



**AFRICAN BROADCAST MEDIA PARTNERSHIP
AGAINST HIV/AIDS (ABMP)**

**SURVEY OF MEMBER
COMPANIES REGARDING
WORLD AIDS DAY LAUNCH
OF THE YOU CAMPAIGN**

**AFRICAN BROADCAST
MEDIA PARTNERSHIP
AGAINST HIV/AIDS**
February 2007

EXECUTIVE SUMMARY



Executive Summary

On World AIDS Day, December 1, 2006, the ABMP launched the first-ever coordinated, multi-year HIV/AIDS public education campaign using the tag line: *Imagine the Possibility of an HIV Free Generation: It Begins with YOU.* The December 1st launch of the first six-month phase of public service ads (PSAs) was marked by an historic pan-African synchronized broadcast of the anchor PSA on TV and radio at 13h00GMT. The PSAs were supported by longer-form programming produced by the companies including talk shows, news programs and entertainment programming. To assess ABMP member company's participation in the launch and to help improve the future execution and distribution of campaign content, a questionnaire was emailed to all 41 member companies. Approximately two-thirds (28 companies) responded.

All responding companies participated in the synchronized launch broadcast and most (96%) broadcast additional programming in support of the *YOU* campaign. About a third of these also organized off air activities like live discussion forums, live entertainment, billboards, posters and banners. Most also engaged other stakeholders such as the local National AIDS Council (85%) and other NGOs (86%). Government leaders were also involved by 62% of responding companies including briefings and participation by senior government representatives in activities associated with the launch of the campaign.

The response to the campaign was reported to be overwhelmingly positive. 92% said they had positive feedback from their audiences and 100% reported positive feedback from their national governments and church leaders. All responding companies said they were committed to sustain the *YOU* campaign through the next six months of the current phase and beyond.

Responding companies were also asked to make suggestions for how the campaign overall, and the execution and distribution of content might be improved. The most common response was a request for more "local icons" in the PSAs and better opportunities to localize the core content, particularly the use of local dialects.



SUMMARY OF RESPONSES



Question1.

**Did your company broadcast the public service ad (PSA) on 1st December?
(check one)**

Number who responded to Q1	28
% of those who answered YES	100%

Question2.

If YES, what time was it broadcast (The scheduled time was 13h00 GMT)?

Number who responded to Q2	28
% of those who answered YES	100%

Question3.

If your company did NOT broadcast, please briefly explain the reason:

Question was NOT APPLICABLE as all respondents aired the PSA

Question4.

Did your company produce and broadcast any additional programming in support of the YOU campaign?

Number who responded to Q4	27
Number who did not answer	1
% of those who answered YES	96%
% of those who answered NO	4%

Question5.

What additional programming did your company produce and broadcast in support of the YOU campaign? [Please describe briefly.]

Summary: Programming included talk shows and debates; youth programs; news stories; quizzes; panel discussions with representatives from NGOs, NAC, MOH and government officials, as well as local icons (athletes, radio/TV personalities, religious leaders, etc) and medical experts; dramas; and live outside broadcast. Programs ranged from 15 minutes to one hour. There was also shared programming between ABMP partners in the same country (Mozambique and Tanzania).



Question6.

Did your company organize any off-air activities in support of the launch of the YOU campaign? (check one)

Number who responded to Q6	27
Number who did not answer	1
% of those who answered YES	33%
% of those who answered NO	67%

Selected examples:

