

# **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%

## **FULL RESULTS**

### **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?**

% of those who answered YES in 2008: 77%  
% of those who answered YES in 2009: 79%

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

% of those who answered YES in 2008: 41%  
% of those who answered YES in 2009: 67%

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

**a) documented?**

% of those who answered YES in 2008: 57%  
% of those who answered YES in 2009: 65%

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

% of those who answered YES in 2008: 74%  
% of those who answered YES in 2009: 76%

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

% of those who answered YES in 2008: 57%  
% of those who answered YES in 2009: 75%

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

% of those who answered YES in 2008: 57%  
% of those who answered YES in 2009: 64%

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

% of those who answered YES in 2008: 80%  
% of those who answered YES in 2009: 90%

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

% of those who answered YES in 2008: 50%  
% of those who answered YES in 2009: 100%

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

NOT ASKED IN 2008

% of those who answered YES in 2009: 72%

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

**SAMPLE OF RESPONSES**

*Taraba TV Corporation – (Broadcasting Organisations of Nigeria)*

1. Jingle Productions in English/Hausa (native language) to sensitise members of the public.
2. Programmes are produced to educate people.
3. Carrying of workshops/seminars on HIV/AIDS on news.

*Broadcasting Corp of Abia State – (Broadcasting Organisations of Nigeria)*

1. Increased airtime for HIV/AIDS public enlightenment.
2. Encouraged more staff to attend workshops and seminars on HIV/AIDS.
3. Internal publicity to discourage casual sex and highlight the consequences of HIV/AIDS

*Bauchi State Television Authority – (Broadcasting Organisations of Nigeria)*

1. Sensitisation workshop around the company's environment..
2. More enlightenment programs especially on issues of mother-to-child and stigmatization.

*Federal Radio Corporation of Nigeria*

Continuing to partner with organisations like WANAD/ALCO and ABMP on sustained programming against HIV/AIDS as well as other station-based programmes designed to combat the scourge.

*Gambia Radio and TV Services*

Presently we are running a 56 episodes of 15 minutes serialised drama on HIV/AIDS sensitisation.

*Ghana Broadcasting Corporation – TV*

1. A talk to the workers of G. B. C on workplace policy by Standchart Bank on World AIDS Day, covered for Radio and T. V.
2. World AIDS Day Quiz programme for students in the High school from six regions (states) of the country, live on Radio and T.V
3. Participation and coverage of the National World AIDS Day event.

*Kenya Broadcasting Corporation*

1. Made enforcement of HIV/AIDS behavior change an objective in the annual work plan for every KBC department.
2. Sourced condoms, mobile VCTs, AVRs and referral services for staff.
3. Spread HIV/AIDS programming across KBC national radio services, commercial radio stations and regional radios transmitting in a total of 17 local languages.
4. Filled questionnaire from National AIDS Control Council documenting KBC HIV/AIDS activities and funding level and made a formal request for partnership and facilitation

*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*

1. Discussed with victims in Radio talk shows and TV.
2. Hold dialogue with policy makers and victims on the effects of AIDS.
3. Dramatize HIV/AIDS messages, encourage artists to focus on AIDS songs to increase awareness etc

*Makenba Broadcasting Company (Diamond FM), Ghana*

1. By encouraging HIV Counseling and Testing among company employees and their families.
2. By ensuring that employees take the campaign of HIV and AIDS serious and get involved at all stages of workplace policy implementations including training programs.
3. Status of employees shall not be disclosed and in cases where any staff may become affected by HIV, they shall not be discriminated against.

*Malawi Broadcasting Corporation*

1. Came up with a local language programme for all our transmitting stations regional offices called "What are we doing about it?" (Tikuchitaponji?)
2. We have integrated HIV/AIDS friendly clauses in the conditions of service – e.g. to assist those who declare their sero-status to access ARVs, to keep paying them even if they fall sick for 9 months or more, to assist their immediate family with ARVs; to continue assisting them even after retirement.
3. We have a policy of putting condoms in public places e.g. toilets.

*Mauritius Broadcasting Corporation*

Monitoring platforms, using new research, are made in the field of AIDS, and disseminate them to the public, including our employees, via our media.

