

MISA/ZAMCOM Partners Conduct HIV/AIDS Reporting Workshop in Botswana

Partners from the Media Institute of Southern Africa in Botswana and the Zambia Institute of Mass Communication Educational Trust conducted a 10-day workshop designed to bolster the quality of HIV/AIDS reporting in Botswana Feb. 18-27 in Gaborone.

Titled "Media Fatigue and Stigma in Botswana: Changing Hearts, Minds, and Behaviors," this was the first training conducted by the partners. It was attended by 17 working journalists.

Content was driven by the results of a situational analysis conducted during the initial stages of the partnership, which is supported by PEPFAR through BOTUSA. The study assessed the amount of coverage dedicated to the country's AIDS epidemic, and identified problems commonly encountered by journalists reporting on HIV.