of the Partnership's envisioned long term efforts. It was agreed that funding is most likely to be secured on the basis of soundly conceived programming proposals, incorporating and potentially benefiting as many signatory companies as possible, with measurable outputs and outcomes.

Accordingly the Committee agreed to the principle of "own" (broadcast company) and other in-country co-investment in order to demonstrate that partners are leveraging their own resources, before seeking external funding. It was also agreed that a good action plan was needed before proceeding to devise a funding strategy and discussion on this point was postponed to a later meeting.

## **2 REVIEW OF GOALS AND OBJECTIVES OF THE AFRICAN BROADCAST MEDIA PARTNERSHIP**

### **2.1 Strategies for integrating HIV/AIDS into core business, budgets and workplace programmes**

Michael Sinclair referred the meeting back to the Old Fort Declaration in which the Partners agreed to:

“redouble our efforts to combat HIV/AIDS by ensuring that our organisations at all levels understand HIV/AIDS as a developmental, national and corporate priority, see the importance of HIV/AIDS within the context of our public broadcast mandates, business strategies and budgets, set clear goals and targets, and lead by example

through the implementation in our organisations of appropriate HIV/AIDS work place policies and programmes.”

The Committee was asked to consider how to translate this broad objective into practical (achievable) measurable commitments, outputs and results. In addition, the Committee was asked to consider, and agreed to the concept of a scorecard designed to measure broadcasters' compliance with the commitments and objectives of the Partnership, and to track progress over time. The initial baseline scorecard for all current members would be published in September and annually thereafter.

The Steering Committee debated two key approaches to implementation of the commitments and objectives of the Partnership:

- Establishing a special structure for the integration of HIV/AIDS within the broadcaster's core business e.g. creating a special desk for HIV/AIDS correspondents and programme-makers who will focus on this subject.
- Integrating HIV/AIDS as a core feature of all programming i.e. mainstreaming it across the schedule.

Kofi Bucknor indicated that while the Ghana Broadcasting Corporation does have programmes on HIV/AIDS, “it is as though the organisation feels it is doing the campaign a favour”. He felt that the process of structuring HIV/AIDS as part of core business takes a desk or a unit that looks at content, coordinates information about programmes, is accounted for in the budget and can be held accountable for what they have done.

Solly Mokoetle asked whether this does not result in ghettoising the issue of HIV/AIDS and pointed out that when budgets are tight, special units (e.g. for youth or women's programming) are the first to be cut.

Claudie Iikela agreed, and argued that a separate structure will result in the broadcaster treating AIDS as independent from other forms of programming. The risk of trying to create a separate structure is that it is dependent on having the requisite budget and the expertise. Instead, she suggested, broadcasters should focus on ad hoc productions, dedicated to specific AIDS events, and make HIV/AIDS part of everything one does.

Kofi Bucknor explained that in Ghana 60% of the programmes are not supported by funding. Advertisers don't want to put feel-good messages about their products into anti-AIDS programmes and business will ask what the return is beyond a certain context. Since HIV/AIDS is one of the most important issues we have to deal with in our lifetimes, one needs policy to justify the distribution of AIDS content (malaria requires a similar approach). On this basis the broadcaster can raise the funds and give the instruction for airtime to be dedicated, knowing that it will not lose money. He added that with a funding plan that doesn't just rely on government, HIV/AIDS will become a focus because it can be justified by revenue, training, technical support and airtime.

Atilade Ola Atoyebi agreed, saying that without a HIV/AIDS desk, nothing changes because one cannot build expertise. He also shared the experience of UNDP and UNICEF providing support to Nigeria broadcasting in the past, “but because our leaders saw the money as booty to be used for anything, the funding was withdrawn”. For this reason, it is difficult to raise funds for specific subjects unless one has dedicated positions in the organisation to manage the funding.

Kamscilla Naidoo shared the experience of the SABC at which the head of the Content Hub insists that each unit (drama, children's programming, entertainment, factual, etc) must prioritise core messaging, no matter the format. "Although there is no quota for HIV/AIDS, we put it in our strategies that have been accepted by the board of the SABC. So we all talk to the same strategy when we talk to the channels." The genre heads are now quantifying HIV/AIDS content: how much content is there, for which audiences and at what time are the programmes broadcast (prime time, shoulder time, etc).