*Metro TV Ghana*

1. By engaging AIDS specialists in advising staff and on youth programmes on Saturdays.
2. Periodic HIV/AIDS tests for staff.

*Namibian Broadcasting Corporation*

The NBC has revised its existing HIV/AIDS policy and drafted a new and comprehensive HIV/AIDS and Gender policy. This new policy was to be launched officially on 1 Dec 2008. However, due to unforeseen circumstances the launch had to be postponed.

*Rádio Difusão Nacional da Guine Bissau*

From time to time having detailed information about HIV/AIDS for all employees and, during the sessions, an expert is always invited to talk about it.

#### *Radio Nacional de Angola*

The measures relate to the stigma and discrimination as well as to the rights and duties of people living with HIV in light of the Angolan legislation, to ensure the normal performance of HIV employees as professionals. Such employees are regularly given time-off to be able to get the medical attention they need without any deduction in salary or vacation work. Another "Yes" is the airing of radio programs to mobilize other employers to do the same.

#### *Radiodiffusion Télévision du Burkina*

Invigorate committees engaged in the fight against AIDS and give them the necessary resources through the Ministry of Tourism, Culture and Communications, to continue the awareness and the fight against AIDS in Burkina Radio.

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

Teams of TRAINERS were created in each direction (section) to regularly inform other employees on all matters related to HIV / AIDS. These trainers are also responsible for passing on to the employees the outreach campaigns organized by NGOs and other leagues on the same problem.

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

AIDS information dissemination, sending officers to attend training seminars including peer, production program on AIDS, broadcasting spots on AIDS.

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

It exists within our ministry a unit dealing with the fight against HIV / AIDS, supervised by the National Council for the Fight against AIDS. This unit works closely with mini-units in different branches. For example, in the Congolese television, awareness seminars are often organized by the unit.

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

Awareness campaigns with young people, talk shows aimed at encouraging young people to a change their behavior.

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

We are promoting policies, strategies and various through our various programs to our viewers nationwide and through ABMP HIV/AIDS awareness programs/ promos which is/ was on air frequently on Star TV.

#### *Sahara Communication (Kissi FM), Tanzania*

Employees were given time to attend workshops and seminars on HIV/AIDS and the company has been covering news and events on HIV/AIDS.

#### *Sanyu FM Uganda*

By partnering with the ABMP and being consistent in delivering all messages/ series as I from receive them.

#### *Seychelles Broadcasting Corporation*

We are now a member of the Seychelles National AIDS Council, and not only contribute to its deliberations but also produce more programming stemming from its decisions, policies, etc.

#### *South African Broadcasting Corporation – TV*

A wellness clinic and counseling facilities.

#### *LIGWALAGWALA FM - South African Broadcasting Corporation*

The company held health talks facilitated by health personnel and encouraged staff members to do voluntary testing.

#### *LESEDI FM - South African Broadcasting Corporation*

1. In programmes – always pass the message to the listeners and affected people.
2. In programmes – every Tuesday. Interview doctors, experts, health professionals, etc to inform or guide community.

#### *Swazi Broadcasting and Information Services*

Through partnering with NGOs in HIV/AIDS national campaigns by providing airtime for such campaigns and other HIV/AIDS related programming

#### *Swaziland Television Authority*

We have incorporated more HIV content into our programming and have made the main topics discussed at our road shows where we educate the public about the organization and HIV/AIDS

#### *Tanzania Broadcasting Services*

Produce more features on HIV/AIDS:

1. Broadcasting ABMP ads so many times.
2. Produce radio diaries for HIV/AIDS patients.
3. Conduct HIV/AIDS seminars for TBC workers

#### *Télévision Togolaise*

Creating more awareness youth programs on HIV / AIDS: Kids' Podium, Midi delights, holiday colors. Creation of Fight against HIV / AIDS Committee in the company. Key department heads are members of the committee.

#### *Uganda Broadcasting Corporation*

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 has written a proposal on HIV/AIDS using drama as a format for a long running serial but it is awaiting funding.

#### *Voice of Nigeria*

1. There have been regular seminars on various aspects of HIV/AIDS which include the use of condom for both male and female; the importance of getting tested; the need to do away with stigmatization.
2. There was a seminar by VON in which government officials concerned with AIDS were invited to tell members of staff and the public efforts by government to fight the disease. All these are conducted by VON Committee on AIDS.

