

# Overarching Findings

## 1. Implementation of the ABMP objectives across the sample companies

- 1.1 More than a third of the respondents indicated that their companies had developed policies and strategies/structures to ensure integration of HIV/AIDS as a core business priority of the company**
- Respondents from eight out of 18 broadcasting companies<sup>1</sup> said that the ABMP had increased their attention to HIV/AIDS as part of the core business of their companies.
  - Respondents from a third of the broadcasting companies<sup>2</sup> indicated that their companies have workplace HIV/AIDS-related policies in place.
- 1.2 According to a majority of the broadcasters sampled, the ABMP has contributed to increasing the amount of HIV/AIDS programming on air**
- Most of the respondents from all 18 broadcasters, except SCT, indicated that the ABMP caused an increase in the amount of HIV/AIDS programming they were putting on air<sup>3</sup>. In some of these countries a key factor was the ABMP's role in educating broadcasters about HIV/AIDS.
  - External stakeholders in most of the countries (all surveyed countries except Senegal) said that they had noticed an increase in HIV/AIDS programming since initiation of the ABMP.
- 1.3 Half the broadcasters say they are meeting or exceeded the target of 5 per cent of airtime to be devoted to HIV/AIDS programming**
- Nine out of 18 companies claim that they are meeting or exceeding the target of 5 per cent of their airtime devoted to HIV/AIDS programming. However, none of the respondents could produce evidence to support this claim.
  - The other nine companies<sup>4</sup> devote less than 5 per cent of their airtime to HIV/AIDS programming, but only three of these, RNM and ORTM/TVM (both in Madagascar) and Nigerian Television Authority, could estimate the actual airtime devoted (1.7 per cent at RNM, 2 per cent at ORTM/TVM and between 3.3 and 4 per cent at NTA). Here too, no documentary evidence was available.
- 1.4 Most of the respondents indicated that their companies are now developing HIV/AIDS programme content across programme genres and schedules with consistent, clear and forthright messaging within a comprehensive communications approach to HIV reduction**
- Respondents from nine out of 18 broadcasters<sup>5</sup> indicated that they have developed editorial policies and quality assurance guidelines on HIV/AIDS programming. Respondents from the remaining nine broadcasters<sup>6</sup> indicated that their companies had not done so.
  - Most of the respondents from all 18 broadcasting companies indicated that the ABMP had served as a major influence in introducing them to innovative approaches to HIV/AIDS programming. Respondents claim that their companies are now broadcasting HIV/AIDS-related programming in various formats e.g. drama, music, talkshows and interviews.
- 1.5 Respondents in all 18 broadcasters indicated it is a major challenge to secure funding for local HIV/AIDS programming on radio and television. On the other hand all 18 broadcasters indicated that they dedicate human resources in support of the ABMP initiative**
- Many of the broadcaster respondents say their companies lack the capacity to write sound funding proposals and lack fundraising experience.
  - The broadcaster respondents also indicated that their organisations do not have a company budget committed to HIV/AIDS programming.
  - All broadcasters have got at least one member of staff responsible for implementation of ABMP objectives.

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<sup>1</sup> TVM, FRCN, NTV, BON,VON, Swazi TV, RNM and ORTM

<sup>2</sup> STV, KBC, NTA, VON, ITV and Swazi TV

<sup>3</sup> In the case of KBC this was disputed by one senior respondent, showing that the view is not necessarily shared.

<sup>4</sup> ORTM, RNM, NTA, STV, RTS, SBIS, TBS, TVM and TV Miramar,

<sup>5</sup> KBC, TVM, RM, Miramar TV, VON, FRCN, BON, ITV, SCT

<sup>6</sup> The broadcasters in Swaziland, Madagascar and Senegal as well as STV in Mozambique, AMG and SCT in Tanzania and NTA in Nigeria

- 1.6 The ABMP has prompted increased co-ordination between broadcasters and governments, and between broadcasters and NGOs in four countries. Inter-broadcaster co-operation is limited**
- a. In Mozambique, Nigeria, Swaziland and Tanzania, respondents indicate that since the formation of the ABMP, there is better co-ordination between broadcasters and government, and between broadcasters and NGOs..
  - b. In Kenya and Madagascar there is little co-ordination between the member broadcasters and the national or civil society HIV/AIDS structures, while in Senegal civil society players speak of the need for better co-ordination within the HIV/AIDS sector. Some respondents in these countries look to the ABMP to assist in improving co-ordination among domestic HIV/AIDS groups.
  - c. Examples of inter-broadcaster co-operation were found in Mozambique and Nigeria<sup>7</sup> and are attributed to the ABMP. Tanzanian member broadcasters tried to produce a co-production, but were largely unsuccessful, while the highly competitive broadcasting environment in Kenya makes broadcasters in that country reluctant to co-operate around HIV/AIDS programming.
  - d. Respondents from 15 out of 18 broadcasters<sup>8</sup> surveyed felt that joining the ABMP had increased their companies' profile and role in the fight against the disease.
  - e. Almost all external stakeholders in all the seven countries surveyed, except Senegal, pointed out that they had seen a lot of positive work by the broadcasters since initiation of the ABMP.