- Seychelles Broadcasting Corporation: The campaign was launched formally in a youth production - “YOUTHBEAT” which was broadcast on the same night (December 1st) strongly emphasized the idea of involving each and every one of us to achieve the HIV free generation. We had the participation of numerous young people in the studio-based production, which also involved role-plays and music. We also had the catch phrase “It begins with you” presented to the audience using local public figures (sportsmen, artists, religious figures, beauty pageant winners) in English and Creole – the mother tongue of almost everyone. There was news coverage which included the launch of the “YOU” campaign with PR of SBC outlined the aim and background of the campaign. A Radio programme which entirely around the “YOU” campaign also went out.
- Voice of Nigeria: a.) Health Corner, a quarter-hour weekly for that week was sub-titled: Towards An HIV-Free Generation. It was a feature that dwelt on the possibility of a HIV-free generation.
b.) Youth Forum: A half-hour youth discussion programme also dwelt on this theme. Youths were invited into the studio to talk about their role in the fight against HIV/AIDS.
c.) Producers Roundtable for also focused on the WAD with particular reference to the content development workshop in Johannesburg.
- Ghana Broadcasting Corporation: The Ghana AIDS Commission was briefed on the campaign and they were all for it. They have asked for a proposal so that the commission can collaborate with the corporation to push the campaign further.
- Swaziland Television Authority: Before World AIDS Day the company organized a breakfast meeting with the NAC, NGOs and private corporations and presented the YOU campaign and what we plan to do and how it fits in with the national campaign of KEEPING THE PROMISE.
- Malawi Television: Panel discussion on the importance of the campaign
- Federal Radio Corporation of Nigeria: A 15 minutes program on HIV/AIDS was broadcast on Radio Nigeria as a follow-up and support for the campaign launch. Some of the national stations also had special programmes to that effect in addition to other such programmes by the corporation.
- South African Broadcasting Corporation: A one-hour live television broadcast featuring popular music performers and a statement in support of the YOU



campaign by the Deputy President of South Africa. Billboards, banners, posters and t-shirts used to widely publicize launch and the YOU campaign tagline.

Question7.

Please indicate whether any of these stakeholders were engaged in the YOU campaign launch by your company:

Number who responded to Q7	26
Number who did not answer	2
<i>Summary:</i>	<i>Of those who responded to Q7,</i>
	<i>- 62% were able to engage government leaders in the launch of the campaign;</i>
	<i>- 85% engaged the NAC;</i>
	<i>- 88% engaged NGOs;</i>
	<i>- 46% engaged private corporations</i>

Question8.

If YES to any of the above, please provide brief details:

- Seychelles Broadcasting Corporation: The Ministry of Health was briefed about the initiative and they supported with background information and research. The AIDS unit within the ministry assisted with getting participants and offering free HIV red ribbons to all participants of the YOUTHBEAT programme. The Youth Health Centre offered their help in recruiting participants for the show. The post-secondary education institutions across the country provided the TV studio audience for the LIVE recording and indeed they were the participants of the LIVE debate. Barclays Bank of Seychelles allowed us to film one of their HIV awareness activities in a local community and a young chamber choir agreed to come on to perform in the show.
- Radio Zimbabwe: NGOs participated in talk show and sponsored rural trips and donated prizes for quizzes.
- South African Broadcasting Corporation: The South African Deputy President, in her capacity as chair of the South African National AIDS Council, was briefed on the YOU campaign and made live on air statement endorsing the campaign and used the primary themes and tagline in her speeches at other World AIDS Day events.
- Malawi Television: The government offered the much needed moral support and encouragement. We have an assurance that they will provide specialists who will be able to give information in the programs to come.



Question9.

Was your company able to broadcast the promos (teaser ads) in the run-up to the 1st December launch of the YOU campaign?

Number who responded to Q9	28
% of those who answered YES	96%
% of those who answered NO	4%
<i>Summary:</i>	<i>96% of Q9 respondents aired the promo teaser ad. The one company that did not air the teasers (Voice of Nigeria) reports that they never received the materials</i>

Question10.

[Television Only] Did your company broadcast the news insert package (interviews with YOU campaign icons)?

Number who responded to Q10	17 (TV companies only)
Number who did not answer	1
% of those who answered YES	82%
% of those who answered NO	18%
<i>Summary:</i>	<i>82% of respondents to Q10 broadcast the news inserts. See Question 11 for follow-up question.</i>

Question11.