#### *Zambia National Broadcasting Corporation*

1. We have introduced more focus on HIV/AIDS in our programming.
2. We conducted probably, a world first, a "one man 24 hour marathon broadcast" for HIV/AIDS on World Aids Day on 1st Dec 2008. We had one of our leading radio presenters, Leander Kandiero undertaking a 24hr non stop marathon broadcast focusing on HIV/AIDS issues. We had organisations such as UNAIDS, UNFPA, SAFAIDS, NATIONAL AIDS COUNCIL participating and the then Health Minister Dr David Parirenyatwa co-host one of the sessions live on radio.

#### *Zimbabwe Broadcasting Holdings*

In the wake of the HIV/AIDS pandemic the organization has strategized in additional programmes on the schedule to come up with an aggressive drive of the messages. More genres for different programmes have been put in place. Not only that but also more time has been created for such programmes.

## **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?**

% of those who answered YES in 2008: 77%  
% of those who answered YES in 2009: 66%

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

% of those who answered YES in 2008: 85%  
% of those who answered YES in 2009: 75%

**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?**

% of those who answered YES in 2008: 58%  
% of those who answered YES in 2009: 42%

**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?**

% of those who answered YES in 2008: 91%  
% of those who answered YES in 2009: 84%

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

% of those who answered YES in 2008: 58%  
% of those who answered YES in 2009: 66%

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

% of those who answered YES in 2008: 71%  
% of those who answered YES in 2009: 67%

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

**a) Less than 20%**

% of those who answered *Less than 20%* in 2008: 47%  
% of those who answered *Less than 20%* in 2009: 64%

**b) Around 20%**

% of those who answered *Around 20%* in 2008: 32%  
% of those who answered *Around 20%* in 2009: 25%

**c) More than 20%**

% of those who answered *More than 20%* in 2008: 8%  
% of those who answered *More than 20%* in 2009: 11%

**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?**

% of those who answered YES in 2008: 38%  
% of those who answered YES in 2009: 74%

**9. Since May 2008, have you been able to get increased funding for HIV/AIDS related programming from any of the following sources:**

**Government:**

% of those who answered YES in 2008: 42%  
% of those who answered YES in 2009: 31%

**Commercial sponsors:**

% of those who answered YES in 2008: 32%  
% of those who answered YES in 2009: 29%

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

% of those who answered YES in 2008: 38%  
% of those who answered YES in 2009: 35%

### **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?**

% of those who answered YES in 2008: 43%  
% of those who answered YES in 2009: 48%

**2. If 'NO' do you plan to develop such a strategy soon?**

% of those who answered YES in 2008: 83%  
% of those who answered YES in 2009: 81%

**3. Since May 2008, has your company included HIV/AIDS-related messaging in any of the following program formats:**

**a) PSAs**

% of those who answered YES in 2008: 92%  
% of those who answered YES in 2009: 89%

**b) News**

% of those who answered YES in 2008: 94%  
% of those who answered YES in 2009: 94%

**c) Talk shows**

% of those who answered YES in 2008: 87%  
% of those who answered YES in 2009: 90%

**d) Magazine Format Programming**

% of those who answered YES in 2008: 85%  
% of those who answered YES in 2009: 79%

**e) Documentary**

% of those who answered YES in 2008: 74%  
% of those who answered YES in 2009: 65%

**f) Music shows**

% of those who answered YES in 2008: 74%  
% of those who answered YES in 2009: 68%

**g) Game shows**

% of those who answered YES in 2008: 40%  
% of those who answered YES in 2009: 26%

**h) Drama**

% of those who answered YES in 2008: 68%  
% of those who answered YES in 2009: 76%

**i) Sitcom**

% of those who answered YES in 2008: 26%  
% of those who answered YES in 2009: 26%

**j) Reality Shows**

% of those who answered YES in 2008: 42%  
% of those who answered YES in 2009: 35%

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

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

% of those who answered YES in 2008 64%  
% of those who answered YES in 2009 (of those who carry Drama): 66%