## **2. Perceived benefits and challenges of participation in the ABMP**

### **2.1 Broadcasters indicate a variety of reasons for joining ABMP**

According to broadcaster respondents, a primary motivation for joining the ABMP is their sense of responsibility to educate the public about HIV/AIDS and the perception that the ABMP can assist them in this role. This is particularly evident in Nigeria and Mozambique. Other motivating factors are the enormity of the HIV/AIDS pandemic, the call by governments on broadcasters to play a bigger role in combating the pandemic, and the attraction of international networking around HIV/AIDS that enables broadcasters to learn from each other. This is particularly valuable for low-prevalence countries like Madagascar and Senegal which have relatively less exposure to and experience of HIV/AIDS.

### **2.2.1 The ABMP has succeeded in creating a pan-African value-adding platform from which most of the broadcasters in the sample are benefiting**

- a. All the broadcasters in the sample see the ABMP as an initiative that provides them with an opportunity to contribute visibly to the fight against HIV/AIDS by educating the public and helps them respond to calls from their governments for more action against HIV/AIDS.
- b. The ABMP has helped most broadcasters become more informed about HIV/ AIDS by providing platforms through which they can acquire information, share ideas, join hands in the fight against HIV/AIDS, learn new professional skills and use these to contribute to the public good.
- c. These benefits are felt at both the individual and corporate level.
- d. A few respondents felt the benefits are undermined by their company not deriving financial benefit from broadcasting ABMP core content.
- e. Suggestions for strengthening the partnership against HIV/AIDS include the ABMP involving a wider range of broadcasting staff in its deliberations (not only top management), regionalising programme production, and creating forums to review in-country HIV/AIDS content.
- f. In Senegal the value of the ABMP as a collaborative initiative is recognised, but the airing of the core content was treated as an obligation rather than an opportunity.
- g. For the majority of the broadcasting companies, the biggest gain they see in participating in the ABMP is access to good quality, ready-to-use rights-free content. This has enabled them to increase the amount of HIV/AIDS programming on television and radio, to attract new audiences and increase their profile in combating HIV/AIDS.

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<sup>7</sup> Between Rede Miramar TV and TVM in Mozambique, and between the four Nigerian member broadcasters that have formed 'ABMP Nigeria'.

<sup>8</sup> KBC, ORTM, RNM, FRCN, NTA, BON,VON, Swazi TV, ITV, TBS, AMG, SCT, TVM, RM and TV Miramar

- h. For most of the broadcaster respondents the value of a pan-African coalition around HIV/AIDS lies in sharing ideas and pooling resources, while some external stakeholders noted its potential for creating solidarity between broadcast companies and with communities.
- i. Various respondents recommended that the ABMP could grow stronger if broadcasters were to give greater priority to in-country collaboration (ahead of pan-African collaboration), and that broadcasters should make effort to reversion ABMP programmes to fit local conditions.

### **3. View of the ABMP core content and the development of company content on HIV/AIDS**

#### **3.1 The ABMP core content was generally well received. It was broadcast across all seven countries and local versions were produced in four of the seven countries**