If NO, briefly explain:

Summary: Three companies did not broadcast the news inserts for the following reasons:

- a.) SABC: The news department did not think the content was suitable for the main bulletin
- b.) Televisao de Mozambique: The quality of the Portuguese production was not good
- c.) Zambia National Broadcasting Corporation: Could not copy the logo.

Question12.

Will you continue to broadcast the YOU campaign ads over the next six months (December-May)?

Number who responded to Q12	26
Number who did not answer	2
% of those who answered YES	100%



Question13.

If YES please indicate frequency:

Number who responded to Q13	25
Number who did not answer	3

Summary:

All those who responded to Q13 said they would broadcast the PSAs frequently.

- 20% said they would broadcast at least once a day
- 28% said more than once a day
- 36% said a least 9 times a day
- 16% said more than five times a day.

Question14.

If NO, please briefly explain:

Not applicable

Question15.

Can you indicate whether reaction to the YOU campaign has been positive?

Number who responded to Q15	27
Number who did not answer	1
% of those who answered YES	100%

Question16.

If YES, would you describe reaction as:

Number who responded to Q16	25
Number who did not answer	3

Summary:

a.) Mostly positive – 44%
b.) Overwhelmingly positive – 24%
c.) Entirely positive – 32%

Question17.

If you have received negative response to the campaign could you briefly describe the reasons:

Number who reported on negative responses: 3

1. e.TV: Poor launch coordination. Last minute announcement that the South African Deputy President was going to make a statement.
2. Ghana Broadcasting Corporation: Some people thought the icons should be local.
3. Seychelles Broadcasting Corporation: People did not recognize the icons who are mainly from mainland Africa.



Question 18.

If you have had feedback positive or negative from any of the following groups, please indicate:

Number who responded to Q18: 24
Number who did not answer 4

Summary: Positive feedback

- a.) *Your audiences – 92%*
- b.) *Your company colleagues – 96%*
- c.) *Government – 100%*
- d.) *Non-government groups – 95%*
- e.) *Church leaders – 100%*
- f.) *Corporate groups – 93%*

Question 19.

Do you have any suggestions for how the production and/or distribution of materials related to the YOU campaign might be improved? [Please describe briefly.]

Summary:

- Federal Radio Corporation of Nigeria: Material should be mailed direct to company; Local icons should be used
- Ghana Broadcasting Corporation: News inserts should be shorter; Use local icons; Reduce number of icons used; Ads should be sent early enough
- Liberia Broadcasting System: Use Local dialects
- Malawi Television: Materials should highlight inserts from all member countries.
- Mauritius Broadcasting Corporation: Could not broadcast French version because of inappropriate French translation; Icons should not just be black people.
- Namibian Broadcasting Corporation – Radio: Make icons local
- Namibian Broadcasting Corporation – TV: Use personalities from other countries other than those that were in the first PSA.
- Rede De Comunicação Miramar, Mozambique: The materials we have been receiving are clear enough and the pictures speak for themselves.
- Radio Mozambique: Use local icons and voices
- Radio Nationale de Angola: Give out campaign materials like pens, caps/hats
- Radio Nationale Malagasy: Would like those who sent SMS to get some feedback
- Radio Television National Congolaise – TV: Financial Support; Provision of equipment – e.g. DVD, Mini disc, etc



- Radiodiffusion Télévision Ivoirienne (RTI): Talk about importance of virginity and condom use
- Seychelles Broadcasting Corporation: Relevant and recognizable icons should be used; Tapes should come in mixed and unmixed formats
- Swaziland Television Authority: Use icons that appeal to youth such as radio and TV personalities
- Tanzania Independent Ltd - Radio One: So far, so good
- Televisao de Mozambique: Provide materials that contain one track of audio excerpts for each station to use local voices
- Voice of Nigeria: Need to reach rural dwellers; Most do not know icons used; Use local languages
- Zambia National Broadcasting Corporation: Campaign materials might be improved; Involve stations right from the start
- Zimbabwe Broadcasting Services – Radio: Should be home-grown and situational.