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

% of those who answered YES in 2008 64%  
% of those who answered YES in 2009 (of those who carry Sitcoms): 50%

**c) Drama: One-off messages**

% of those who answered YES in 2008: 47%  
% of those who answered YES in 2009 (of those who carry Drama): 34%

**d) Sitcom: One-off messages**

% of those who answered YES in 2008: 43%  
% of those who answered YES in 2009 (of those who carry Sitcoms): 31%

**5. If you answered YES to any of the options in Question 3 above please indicate which of the following apply:  
NOT ASKED IN 2008**

***Programming was paid for from our company resources***

% of those who answered YES in 2009: 47%

***We secured commercial sponsorship for this programming***

% of those who answered YES in 2009: 31%

***We secured other external funding for this programming***

% of those who answered YES in 2009: 19%

***A mix of our own resources and external funding***

% of those who answered YES in 2009: 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?**

% of those who answered YES in 2008: 77%  
% of those who answered YES in 2009: 71%

**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?**

% of those who answered YES in 2008: 75%  
% of those who answered YES in 2009: 71%

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

% of those who answered YES in 2008: 64%  
% of those who answered YES in 2009: 80%

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

% of those who answered YES in 2008: 85%  
% of those who answered YES in 2009: 83%

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

% of those who answered YES in 2008: 72%  
% of those who answered YES in 2009: 72%

**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?**

% of those who answered YES in 2008: 71%  
% of those who answered YES in 2009: 72%

## **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 2008 (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?**

% of those who answered YES in 2008: 89%

% of those who answered YES in 2009: 80%

**2. Has there been any reduction since May 2008 in the amount of daily airtime committed to HIV/AIDS-related programming?**

Not asked in 2008

% of those who answered YES in 2009: 3%

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

NOT ASKED IN 2008

### Sample of Answers

#### *Federal Radio Corporation of Nigeria*

Increased sponsorship of HIV/AIDS communication and programming from various sources particularly non-governmental organisations.

#### *Ghana Broadcasting Corporation*

Halfway during the year, the emphasis on our electioneering campaign took a toll on most of our programmes, for example, frequent adverts, commercials and campaign discussions dominated the airwaves.

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

Through our various programs & ABMP HIV/AIDS awareness series and promos

**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%**

% of those who answered *Less than 5%* in 2008: 15%

% of those who answered *Less than 5%* in 2009: 20%

**b) about 5%**

% of those who answered *About 5%* in 2008: 38%

% of those who answered *About 5%* in 2009: 30%

**c) more than 5%**

% of those who answered *More than 5%* in 2008: 47%

% of those who answered *More than 5%* in 2009: 51%

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

% of those who answered YES in 2008: 98%

% of those who answered YES in 2009: 95%

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

% of those who answered YES in 2008: 85%

% of those who answered YES in 2009: 91%

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

**a) less than 25%**

% of those who answered *less than 25%* in 2008: 24%

% of those who answered *less than 25%* in 2009: 35%

**b) about 25%**

% of those who answered *about 25%* in 2008: 43%

% of those who answered *about 25%* in 2009: 33%

**c) more than 25%**

% of those who answered *more than 25%* in 2008: 33%

% of those who answered *more than 25%* in 2009: 22%

**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%**

% of those who answered *less than 50%* in 2008: 46%

% of those who answered *less than 50%* in 2009: 48%

**b) about 50%**

% of those who answered *less than 50%* in 2008: 32%

% of those who answered *less than 50%* in 2009: 41%

**c) more than 50%**

% of those who answered *less than 50%* in 2008: 22%

% of those who answered *less than 50%* in 2009: 11%

**9. Can you confirm that your company will provide additional airtime around the 2010 World Cup and other soccer related broadcasts over the next 12 months**

NOT ASKED IN 2008

% of those who answered YES in 2009: 95%

**10. If NO please briefly explain why not.**

NOT ASKED IN 2008

Sample Answers

*Broadcasting Corp of Abia State, Broadcasting Corporation of Nigeria*

No indication of possible sponsorships by government, NGOs or donor agencies

*Ethiopian Radio and Television Agency*

No because giving additional air time needs the decision of the editorial board of the station.