Kofi Bucknor asked who funds the programmes and Solly Mokoetle clarified that the HIV/AIDS content forms part of the normal programmes that are funded by advertisers and sponsors. The SABC outsources production to independent producers, but the SABC retains the editorial authority and is the commissioning authority for content. The SABC raises more than 80% of its money from advertising and sponsorship, and also receives funding from licence fees, small amounts of government funding, and donor funding. He said that the SABC would not set up a structure for HIV/AIDS programming because that would marginalise the issue. In order for it to be pervasive, it must be part of policy so anyone wanting to make a drama knows that a percentage of the content must deal with HIV/AIDS. At the same time, there is a legitimate argument for establishing a structure in some broadcasters and the partners need to adopt approaches that will work for all of us.

Elaine McKay pointed out that it is important first to establish the objective and then to make the plan. In some cases a structure might be the best way forward; other cases may need a different approach.

Claudia Iikela reminded the meeting that the Summit in October had discussed more effective ways of sending out HIV/AIDS messages. What is not working? Are we going to continue to send AIDS messages in a traditional programming way? "Our situations differ, but the traditional way isn't working any more." She questioned whether the partners have a joint understanding of how to include the messages in a range of genres and stressed that it is important for HIV/AIDS to be part of the content with the topic raised by the characters in the programme.

Arlindo Lopes summed up the discussion by reiterating that "integration is a must" and for this purpose it is essential to talk about policies and strategies. His experience in Mozambique was that a unit (for children, etc) might attract sponsorship, but is not sustainable in the long term.

Solly Mokoetle said that different organisations may use different approaches, but stressed that policies guide strategies and structures. Structure follows strategy, and strategy is guided by policy.

**The meeting agreed on and endorsed the following objectives, and agreed that specific measurable indicators would be attached to each of the objectives which will form the basis of the annual broadcasters' scorecard. (a draft of the scorecard will be reviewed by the Committee prior to its next meeting).**

**That broadcast partners will:**

- (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.**

Further discussion of messaging and programme content, as well as measurable airtime commitment took place.

## **2.2 Developing Messaging and Programme Content**

The Chair asked Michael Sinclair, Tina Hoff, Kamscilla Naidoo and Elaine McKay for guidance on the development of messaging and content within a targeted communications approach to reducing HIV/AIDS. The Committee was informed that the primary objectives of a communications campaign are:

- Awareness
- Education
- Internalization of personal risk
- Behaviour change.

It was noted that behaviour change generally is incremental and difficult, and changing attitudes and behaviours driving the HIV/AIDS epidemic is particularly challenging. The starting point is to develop awareness, more open discussion and understanding of the behaviours driving the epidemic. It was also noted that the aim of the Partnership was not just to “do more of the same” but to move HIV/AIDS related messaging and content to a “new level.” The reason is that there already is a high level of basic awareness of HIV/AIDS across Africa and many campaigns driving a traditional prevention message; traditional messaging approaches have shown little benefit generally in terms of HIV reduction; there is a high level of AIDS fatigue across populations and a high measure of predictability in most existing HIV/AIDS messaging in Africa which limits public interest and impact. It was suggested that sustained campaigns targeting clearly identified high risk populations using an integrated multi-genre programming approach, as well as off-air media such a SMS messaging and telephone helplines, would help reinvigorate audience interest and potentially increase the relevance and impact of such efforts.

The Committee discussed different approaches at length and agreed that:

- Messaging should move beyond the basic/traditional approach to address the attitudes and behaviours driving the epidemic;
- Messaging should be direct, forthright and groundbreaking;
- Messaging and content should be developed within the framework of overarching themes based on evidence about the current state of the epidemic in Africa and target audience attitudes to HIV, agreed by the Committee designed in such a way to allow for adaptation of generic programme material (such as PSAs) across all broadcasters, as well as development of local programme content;
- Messaging should target youth and women in particular, but also aim to stimulate broader social discourse by focusing attention on the broader population as well.

Atilade Ola Atoyebi said that the messages must be credible and believable, simple, but not trivial. Kofi Bucknor suggested that while governments and NGOs may be sensitive, “we should identify ourselves separately from everyone else by bringing out the issues. We must identify certain themes.”

Solly Mokoetle stressed that if, as heads of the most powerful medium of communication, African broadcasters are coming together to take a stand, it must be an effective, decisive stand. “It must make a difference and not repeat the situation of haphazard messages.” He mentioned the importance of research in creating focused, decisive messages and broadcasting interventions. “It doesn’t matter if the government likes it or not; it is simply a matter of whether our audiences want to hear this. Targeted themes will help make the intervention more decisive.”

