

MISA/ZAMCOM Partners Share Results of Survey on HIV/AIDS Media Coverage in Botswana

Partners from the Media Institute of Southern Africa in Botswana and the Zambia Institute of Mass Communication Educational Trust shared the results of a situational analysis conducted last fall at a media briefing held Nov. 1, 2007 in Gaborone.

With PEPFAR support, the partners initiated the study to gain an understanding of key issues and attitudes toward HIV at top media houses in Botswana, assess the amount of coverage dedicated to the AIDS epidemic, and identify problems journalists encounter when reporting on HIV.

The data collected is helping direct content of journalism training courses members of this BOTUSA-funded partnership are developing and implementing in Botswana.

According to MISA-Botswana Information and Research Officer Thapelo Ndlovu, "There are a large number of articles written about HIV in Botswana, but they are rarely lead stories and features often lack depth."



"More important than trying to increase the number of articles being written about HIV/AIDS is improving the quality of these articles."

**—Mwiika Malindima,
ZAMCOM HIV/AIDS and
Gender Specialist**