*Makenba Broadcasting Company (Diamond FM), Ghana*

Our company relies heavily on financial support from partners for most of our development program including HIV and Aids. With a world in a recession now, we are at a cross road it is anticipated that funding from donors through our local NGO collaborators will drop and this may affect our activities planned ahead. Thing however might change for the better.

*Metro TV Ghana*

The airtime is shared by Ghana TV consortium of 3 TV stations with 30% FIFA/AIDS having 70%. Hence it is going to be difficult to allocate the required airtime.

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

Sample Answers:

*Botswana Radio and Television Services*

1. Talk Shows
2. News
3. PSAs

*Taraba TV Corporation – (Broadcasting Organisations of Nigeria)*

1. All ABMP HIV/AIDS jingles/spot announcements and information are aired in full and daily.
2. Dramas are produced to relate the effect of HIV/AIDS on human nature of the society; how to stop it; how to be friendly with HIV/AIDS carriers.
3. Workshops/seminars and coverage of HIV/AIDS programmes are carried in the news and programmes where necessary.
4. Documentaries are produced from time to time on devastation of HIV/AIDS in the society.
5. Discussions programmes are produced through invitation of experts e.g. doctors, health, carriers of HIV/AIDS.

*Broadcasting Corp of Abia State - (Broadcasting Organisations of Nigeria)*

1. Subject to availability of funding BCA plans to evolve more programs to target the high-risk group. Drama series will be packaged to highlight the critical motivational factors which aid in the spread of the disease.
2. More ad campaigns will be introduced.
3. Talk shows and school debates will be featured more frequently.

*Imo Broadcasting Corporation, Owerri - (Broadcasting Organisations of Nigeria)*

1. Drama – Sundays;
2. Jingles – Daily;
3. Newstalk – Monthly

*Bauchi State Television Authority – (Broadcasting Organisations of Nigeria)*

1. Discussion programmes
2. Jingles
3. News tit-bits

*Ondo State Radiovision Corporation – (Broadcasting Organisations of Nigeria)*

Through our programme contents and news items.

*Cameroon Radio Television*

CRTV is a public service enterprise, so the broadcast of HIV/AIDS is a social obligation for the company. The company signed a partnership of understanding with the AIDS Control Committee some years back.

- There are 6 newscast for TV and 6 for radio in the two national languages.
- There are some 5 health magazines on TV and 6 for radio
- There are women's magazines 2 for TV and 2 for radio
- There are several talks shows on radio on a daily basis
- There are also several music shows on TV.

*Ethiopian Radio and Television Agency*

Health programs, family planning programs, youth and women's programs, talk-shows, news, educational and entertainment drama and so on programmes.

*Gambia Radio and TV Services*

Drama, talk show, news, spots and jingles.

*Ghana Broadcasting Corporation*

Very soon, GBC will have additional channels for Radio and Television and hope to increase its Programme content on all educational programmes, including the goals of ABMP and the YOU campaign.

- 1) Morning shows in most of our local languages.
- 2) Magazine
- 3) Drama and Short sketches.
- 4) News and News commentary.

- 5) Relationship Programmes
- 6) Packaged documentaries from NGOs and other organizations.
- 7) Quiz programmes
- 8) Youth programmes.
- 9) Musical programmes
- 10) Morning shows
- 11) Drivetime shows, etc

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

- 1) Every week, youth programme includes in its production one question about HIV/AIDS;
- 2) HIV/AIDS issues is given enough NEWS coverage;
- 3) HIV/AIDS related matters is incorporated in ITV's existing weekly programmes, i.e. drama, reality shows, talk shows, etc;
- 4) All local programmes dedicate a theme of HIV/AIDS once a month no matter what is format is;
- 5) ITV collaborates with other stakeholders i.e. government, NGOs, private donors in funding for HIV/AIDS related programming;
- 6) ITV broadcasts exchange translated HIV/AIDS programmes as fillers also music.

*Instituto de Comunicação Social, Mozambique*

Our company has a commitment to achieve a certain percentage which will be easy, because besides airing our TV and radio programs for the community, we also work in close relationship with the largest Mozambican radio station and TVM (Mozambican Television). This means that any publicity and programs concerning HIV/AIDS aired by RM (radio Mozambique) and TVM, will be also be aired in our radio station.