The meeting stressed that each country needs to find out what works in their context in terms of messaging. Points made in discussion include:

- One could have different messages in different countries, but one could also have one ad that goes right round the continent.
- Broadcasters must say things clearly in order to gain the respect of the AU and others.
- Broadcasters must be courageous in their messaging, break taboos where necessary, be creative and forthright, but not to stop people listening/watching.
- They must also be sensitive to the local situation. For example, in Northern Nigeria there are some messages that will create a wedge between the broadcaster and audiences. So while messages can be developed around common themes, broadcasters also need to develop local themes that take account of cultural barriers or militancy and antagonism.
- Sometimes broadcasters have to take the risks. For example, in South Africa a series called *Yizo Yizo* showed sodomy in South African prisons. It caused a lot of talk and the broadcaster had to showcase debate and discussion, but people realised that HIV/AIDS is being spread through the prison system.
- Whilst wanting to communicate certain thematic messages, broadcasters can’t do so for gratuitous reasons. The interventions must make a difference. How they break the taboos and deal with the cultural sensitivities must make the community stop - people must look at the message. Ultimately there must be a positive outcome; people might be uncomfortable, but it must make a difference.

Kofi Bucknor suggested that the partners should agree on the themes and discuss the level of communication to be used. This will produce an operational definition for courage. “If we know we are all crossing a certain line, we do so together.”

In summary the Chair concluded and the Committee agreed to the following programming approach: **To advocate/promote targeted programming within a comprehensive communications strategy that speaks forthrightly to evidence-based themes that relate to the reduction of HIV/AIDS.**

### **2.3 Identifying campaign and programming themes**

A discussion on campaign and programming approaches followed. It was noted that campaign branding is a useful way of building broader public association with any campaign and increasing the “off-air mileage.” Secondly, it was noted that tracking audience response and take out is important. A number of different ways to do that including pre and post programming surveys, and monitoring helpline calls was also mentioned. The issue of “believability” (i.e. relevance to the life experience of the intended target audience) of any campaign was also underscored.

Kofi Bucknor said that in Ghana the broadcaster has been trying to start a new youth programme called U<sup>th</sup>. They tested the market for six months and made the following findings:

- The young people aren’t interested in a programme they don’t put together.
- Once they go off the message of abstinence, the rest dissolves because if abstinence is not possible, there is no more to discuss.
- Most wanted talk shows because they feel that no one listens to them. They want something they can discuss.
- But most importantly, they want to know how to succeed – how do they make it in life generally?

#### **The Chair summed up the consensus reached at that point:**

- To target 5% of the airtime with HIV/AIDS programming.
- The predominant age group for the campaign is 18-25.
- This means that one will do programming that encompasses other age groups with messages about orphans, children, etc
- There is no magic formula for which message will be the right message to send.
- The primary objective is to address the issue of awareness of personal risk among 18-25 year-olds.
- The campaign will have to be a sustained effort of high frequency with multiple dimensions,
- The campaign is primarily aimed at building up awareness and creating debate and discussion and encouraging the internalisation of risky behaviours.
- It is necessary to brand the programming and the issue.
- Build on other well-tried efforts.
- The key indicator will be a contribution to the reduction of the rate of HIV infection and an indication of the rate of behavioural changes.
- The messages will seek to
  - cultivate self-esteem;

- create alternatives for young people in terms of jobs;
- create aspirations for living;
- build solidarity among communities to own up to the problem;
- break down stigma and show that these are ordinary people;
- personalise the risk for the various target groups we are talking about (young women, adults or children);
- move beyond the ABC strategy while retaining reference to ABC as preventative behaviours;
- demonstrate the vulnerability of all (including adults);
- discourage false hopes through religious beliefs and other myths;
- HIV testing and responsible behaviour.

## 2.4 Campaign Opportunities and Platforms

The Steering Committee considered two opportunities around which to mobilise a pan-African campaign: World AIDS Day 2006 and the 2010 Soccer World Cup.

Suggestions included:

- Deciding on three or four themes for World AIDS Day 2006 and all the broadcasters making programming that can be shared (Kofi Bucknor);
- Using World AIDS Day to showcase the best of what has come before it (Solly Mokoetle), although this might be difficult to achieve, given that it will take 7-8 months to put in place what is needed to produce the product (Michael Sinclair);
- Planning a telethon across African countries to showcase the best of HIV/AIDS related content from across the continent in different formats (comedy, drama, etc) (Solly Mokoetle);
- Producing a generic set of 2-3 minute PSAs that break new ground, can be shared across all the broadcasters and give life to the themes that are agreed by the Partnership (Michael Sinclair);
- Convening a conference/dialogue on women's day (Pamela Patten).
- Unfold the programming in the build-up to World AIDS Day, by broadcasting teasers throughout November to build awareness of what is coming (10 second spots promoting the upcoming campaign) and on 1 Dec start the 3-minuters and then the series could unfold through the 3-minuters over the period of a month (Solly Mokoetle). However, this would require the buy-in of the broader members that won't meet until September. It may be difficult to launch a campaign of this scope by World AIDS Day (Tina Hoff);
- Design a campaign that has high impact but doesn't cost a lot. For example, some of the Africa Cup of Nations spots have had great impact by rolling out a campaign of short messaging. The message behind it could be the launch of this Partnership and that there more will be coming. This could be followed up with more in-depth programming (Sylvia Vollenhoven).

