

## **KEYNOTE ADDRESS**

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Thank you to the Asia-Pacific Institute for Broadcast Development and UNAIDS, UNESCO and ISIS for organizing this important event and inviting me to speak on Global Media Strategies on HIV/AIDS.

Billions of people around the world consume media every day. In China, nine out of ten homes have a television set, with an average viewership of more than two hours per day. In India, nearly 80 million households have televisions and in South Africa, over 90 percent of youth watch television and listen to the radio, even in rural areas. In many countries, new media technologies – including Internet use and cell phone text messaging – are becoming popular ways for young people to communicate.

There is no question that media is one of the most powerful tools at our disposal for changing the course of the HIV/AIDS pandemic and in my opinion, this tool is still underutilized. Lack of knowledge and information, as well as stigma and discrimination, help to fuel the spread of this disease. Media plays a critical role informing and educating audiences, and can be a major catalyst for discussion about the factors driving the HIV epidemic.

Most importantly, media is very influential with the population most at risk for HIV and AIDS – young people. Connecting with young people in a way they understand, in a language they can relate to, is central to any effort to prevent the spread of HIV and changing attitudes toward people already infected with HIV.

On December 1<sup>st</sup> of last year, I was honored to have been asked by former United Nations Secretary-General Kofi Annan to lead the Global Media AIDS Initiative (GMAI). The GMAI was launched in 2004 at an historic summit meeting of high-level media executives from around the globe, brought together to collectively strategize about how to leverage the power of media to fight HIV and AIDS. Conceived and developed by the Kaiser Family Foundation and UNAIDS, the Global Media AIDS Initiative, or GMAI, has mobilized over 160 media companies around the world to put their creative and technical resources to work to raise the level of public awareness and education about HIV/AIDS.

To date, much progress has been made. GMAI members around the globe have produced hundreds of public service ads (PSAs), have integrated powerful HIV/AIDS themes into news, public affairs and entertainment programming, and have contributed hundreds of millions of dollars in airtime and advertising space to disseminate HIV awareness and prevention messages in some of the hardest-hit countries and regions of the world. In a moment, I will show you some highlights from these powerful campaigns.

Leadership summits, such as this one, have led to the formation of regional coalitions of media companies united in the fight against HIV and AIDS in Africa, the Caribbean, Russia, Ukraine, India, Europe and the United States – where participating broadcasters are sharing resources, original programming, and best practices.

In Africa, the Africa Broadcast Media Partnership Against HIV/AIDS, established in 2005, brings together over 50 television and radio broadcasters from 30 countries. The ABMP has coordinated the media response to the HIV/AIDS epidemic amongst its members on the continent, and has mobilized a commitment of an unprecedented 5% of daytime airtime which is approximately an hour per day to HIV/AIDS messages. Late last year, the coalition launched the “It Begins with YOU” campaign, which reaches people across Africa with an empowering message of hope and unity.

In the Caribbean, another hard hit region, the Caribbean Broadcast Media Partnership on HIV/AIDS was established in 2006 and has brought together over 50 television and radio broadcasters representing more than 20 Caribbean countries. These broadcasters are working together to leverage their resources and share content in an effort to inform audiences about HIV/AIDS and fight AIDS-related stigma. CBMP members have pledged up to 12 minutes of airtime per day for HIV/AIDS-related messages, branded under a single regional campaign – LIVE UP: Love. Protect. Respect.

In Russia, the Russian Media Partnership on HIV/AIDS has brought together more than 50 Russian media and communications companies. This coalition has succeeded in producing the country's first coordinated national HIV/AIDS media response: the StopSPID (StopAIDS) campaign for which an estimated \$250 million in airtime has been committed by Russian media companies over a three-year period.

MTV International continues its outstanding global campaign, Stayling Alive, which produces PSAs and long-form programming that has been made available rights-free to all GMAI members and has been distributed to broadcasters in Africa and Caribbean, in addition to MTVs over 140 channels world-wide.

And in the US, HBO, NBA, and the Kaiser Family Foundation are working together to produce a new series of spots featuring prominent African Americans and leading NBA basketball players. These new messages will encourage young people to get tested for HIV, and will be distributed to broadcasters in the US and around the world through the GMAI.

These are just a few examples of the collective partnerships that have formed under the Global Media AIDS Initiative.

Let's take a look at some of the GMAI's programming highlights over the past three years:

VIDEO (5:30 MINUTES)

As CEO of the South African Broadcasting Corporation, I am committed to making HIV/AIDS a corporate priority and putting to use the creative and technical resources of my company to fight the HIV/AIDS pandemic. As Chairman of the GMAI, I am committed to expanding the scope and reach of this initiative, especially within Asia. I applaud the AIBD for taking the initiative to organize media executives from this part of the world to fight HIV/AIDS. Asia is an emerging new epicenter of the HIV pandemic, and no country in this region is immune from this disease. By working together, media companies in other regions have demonstrated that collaboration and expanded commitments to raising awareness can make a real difference in the fight against HIV/AIDS. I encourage you to think about ways that Asian broadcasters can come together in a similar model – creating a new structure for the sharing of resources and information. On behalf of the GMAI, I commit to providing technical assistance and best practice examples that can help you create such an initiative. But, it's up to you to make the commitment and create the infrastructure required to make it happen.

Today's meeting is certainly a very good first step. I look forward to participating in your discussions today, and I look forward to future collaboration as partners in the global fight against HIV and AIDS.

Thank you.