*Kenya Broadcasting Corporation*

Developing radio reality shows;  
 Intensifying DJ mentions, sweepers and drops within live continuity shows;  
 Celebrity interviews based on campaign against HIV/AIDS;  
 Developing HIV/AIDS thematic shows;  
 HIV/AIDS music campaigns;  
 Integration of HIV messaging in sports coverage, reporting and productions;  
 HIV/AIDS news features;  
 Drama skits, poetry, narratives and quotes advancing HIV/AIDS campaign;  
 Charity road shows in support of infected and affected- food donations, fundraising, VCT uptakes, retroviral distribution, counseling and healthcare.

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

Talks Shows, Drama and News. Why we mainly use the mentioned formats is that they are cheaper to apply compared to other formats.

*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 programmes.
- Documentaries-Monthly

*Liberia Broadcasting System*

- Discuss gender inequity on radio/TV to increase greater awareness and reduce stigma;
- Teach youth about peer pressure, encourage education and vocational skills for self employment and empowerment;
- Involve HIV/AIDS related programming and messages in all radio/TV programs.

*Makenba Broadcasting Company (Diamond FM), Ghana*

Besides the 5% of (free) PSAs offered by Diamond FM as a commitments to the ABMP objectives we do programs genre/formats like: News, Talk shows, magazine, drama, documentaries and reality shows highlight key HIV and AIDS related topics on our daily broadcast. The station already has committed human, material and financial resources into the production and airing of our activities which we hope will ensure an integration of HIV and AIDS awareness and responsible living (having being informed) in the daily lives of our targeted audiences.

#### *Malawi Broadcasting Corporation*

- 1) Youth Alert Mix - Radio1 x2 a week; Radio2 x2 a week = 2 hrs
  - 2) Public Service Ann - Radio1 x4/day; Radio2 x6/day = 15ms
  - 3) Drama - Radio1 x2/wk = 35ms
  - 4) Phone in - Radio1 x1/wk = 1 hr
  - 5) Documentary - radio1 x1/wk = 30ms
  - 6) Talk show - Radio1 x1/wk; radio2 x 1/wk = 1hr
- These are programmes going on air now and directly linked to ABMP communications framework.

#### *Mauritius Broadcasting Corporation*

We already have regular weekly round tables with different themes related to HIV / AIDS. The human resources involved in these programs come from the Ministry of Health, NGOs, secondary educational institutions, and often extracts are included as part of information throughout the day.

#### *Metro TV Ghana*

At the moment there are no immediate plans. however we are thinking of generating youth sitcoms that will address the issue of HIV/AIDS in local language.

#### *Namibian Broadcasting Corporation – TV*

We are discussing with one local partner in order to increase the local aspects. The partner is the Namibia Red Cross and we are discussing a number of initiatives.

#### *Namibian Broadcasting Corporation – Radio*

- 1) The NBC Radio Stations will continue to broadcast the Public Service Announcements and edu-dramas received by the ABMP on a regular basis.
- 2) HIV/AIDS issues are often covered by news and also by current affairs.
- 3) Interviews and discussion programs focusing on HIV/AIDS are frequently presented by all radio stations. Sometimes experts are invited into the studio to talk about the latest developments regarding HIV/AIDS and sometimes the listeners are encouraged to call in to ask questions or express their views. Other options would be to produce mini-features on HIV/AIDS (which was done last year) or a series with 2 – 5 minute contributions. The format in which HIV/AIDS information is disseminated varies from station to station depending on the preferences and demographics of the target audiences.
- 4) Many language stations have a health slot in which HIV/AIDS features as one of the prominent topics.
- 5) Due to a lack of funds the radio stations has not been able to produce dramas. However, with the restructuring and the creation of a new section which is dedicated to dramas, music production, culture and religion, this might change.

#### *Nigerian Television Authority*

- 1) 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.
- 2) 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.
- 3) 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.

#### *Buddu Broadcasting Service*

Through talk-shows, spot adverts, etc

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

For the moment, the broadcasting time may be achieved higher than the five percent agreed, as there is, at present, a huge adherence in terms of the number and the level of listeners, and at participation in decision making. The government is highly aware, and has shown sensitivity to the HIV/AIDS cause. From Monday to Sunday, in our program schedule, a considerable part is devoted to EDU dramas, and now nobody likes to miss an episode.

