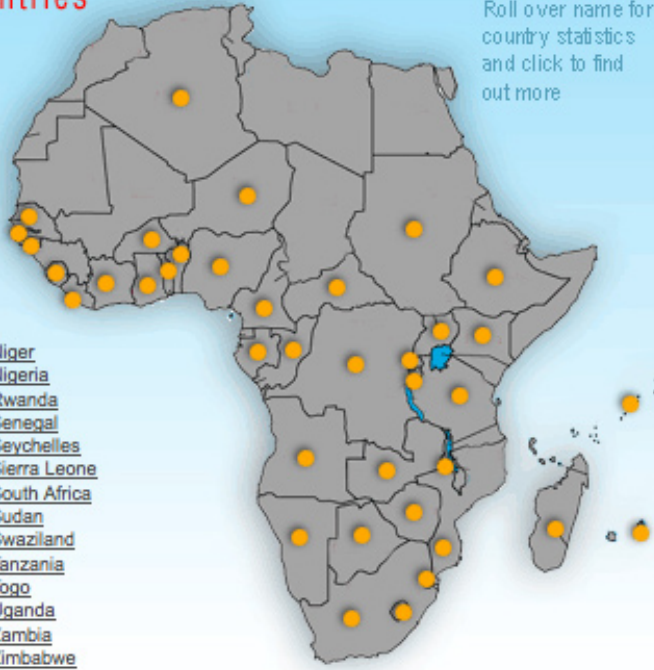


AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS



Member Countries

- >Algeria
- >Angola
- >Benin
- >Botswana
- >Burkina Faso
- >Burundi
- >Cameroon
- >Central African Republic
- >Congo
- >Côte d'Ivoire
- >Democratic Republic of Congo
- >Ethiopia
- >Gabon
- >Gambia
- >Ghana
- >Guinea-Bissau
- >Kenya
- >Lesotho
- >Liberia
- >Madagascar
- >Malawi
- >Mauritius
- >Mozambique
- >Namibia
- >Niger
- >Nigeria
- >Rwanda
- >Senegal
- >Seychelles
- >Sierra Leone
- >South Africa
- >Sudan
- >Swaziland
- >Tanzania
- >Togo
- >Uganda
- >Zambia
- >Zimbabwe



www.broadcasthivafrica.org

The African Broadcast Media Partnership Against HIV/AIDS (ABMP) is an historic pan-African coalition of broadcast companies for the purpose of reinvigorating and increasing the effectiveness of broadcast media's contribution to the fight against HIV/AIDS. The ABMP aims to embrace all African countries and to include both public and commercial broadcasters. Inspired by the UN Secretary General's call to action and organized under the Global Media AIDS Initiative, the ABMP creates a structured framework for leveraging broadcast media resources with the goal of significantly expanding HIV/AIDS-related broadcast programming across Africa.

The leadership for the initiative comes from the broadcast companies working together for a common commitment to a stepped up effort in the fight against HIV/AIDS. ABMP signatory companies have pledged an unprecedented **5% of daytime airtime** — approximately one hour per day — for HIV/AIDS content. The commitment of broadcasters is driven by an alignment of interests and expectations; airtime is not purchased for placement of HIV/AIDS messaging; and companies are committed to leveraging existing resources for increased HIV/AIDS communication.

ABMP Member Companies (as of September 2009)

- ABC-Television, Africa, Sierra Leone
- Africa Media Group, Tanzania
- Botswana Radio and Television Services
- Broadcasting Organisations of Nigeria
- Buddu Broadcasting Services, Ltd, Uganda
- Cameroon Radio and Television
- Ethiopian Radio and Television Agency
- e.TV, South Africa
- Federal Radio Corporation of Nigeria
- Gaborone Broadcasting Company, Botswana
- Gambia Radio and Television Services-GRTS
- Ghana Broadcasting Corporation
- ITV-Independent Television Ltd./Radio One, Tanzania
- Instituto de Comunicação Social, Mozambique
- Kenya Broadcasting Corporation
- l'Office Rwandais d'Information (ORINFOR)
- Lesotho National Broadcasting Services
- Liberian Broadcasting System
- Makemba Broadcasting Company, Ghana
- Malawi Broadcasting Corporation
- Mauritius Broadcasting Corporation
- Metro TV, Ghana
- M-Net/MultiChoice
- Namibian Broadcasting Corporation
- Nigerian Television Authority
- Radio AFRICA No. 1, Gabon
- Radio Algerienne
- Radio Centrafrique
- Radio Lomé, Togo
- Radio Moçambique
- Radio Nacional de Angola
- Radio National Malagasy
- Radio Televisao de Guinea-Bissau
- Radio et Télévision Publiques de Madagascar (ORTM)
- Radio et Télévision Nationale du Burundi
- Radiodiffusion et de Television du Benin (ORTB)
- Radiodiffusion Télévision du Burkina
- Radiodiffusion Télévision Ivoirienne (RTI)
- Radiodiffusion Télévision du Niger
- Radiodiffusion Télévision Sénégalaise (RTS)
- Radiodiffusion Nationale Congolaise - (DRC)
- Radiodiffusion Télévision Congolaise- (Congo Brazzaville)
- RCM - Miramar, Moçambique
- Sahara Communications, Tanzania
- SanyuFM, Uganda
- Seychelles Broadcasting Corporation
- Sociedade Independente de Comunicação (SOICO), Moçambique
- South African Broadcasting Corporation
- Sudanese Radio and Television Corporation
- Swazi Broadcasting and Information Services
- Swaziland Television Authority
- Tanzania Broadcasting Services
- Telediffusion d'Algerienne
- Televisão Pública de Angola
- Télévision Togolaise
- Televisão de Moçambique
- Television Malawi
- Uganda Broadcasting Corporation
- Voice of Nigeria
- Zambia National Broadcasting Corporation
- Zimbabwe Broadcasting Holdings