- a. There was wide-ranging approval of the positive messaging of the YOU campaign among both broadcasters and external stakeholders. In several cases, representatives from national AIDS councils indicated that the messaging resonated with their own communications approach<sup>9</sup>.
- b. The core content was particularly well received in the English-speaking countries sampled. Individual respondents commented favourably on its production quality, its appeal to a wide range of age groups, and for being a call to action. The appeal of the message to the individual – “It begins with YOU” – was felt by some to be particularly powerful and the style of the core content was felt to be persuasive, subtle and non-aggressive. However, some respondents were concerned that the style may be too ‘soft’ to get the HIV/AIDS message across clearly.
- c. In the French and Portuguese-speaking countries respondents generally acknowledged the appealing style of the core content, but questioned its effectiveness owing to concerns about language use and other factors.
- d. The YOU campaign was adapted into local PSA campaigns against HIV/AIDS in Mozambique, Nigeria, Tanzania and Swaziland, and in these cases has stimulated indigenous HIV/AIDS production along the same lines, even where this was not directly in support of the YOU campaign.
- e. In Tanzania the campaign was adapted twice – once by government and once by an NGO. In Mozambique the local production was commissioned by the National AIDS Council and transmitted by all four member broadcasters. This indicates a wide degree of resonance across the public sector and in civil society.
- f. The radio edu-drama was well received, particularly in English-speaking countries, and was broadcast in five out of the seven countries<sup>10</sup>. It was translated into local languages in Nigeria and Tanzania.
- g. Virtually all the respondents commented on the challenge of reversioning core ABMP content into local languages. At the same time, the YOU campaign was adapted into local PSA campaigns against HIV/AIDS in Mozambique, Nigeria, Tanzania and Swaziland<sup>11</sup>, and the radio edu-drama was translated into local languages in Nigeria and Tanzania. Perhaps the solutions found by broadcasters in these countries can be used as a template for progress on the issue of reversioning core content into local language programmes. A number of respondents also noted the challenge of gaining closer resonance between the core content and local cultures and traditions. Some expressed a concern that the character representation in the core content may convey the impression that the messages were targeting more educated, sophisticated audiences and may bypass youth in rural areas.
- h. There is some variation in the scheduling of the ABMP core content, particularly the PSAs for the YOU campaign. While some broadcasters schedule the ABMP core content with the target audience in mind and flight it as regularly as possible, in other cases the scheduling is much more ad hoc. In yet other cases there is the risk that the ABMP core content may be bumped from the schedule to make way for other sponsored material when this becomes available.

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<sup>9</sup> Such as in Madagascar, Mozambique and Tanzania

<sup>10</sup> Kenya, Madagascar, Nigeria, Swaziland and Tanzania

<sup>11</sup> In Tanzania the campaign was adapted twice – once by government and once by an NGO. In Mozambique the local production was commissioned by the National AIDS Council and transmitted by all four member broadcasters.

- 3.2 According to the broadcaster respondents, the ABMP has developed their awareness of how to communicate HIV/AIDS messaging more creatively to different audiences, particularly the youth, and in some cases this is influencing their approach to local content production**
- a. The *Imagine Afrika* reality show generated interest and there is appreciation for its African identity; however, it drew mixed responses as to whether it is an appropriate vehicle to reach African youth audiences with clear messages. Concerns are that its messages are not clear and that it seems to target educated and sophisticated youth.
  - b. Three of the broadcasters say they are producing local content on HIV/AIDS in support of the ABMP core content<sup>12</sup> (in some cases translating the ABMP core content into local languages) and three examples of local programmes were cited<sup>13</sup> that broadly support the direction of the ABMP core content. The other broadcasters produce stand-alone HIV/AIDS content that does not support the ABMP core content directly<sup>14</sup>.
  - c. In some cases external stakeholders feel that more work is needed by broadcasters to introduce community perspectives into HIV/AIDS programmes and to deal with 'the real issues'.

#### **4. Institutional opportunities, limitations and prospects for sustainability**

##### **4.1 Sustainability is seen as a funding issue by the broadcasters, but is regarded as a matter of effective impact by the external stakeholders**

- a. Most of the private broadcasters (five out of six) feel that they may not be able to sustain the increased airtime for HIV/AIDS programming, because it compromises the revenue they earn from commercial programmes.
- b. A minority of respondents from private broadcasters<sup>15</sup> have a strong sense of social responsibility and argue that with proper planning and scheduling at the stations, the campaign can be sustained.
- c. The concern about revenue generation is shared to some extent by the public broadcasters.
- d. Public broadcasters have an additional concern i.e. not having access to dedicated production budgets. This constrains the extent to which they can implement the innovative approaches they would like to use in making new HIV/AIDS programmes with wider appeal.
- e. While there are examples in which some broadcasters have translated or adapted ABMP core content for wider coverage<sup>16</sup>, other broadcasters say they need additional funding to do this.
- f. Corporate sponsorship for the HIV/AIDS programmes is not in evidence in any of the countries.
- g. None of the broadcasters managed to draw advertising for the *Imagine Afrika* reality show.
- h. Twelve of the 18 broadcasters are not aware of the public funds available for HIV/AIDS communications activities and do not know whether in the past year their government had increased funding for HIV/AIDS-related communication. Even where they are aware of the existence of such funds, many are not equipped to produce proposals that will secure public or donor funding for HIV/AIDS programme production. Among the external stakeholders in all seven countries there was strong support for sustaining the YOU campaign, subject to:
  - i. informing people what they need to do to achieve an HIV-free generation;
  - ii. creating stronger local content for the campaign;
  - iii. widening the range of broadcasters carrying the messaging; and
  - iv. involving non-media organisations as stakeholders in the ABMP.
- i. While eight of the broadcasters in the sample<sup>17</sup> indicated that they did not generate any funding from the *Imagine Afrika* show, only one (ITV Tanzania) seems to have taken steps to try raising sponsorship. Unfortunately this was unsuccessful. The others attribute the lack of funding to a reluctance of advertisers to be associated with HIV/AIDS programming, or to the need for the broadcasters themselves to take responsibility for covering the cost of the airtime.