#### *Radio Nacional de Angola*

Rádio Nacional de Angola has in its lineup, a 30 minutes daily slot on its main channel that deals solely with issues on HIV and AIDS. Distinguished medical specialists, psychologists, lawyers, anthropologists, activists and leaders of NGOs, as well as people living with HIV, all take part on the daily program, discussing and analyzing various aspects directly or indirectly related to HIV AIDS. The program is called "VIVA LIFE" and its producer is the journalist Jesus Ramos, with a team of another two reporters Felisbela Wegie and Djassy Forte. The production team of the program produces other materials that are transmitted in other programs of RNA including the news.

*Radio et Télévision Nationale du Burundi – Radio*

- 1) Interactive programs on television and radio every weekday during the summer holidays
- 2) Question and answer Games with young people met in neighborhoods
- 3) Programs in multiplex with all stakeholders in the fight against AIDS. Continue with ABMP YOU campaign.
- 4) Allocate the last 5 minutes of info magazine in TV and radio to questions related to the fight against AIDS.
- 5) Health chronicles with targeted themes to control the HIV / AIDS pandemic

*Television Nationale du Burundi (RTNB)*

1. Fiction
2. Information
3. PSAs
4. Show of reality TV
5. Radio and television Games

*Radiodiffusion Télévision du Burkina*

Regular broadcasting (at least once) of EDUDRAMA capsules during airing time in the morning, at midday and evening.

*Radiodiffusion Télévision Sénégalaise (RTS)*

Spots, talk shows, documentaries. Prime time (before and after the TV news)

*Radiodiffusion Nationale Congolaise – Radio (DRC)*

- 1) outreach and civic educational programs (nearly 30%)
  - 2) Community Development Programs (17%)
  - 3) General Information Programs (19%)
  - 4) Programs of Entertainment and music variety (24%)
  - 5) Sport programs (17%)
  - 6) Cultural Programs (drama, radio sketch, comedy)
  - 7) Debate Productions, etc. (7%)
  - 8) Advertising, Miscellaneous Promotions (broadcasted permanently on air)
- In addition, several "Special Programs" around "World Aids Day" for example and others.

*Radiodiffusion Nationale Congolaise – TV (DRC)*

We are committed to increase the air time for example by continuing to broadcast the old ABMP spots

*Radiodiffusion Télévision Congolaise – (Congo Brazzaville) – TV*

We subscribe to the objectives listed on reference page: A, C, D, E.

*RCM – Televisao Miramar, Moçambique*

For our programming, we are planning entertainment and educational programs, called “know more” and news presented daily in the news bulletin.

*Star TV - Sahara Communication, Tanzania*

Long running series/ talk shows/ documentaries & reality shows

*Kissi FM , Sahara Communication, Tanzania*

Secure more air time and establish documentary and magazine format programming.

*Seychelles Broadcasting Corporation*

At the next round of programme planning/scheduling (end of 2009 for 2010) there will be more detailed discussion of how to inject HIV/AIDS education content in the SBC's programmes. There will be a more determined effort to spread it across all formats, although much has already been achieved in this area. In particular, there will be a more systematic shift of key messages away from “health programmes” to programmes that have more popular appeal (e.g. telenovelas) or are more attractive to young people (music, etc.).

*South African Broadcasting Corporation - TV*

1. an increase in messaging particularly in long form dramas
2. an increase in educational and entertainment talk shows
3. a factual strand for the commercial channel SABC 3
4. a dedicated 26 part drama series youth/ adult prime time SABC 1

#### *LIGWALAGWALA FM, SABC*

1. The station will have talk shows that will appeal to all people
2. We have partnerships with NGOs that help identifying things that affect loop holes that affect people on the ground with regards to HIV/AIDS
3. Drama series produced by the company to address HIV/AIDS

#### *LESEDI FM, SABC*

Tuesdays – Talk show; News is done if there are new information- like busy trying to get the cure; Drama; Random information in different programmes.