The primary objectives are the promotion of:

- A **business-centred** approach incorporating HIV/AIDS as part of broadcasters' core business and ensuring integration of HIV/AIDS-related messages and themes across all programme formats and schedules;
- A **consistent** pan-African HIV/AIDS-related **communications framework** targeting key drivers of HIV such as gender inequity, stigma, coercion and peer pressure.

To meet its goals, the ABMP facilitates two streams of content development:

- **Core content** (generally PSAs and short format programming) which is centrally developed with creative input from the signatory companies and distributed rights free across all signatory companies;
- **Company content** is developed by signatory companies integrating the key messages and themes of the HIV/AIDS communications framework across existing programme formats

The ABMP is overseen by a Steering Committee of broadcast executives nominated by the broader ABMP membership meeting annually. Major operational, technical and funding support is provided by the Kaiser Family Foundation. Additional financial support is provided by the Bill & Melinda Gates Foundation, the Coca-Cola Africa Foundation, the David & Lucile Packard Foundation and Johnson & Johnson.

For more information go to www.broadcasthivafrica.org
 Email: contactus@broadcasthivafrica.org
 Phone: +27 11 483 8852
 Fax: +27 11 483 8855

It begins
with
You

A Campaign of the African Broadcast Media
Partnership Against HIV/AIDS



www.itbeginswithyou.org

our mission

ABMP programming is anchored by the first multi-year pan-African broadcast media-led HIV/AIDS public education effort. Using the tagline *Imagine the Possibility of an HIV-Free Generation: It Begins with YOU!* the campaign promotes a theme of hope and possibility. The campaign emphasizes personal initiative in combating HIV/AIDS and urges all Africans to consider their role in helping realise the vision of an HIV-free future.

The *YOU* campaign uses public service announcements (PSAs) on radio and television renewed every six months. The PSAs are reinforced by longer form programming such as talk shows, magazine and public affairs programs produced by member companies. For more information, go to www.itbeginswithyou.org.

To give added substance to the *YOU* campaign, the ABMP launched the first authentically African reality show – *Imagine Afrika* – in 2007. Filmed in community locations in different African countries, the series provides a platform for more substantive discussion of the key factors driving HIV/AIDS in the context of overall African development. A third season of *Imagine Afrika* will begin broadcast in 2009. For more information, go to www.imagineafrika.com.

The ABMP also piloted a radio mini drama series in 2008 titled *Can Tru Love Withstand the Test?* The highly dramatised series features the typical circumstances most young people encounter as they negotiate relationships and the social and economic pressures of early adulthood. Based on the success of the pilot, this series is being continued with 2 new episodes each month through May 2010. To listen to clips of the series, go to itbeginswithyou.org/laas/educdrama.html.

The *YOU* campaign is also part of a special continent-wide initiative building on the excitement around the FIFA 2010 Soccer World Cup. Using the tagline *Football for an HIV-Free Generation*, this pan-African initiative uses the power of sport as the impetus for innovative large-scale youth focused HIV prevention. F4 combines outreach programs for youth including educational, leadership and life skills development with a sustained pan-African HIV/AIDS education and information media campaign. For more information, go to www.f4hivfree.org.

objective & targets

The ABMP campaign focuses on the principal drivers of HIV infection such as:

- gender inequity
- peer pressure
- sexual coercion
- multiple concurrent partners
- stigma
- lack of hope for the future

By promoting a sense of optimism and the vision of an HIV-free future, the *YOU* campaign aims to:

- Encourage new leadership in the fight against HIV/AIDS in Africa
- Re-engage all Africans and young people in particular in efforts to combat the epidemic
- Increase hope for the future among young people
- Promote more open communication about HIV/AIDS between parents and teenagers
- Increase demand for information on HIV/AIDS and access to HIV/AIDS-related services such as HIV testing.