**ANECDOTAL REPORT-BACK
BEFORE AND AFTER THE
WORLD AIDS DAY LAUNCH**

	Programming	Partners and Stakeholders Worked with on WAD
Radio Nacional de Angola	Talk Show Program: The Radio station invited various organizations working in HIV/AIDS to talk about their efforts to combat the epidemic.	<ul style="list-style-type: none"> i. The Minister of Social Communication, who declared the year of 2006 as the year of the fight against the AIDS ii. Journalists who gave some clarification to listeners about the pandemic including how it is spread and how it can one can prevent getting infected as well as information on efforts being carried out in the urban and rural areas of the country.
Tanzania Broadcasting Services	Began recording of a reality show called <i>Family is Gold</i>	
Televisao de Moçambique	Before the launch of the PSA, broadcast the program "+ Jovem" (+ Young) which is a youth talk show program. The program featured debates on issues related to young people as well as live music.	Associação de estudantes Universitários (Association of University Students)
Rádio Moçambique	News programming on local activities in the communities as well as coverage of the YOU campaign by the other media companies (TVM, STV-SFM)	
Rede Miramar', Mozambique - Television	<ul style="list-style-type: none"> i. News program on global efforts to fight HIV/AIDS carried immediately after the launch of the PSA. ii. Youth Debates and other programming focused on HIV/AIDS 	



	Programming	Partners and Stakeholders Worked with on WAD
Radiotélévision Ivoirienne (Cote d' Ivoire)	Planned for a 90 minutes Talk Show with panelists talking about the significance of World AIDS Day as well as topics to familiarize the audience on the pandemic	Local NGOs; UNFPA; UNAIDS; a representative from the Ministry; journalists from the radio and television stations
Radio Nationale Malgache (Madagascar)	Special magazine program (30 minutes) on the situation of the fight against HIV/AIDS in the country. Featured an HIV+ woman and her family.	Local NGOs
Radio Television National Congolaise	<ul style="list-style-type: none"> i. Message from the Minister of Public Health ii. Messages from high profile personalities which were transmitted in 4 local languages (as well as French) 	
Namibia Broadcasting Corporation – Radio	Live outside broadcasts of various AIDS activities in the communities. All ten radio stations featured live outside broadcast across the country.	
Malawi Television	Panel discussion on the importance of the YOU campaign.	The private sector (the National AIDS Council and local NGOs) was involved in providing financial and material support to the production of programs and other productions to come.
Ghana Broadcasting Corporation	<ul style="list-style-type: none"> i. News broadcast of the launch as well as activities on WAD. ii. News commentary during News broadcast iii. YOU campaign also featured on the Health Programs 	
Liberia Broadcasting System	<ul style="list-style-type: none"> i. Talk Show, <i>Liberia Panarama</i>, carried discussions two weeks ahead of Dec. 1st. ii. Also a playlet was aired daily. iii. Engaged the Director of the National AIDS Council 	Student groups, church leaders and the public.
Uganda Broadcasting Corporation	Live Talk Show with human interest feature stories	