#### *Swazi Broadcasting and Information Services*

Through partnering with NGOs in HIV/AIDS national campaigns by providing airtime for such campaigns and other HIV/AIDS related programming.

#### *Swaziland Television Authority*

We have as an organization been able to go even further than the 5% with content that we have mainly through news content, talk shows and the PSAs. We have also incorporated this into programming that looks at the indigenous lifestyle in our country fusing traditions and their interpretation into the themes of the campaign. The greatest challenge is funding at the moment but we are looking at production of a soapie soon that will also have HIV/AIDS as one the story lines, but this is still at discussion level , looking at available resources and what partners we can get on board.

#### *Tanzania Broadcasting Services*

1. produce Tanzanian local soap
2. radio diaries on people leaving with HIV/AIDS
3. schools debates on HIV/AIDS
4. roads shows on HIV/AIDS

#### *Televisão Pública de Angola*

Angola is the country hosting the African Cup of Nations to be held in 2010, so the occasion is, and will continue to be, used to increase the campaign to prevent and combat HIV / AIDS. In many cultural and sport activities, ways to draw attention, particularly to the youth, about the dangers of HIV / AIDS, have already been tested. In our direct talk shows we have been interacting with the viewers on the topic of HIV / AIDS, through phone calls.

#### *Télévision Togolaise*

Engaging with government and other local partners to coordinate all rural HIV / AIDS campaigns within the country and seek additional resources to support these objectives.

Committed to allocate at least 5% of broadcasting time per day within 18 hours schedule per day (06h00 - 24h00) with some at rush hour and the rest left on the rest of the program in all stations and format of the program.

Monday to Friday: from 12H00 to 13H00 (Magazine)

Thursday afternoon 15H00 - 16H00 (Imagine Africa)

Saturday afternoon 15H00 - 16H00 (Youth Magazine)

Saturday 21H00 - 22H00 (Variety)

Sunday 17H00 - 18H00 (Variety)

Wednesday 20H45 - 22H00 (Drama)

#### *Televisão de Moçambique*

We have initiated new programs, which themes are focused on HIV and AIDS. Presently we are producing a series with 12 episodes that it approaches essentially the question of the HIV/AIDS. The program shows a commitment from the company in the direction of reporters to contain related news on HIV/AIDS and related subjects.

#### *Voice of Nigeria*

The 5% airtime commitment of VON is in the following languages:

- 1) English;
- 2) French;
- 3) Arabic;
- 4) Swahili;
- 5) Hausa;
- 6) Fulfulde;
- 7) Yoruba;
- 8) Igbo.

Each of these Services broadcast other programmes of ABMP and broadcast Reality Shows of ABMP. Each of these service treat aspects of HIV/AIDS in normal programmes like Discussion (Youth Forum), Feature (Health Corner) Magazines, Drama, Talks, etc

*Zambia National Broadcasting Corporation*

This will be achieved through the production of Drama programmes on HIV/AIDS /Soaps/ Documentaries/ Talk shows.

*Zimbabwe Broadcasting Holdings – Radio*

1. Introduce teen talk shows focusing on adolescent life including HIV/AIDS as a main theme on radio and television.
2. Introduce a radio doctor slot where listeners can call in and get consultation services on their health problems particularly on HIV/AIDS matters across our five radio stations & television service.

*Zimbabwe Broadcasting Holdings – TV*

Increased News items on HIV/AIDS, Documentaries, Talk Shows, Musical programmes, Drama, Reality TV Shows. We intend to increase slots for the existing programmes as well as one off promos which have great impact because they are short and precise.

**12. 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?**

% of those who answered YES in 2008:	96%
% of those who answered YES in 2009:	98%

**13. If “NO” please state briefly why:**

ONE company answered NO to Question 12.

Response:

- Because we have no link or feedback to access our position.

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

	<u>2008</u>	<u>2009</u>
The priority focus on HIV/AIDS as part of core business	65%	62%
Implementation of HIV/AIDS-related workplace policies	43%	60%
The <i>YOU</i> Campaign ads	88%	88%
<i>Imagine Afrika</i>	84%	65%
The edu-drama	73%	67%
Collaboration, information and program sharing with other broadcasters from across Africa	51%	50%
Your company’s public leadership on HIV/AIDS	65%	70%