Other issues raised around co-operation and co-production were:

- It is important to agree on issue of production standards. One approach that worked well was for an outside agency to help the broadcasters produce something in consultation, with the broadcasters vetting the final product. Otherwise getting 20 different people each to produce something can be a problem. One would need 20 different stories that have the same look and feel, dealing with the same themes. Broadcasters can receive images on a separate track or have the

English/French/Portuguese voices and provide a split track audio so people can dub the programme themselves. (Sylvia Vollenhoven). While the concept is great, this approach will take a great deal of work and money (Michael Sinclair).

- It is important to have a build-up over time and getting programmes from other countries can help a great deal (Samwilu Mwaffisi).
- Getting the broadcasters to participate fully is essential if one is to avoid them sitting back and waiting for things to happen (Rodrick Mulonya). In many cases messages are designed and funded from the north. What does ‘keep the promise’ mean? Our politicians make promises all the time, but they don’t mean much. Accountability is our issue (Elaine McKay).

## **5.6 The 2010 Soccer World Cup as a hook for the campaign**

Solly Mokoetle pointed out that soccer resonates with people across Africa and appeals to young people in particular. Given that the World Cup is happening in Africa for the first time, the idea would be to launch a long-term campaign using PSAs that can be used by most broadcasters as well as local content, reflecting themes and issues related to the 2010 campaign.

Solly Mokoetle added that the Partnership could also campaign with national football federations and persuade FIFA to declare this a World Cup against HIV/AIDS. It would make a significant impact if FIFA would focus the minds of our youth and footballers on these issues. Instead of it just being a ‘World Cup for fair play’, it could be a ‘World Cup against HIV/AIDS’. In addition, one could use football icons to encourage young people that it is cool to abstain - ‘make a goal against HIV/AIDS’. After Germany in June, the world’s focus will be on Africa.

Atilade Ola Atoyebi suggested that the Partnership could also use Ghana’s hosting of Africa Cup of Nations in two years’ time.

Arlindo Lopes felt that if the broadcasters start working on this themselves, the soccer federations will join them.

Kofi Bucknor noted that research among youth in Ghana had shown that they were particularly open to hearing about and learning from accomplished Africans, not just older people but also people their own age who are making a “mark in the world.” Michael Sinclair noted that this is a very effective way of also reaching a broader adult population by using esteemed personalities and real life experiences.

Solly Mokoetle said that focusing on accomplished Africans could be a way to anchor the Partnership’s overall efforts by launching an initial campaign featuring accomplished Africans. It could also be a useful way to demonstrate that the 2010 campaign was not just about soccer, but about Africa’s accomplishments more generally, and aimed at promoting healthy aspirations.

The Chair summed up the emerging consensus as follows:

- In-principle agreement to develop plans for a sustained multi-year campaign anchored by “outstanding Africans” and incorporating the 2010 World Soccer Cup, World AIDS Day and other potential hooks, such as Women’s Day, with pan-African appeal ;

- The campaigns to focus primarily on young people at risk (within the scope of the messaging objective defined above), but also engage (“speak to”) the broader adult population;
- The campaign concept to include generic materials for distribution across all African broadcasters, guidelines for production of local programming content within the framework of the campaign, and opportunities for program sharing. Co-productions and development of program production capacity among less resourced broadcasters.

### 3 Next steps

Consensus was reached around the following next steps:

- (a) The Secretariat will develop the campaign for further discussion. And make proposals for the creative development process and means for ensuring broader participation and sign off by signatory companies.
- (b) These proposals will be circulated in advance and discussed at a teleconference on **11April at 2.00pm GMT for a maximum of 2 hours**. The intention will be to make decisions on the basis of documentation sent in advance. Reminders will be sent a week in advance.
- (c) The next meeting (summit) of the collective membership of the Partnership will be on September 20 in Maputo, Mozambique.
- (d) The Steering Committee will meet in person on September 19, but interim telephonic meetings will be scheduled regularly.
- (e) Committee members were encouraged to use the Steering Committee (Yahoo) list serve to communicate among themselves.