	Programming	Partners and Stakeholders Worked with on WAD
Seychelles Broadcasting Corporation	<ul style="list-style-type: none"> i. After the launch of the PSA, broadcast YOUTHBEAT which did a formal launch of the campaign. The program featured human interest stories as well as young people, religious leaders, entertainers, beauty pageant winners, and sports personalities all call out the tag line “<i>it begins with YOU.</i>” ii. Also featured a young star singing with a gospel choir; studio audience participation in a debate based on a drama sketch by 3 young people showing various acts of “risky” behaviour 	
Swaziland Television Authority	<ul style="list-style-type: none"> i. News clips with an HIV/AIDS content especially on the new statistics of the epidemic in the country as well as basic information on the virus. ii. Live broadcast of the World AIDS Day activities iii. First Talk Show for the youth, by the youth discussing issues of how the youth is affected by HIV/AIDS including an HIV positive individual on the panel addressing the youth. iv. Screening of a drama done by organizations in Botswana, Zimbabwe and South Africa of a real life family situation and HIV/AIDS. 	
South Africa	<ul style="list-style-type: none"> i. All three major broadcast companies – SABC, e.tv and M-net – all carried the PSA at the appointed hour supported by additional programming and off-air activities. ii. The YOU campaign was launched by the SABC with a one-hour live show. iii. Show included a statement of support by the Deputy President. iv. Live broadcast interview with Dali Mpofu, SABC CEO and Chair of the GMAI, who was in New York to meet with Kofi Annan and officially take over the chairmanship of the GMAI. This was carried on every SABC television and radio channel in the country. v. Live music performances thematically related to the hope and imagination of an HIV/AIDS free Africa. 	Local NGOs



	Programming	Partners and Stakeholders Worked with on WAD
Ethiopian Radio and Television Agency - Radio	Broadcast a News features program using the theme of the YOU campaign – <i>“it begins with YOU”</i>	



TABULATION OF SURVEY RESULTS

TABULATION OF SURVEY RESULTS

	YES	NO	NOT APPLICABLE	NOT FILLED/MISSING OR OTHER INFO	TEXT	TOTAL ANSWERED	% YES	% NO
1. Did your company broadcast the public service ad (PSA) on 1st December? (check one)	28	0	0	0	0	28	100%	0%
2. If YES, what time was it broadcast (The scheduled time was 13h00 GMT)?	28	0	0	0	0	28	100%	0%
3. If your company did NOT broadcast, please briefly explain the reason:	0	0	28	0	0	28	0%	0%
4. Did your company produce and broadcast any additional programming in support of the YOU campaign?	26	1	0	1	0	27	96%	4%
5. What additional programming did your company produce and broadcast in support of the YOU campaign? [Please describe briefly.]					TEXT			
6. Did your company organize any off-air activities in support of the launch of the YOU campaign? (check one)	9	18	0	1	0	27	33%	67%
7. Please indicate whether any of these stakeholders were engaged in the YOU campaign launch by your company:	26	0	0	2	0	26		
<i>a.) Government leaders</i>	16						62%	
<i>b.) National AIDS Council</i>	22						85%	
<i>c.) NGOs</i>	23						88%	
<i>d.) Private corporations</i>	12						46%	



	YES	NO	NOT APPLICABLE	NOT FILLED/MISSING OR OTHER INFO	TEXT	TOTAL ANSWERED	% YES	% NO
8. If YES to any of the above, please provide brief details:					TEXT			
9. Was your company able to broadcast the promos (teaser ads) in the run-up to the 1st December launch of the YOU campaign?	27	1	0	0	0	28	96%	4%
10. [Television Only] Did your company broadcast the news insert package (interviews with YOU campaign icons)?	14	3	10	1		27	82%	18%
11. If NO, briefly explain:					TEXT			
12. Will you continue to broadcast the YOU campaign ads over the next six months (December-May)?	26	0		2		26	100%	0%
13. If YES please indicate frequency:	25			3		25	100%	0%
<i>a.) At least once a day</i>	5					5	20%	
<i>b.) More than once a day</i>	7					7	28%	
<i>c.) At least five times a day</i>	9					9	36%	
<i>d.) More than five times a day</i>	4					4	16%	
14. If NO, please briefly explain:	0	0	0	0	0	0		
15. Can you indicate whether reaction to the YOU campaign has been positive?	27	0	0	1	0	27	100%	0%
16. If YES, would you describe reaction as:	25			3		25	100%	0%
<i>a.) Mostly positive</i>	11					11	44%	



