

## **THE GLOBAL MEDIA AIDS INITIATIVE**

### **Terms of Participation**

#### **(1). COMMITMENT TO AIRTIME**

The aim of this commitment is to substantially increase the overall public awareness efforts of broadcasters in the Global Media AIDS Initiative (GMAI) on the issue of HIV and AIDS.

Recognising the diversity of media organizations working in a wide variety of contexts, it is important to formulate a commitment that is appropriate for all. In order to achieve this, Commitment (1) relates to the adopting organizations' internal decision-making process and a commitment to enhance its current output on HIV and AIDS.

GMAI participating organizations commit:

- i. To placing HIV and AIDS programming on the agenda of annual planning processes across all programming<sup>1</sup>, in order to identify opportunities for the development, production and airing of HIV and AIDS messaging and content.

Or:

- ii. To setting a target for the frequency of HIV and AIDS content required to meet the needs of its audience with regard to the epidemic. This can be expressed in regular quarterly, monthly, weekly or daily intervals.

These commitments are intended to be the minimum **starting points** for broadcasters. Where national or regional partnerships of media organizations develop, these commitments should be further localized and developed according to the decisions of those groups.

Media organisations who aim to achieve increased frequency in output, but who do not have sufficient content to sustain such frequency, can investigate the availability of rights-free or reduced-cost content. Such content is being made available by a number of organisations, both regionally and internationally. The Global Media AIDS Initiative will assist broadcasters in locating sources of such content.

#### **(2). MONITOR HIV AND AIDS OUTPUT**

An annual report on what the organisation's output has been and whether it is meeting its agreed commitment under commitment (1) above. The report should include the nature of programming used to deliver messaging and content, the frequency of HIV and AIDS broadcasting and the slots that they were scheduled in (e.g. prime time).

#### **(3). ACCURATE INFORMATION AND EFFECTIVE MESSAGING**

Broadcasters commit to ensuring that the messaging and content they bring to their audience is relevant, accurate and effectively communicated, as well as culturally specific. Whenever possible, messaging should be geared towards behavioural change in relation to tackling stigma and discrimination of those living with HIV/AIDS

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<sup>1</sup> All programming comprises factual, entertainment and drama, including soap opera, comedy, news and documentary.

as well as raising awareness of prevention methods. Where appropriate it should consult with international and local HIV and AIDS related experts and agencies and inform audiences of services being made available to them.

Broadcasters commit to not using language that discriminates against those living with HIV and AIDS.

#### **(4). SHARING CONTENT**

Broadcasters commit to maximising the reach of HIV/AIDS messaging and content by committing to one or a combination of the following options:

- Rights Free and Cost Free: Media organisations should aim to make all newly-produced content on HIV/AIDS rights-free, and commit to sharing their material with other broadcasters.
- Reduced Cost: Where rights free and cost free may not be possible, media organisations should aim to make content available at reduced cost.

#### **(5). WORKPLACE POLICY**

Broadcasters have a responsibility to educate their own employees on the issues surrounding HIV and AIDS. This includes:

- Making information available to all staff on risk, prevention and treatment.
- Training producers/journalists on reporting HIV and AIDS issues.
- Having an employment policy that doesn't discriminate against HIV positive employees.
- Maintaining the confidentiality of staff with regards to HIV/AIDS.
- Making a copy of these six commitments available to all staff, so that they can ensure their organisation remains vigilant in keeping them.

#### **(6). CREATE PARTNERSHIPS**

Broadcasters should aim to work with other media organisations to leverage their contributions locally, regionally and internationally. Where partnerships of media organisations exist, broadcasters should work with them in order to maximise the impact that the industry can have on this issue in their territory.