##### **4.3 There is strong executive support for the ABMP in virtually all the broadcasters sampled**

<sup>12</sup> FRCN, VON, SwaziTV

<sup>13</sup> ITV (Tanzania)'s Golden Life and Family programme; Nigerian Television Authority; the Mozambique YOU campaign

<sup>14</sup> RM, TM, Miramar TV, KBC, RNM, SCT, AMG

<sup>15</sup> Individuals in ITV and NTA

<sup>16</sup> Mozambique National AIDS Council, Federal Radio Corporation of Nigeria, Voice of Nigeria, Swazi TV and Independent Television Ltd in Tanzania

<sup>17</sup> ORTM Madagascar, ITV Tanzania, Tanzania Broadcasting Corporation, African Media Group Tanzania, Kenya Broadcasting Corporation, Nigerian Television Authority, Radiodiffusion TV de Senegal and Swazi TV

## 5. Impact assessment

### 5.1 The ABMP is assisting broadcast companies to align their communications activities more closely with national efforts against HIV/AIDS

- a. The YOU campaign was instrumental in showing how messages can be positive and appeal to a wide range of audiences.
- b. The YOU campaign message was positively received by representatives from national AIDS councils in Madagascar, Mozambique and Tanzania.
- c. There was a general sense among respondents that the YOU campaign and the *Imagine Afrika* reality show promoted a strong message against HIV/AIDS stigma.
- d. In some countries external stakeholders felt that the ABMP's support of national efforts against HIV/AIDS could be strengthened by widening the range of broadcast partners, because some of the current broadcasters have limited reach, particularly among youth audiences.

### 5.2 Respondents in 15 broadcasting companies gave their views about the single most important impact of the ABMP on their work

- a. Respondents from six broadcasters<sup>18</sup> indicated that the ABMP prompted increased **co-ordination** between broadcasters and governments, and between broadcasters and NGOs.
- b. Respondents from five of the broadcasters<sup>19</sup> indicated that the pan-African coalition established by the ABMP helped them to be more informed about HIV/AIDS. They are **learning** things like how to fight the disease in a more focused manner and know better how to produce high quality programming that can change people perceptions about the disease.
- c. Two broadcasters (NTA and ITV) indicated that the ABMP caused an **increase in the amount of HIV/AIDS programming** they are putting on air and to them this is the single most important impact of the initiative.
- d. For Sahara Communications, Tanzania, the ABMP supplied content that **targets the youth** which that broadcaster regarded as the most important impact of the ABMP.
- e. TBS mentioned **increased viewership** as the single most important impact of the ABMP on the organisation.
- f. In the case of the remaining three broadcasters (RTS in Senegal, STV in Mozambique and SBIS in Swaziland), respondents were not in a position to indicate the single most important impact that the ABMP had on their companies.

### 5.3 Broadcaster respondents feel that the ABMP has contributed to national HIV/AIDS efforts

This has been achieved by raising awareness levels about the disease, introducing new ways of supporting communication about the disease, improving co-ordination between various players and sectors, and strengthening the efforts that were already in place.

### 5.4 With the exception of RTS in Senegal, the broadcast respondents from the other six countries provided some indication of their plans for HIV/AIDS going forward

Plans include creating HIV/AIDS programming in local languages, improving and increasing the quality and quantity of HIV/AIDS programming respectively, increasing teamwork around HIV/AIDS programming, encouraging more public participation, sourcing funds for HIV/AIDS programming, and drawing youth into HIV/AIDS communications.

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<sup>18</sup> Two in Mozambique i.e. TVM and TV Miramar; two in Nigeria i.e. FRCN and BON; one in Swaziland i.e. Swazi TV; and one in Tanzania i.e. AMG

<sup>19</sup> Two in Madagascar i.e. RNM and ORTM; one in Kenya i.e. KBC, one in Mozambique i.e. RM and one in Nigeria i.e. VON