	YES	NO	NOT APPLICABLE	NOT FILLED/MISSING OR OTHER INFO	TEXT	TOTAL ANSWERED	% YES	% NO
<i>b.) Overwhelmingly positive</i>	6					6	24%	
<i>c.) Entirely positive</i>	8					8	32%	
17. If you have received negative response to the campaign could you briefly describe the reasons:					TEXT			
18. If you have had feedback positive or negative from any of the following groups, please indicate:	POSITIVE	NEGATIVE				24		
<i>a.) Your audiences</i>	23	2		4		25	92%	8%
<i>b.) Your company colleagues</i>	22	1		4		23	96%	4%
<i>c.) Government</i>	16	0		4		16	100%	0%
<i>d.) Non-government groups</i>	20	1		4		21	95%	5%
<i>e.) Church leaders</i>	15	0		4		15	100%	0%
<i>f.) Corporate groups</i>	14	1		4		15	93%	7%
19. Do you have any suggestions for how the production and/or distribution of materials related to the YOU campaign might be improved? [Please describe briefly.]					TEXT			



SURVEY QUESTIONNAIRE

African Broadcast Media Partnership Against HIV/AIDS

YOU Campaign

World AIDS Day Launch Survey

This survey is intended to provide valuable feedback to the Steering Committee regarding ABMP member company activities in support of the December 1 launch of the YOU campaign, and to help in planning further phases of the campaign. Your urgent assistance in completing this report would be greatly valued.

PLEASE NOTE: Only ONE questionnaire should be submitted per broadcast company. If your company operates both Radio and Television, you should therefore submit ONE for Radio and ONE for Television.

Company Name:

Name of Person Completing Questionnaire:

Title:

Phone:

Email:

Fax:

PLEASE RETURN THE COMPLETED QUESTIONNAIRE BY 15th JANUARY, 2007 TO

Email: enoi@kff.org

or

Fax: +1-202-347-3055



PLEASE PROVIDE THE FOLLOWING INFORMATION AS ACCURATELY AS POSSIBLE

1. Did your company broadcast the public service ad (PSA) on 1st December? (check one)

Q1.	YES	
	NO	

2. If YES, what time was it broadcast (The scheduled time was 13h00 GMT)?

3. If your company did NOT broadcast, please briefly explain the reason:

4. Did your company produce and broadcast any additional programming in support of the YOU campaign?

5. What additional programming did your company produce and broadcast in support of the YOU campaign? [Please describe briefly.]

6. Did your company organize any off-air activities in support of the launch of the YOU campaign? (check one)

Q6.	YES	
	NO	

7. Please indicate whether any of these stakeholders were engaged in the YOU campaign launch by your company:

		YES	NO
Q7.	Government leaders		
	National AIDS Council		
	NGOs		
	Private corporations		

8. If YES to any of the above, please provide brief details:

9. Was your company able to broadcast the promos (teaser ads) in the run-up to the 1st December launch of the YOU campaign?

Q9.	YES	
	NO	

10. **[Television Only]** Did your company broadcast the news insert package (interviews with YOU campaign icons)?

Q10.	YES	
	NO	

11. If NO, briefly explain:

12. Will you continue to broadcast the YOU campaign ads over the next six months (December-May)?

Q12.	YES	
	NO	



13. If YES please indicate frequency:

Q13.	At least once a day	
	More than once a day	
	At least five times a day	
	More than five times a day	

14. If NO, please briefly explain:

15. Can you indicate whether reaction to the YOU campaign has been positive?

Q15.	YES	
	NO	

16. If YES, would you describe reaction as:

Mostly positive _____
 Overwhelmingly positive _____
 Entirely positive _____

17. If you have received negative response to the campaign could you briefly describe the reasons:

18. If you have had feedback positive or negative from any of the following groups, please indicate:

		Positive	Negative
Q18.	Your audiences		
	Your company colleagues		
	Government		
	Non-government groups		
	Church leaders		
	Corporate groups		

19. Do you have any suggestions for how the production and/or distribution of materials related to the YOU campaign might be improved? [Please describe briefly.]

