

MISA/ZAMCOM Partners Conduct Media Training Workshop for NGOs Working with PLWH

Twinning Center partners at the Media Institution of Southern African (MISA) in Botswana and the Zambia Institute of Mass Communication (ZAMCOM) in Lusaka conducted a media relations training in Gaborone June 30-July 3 for 18 representatives from local NGOs and other groups working in the field of HIV/AIDS.

Partners developed the training curriculum based on training needs assessment they conducted the previous month. NGO representatives who responded to the assessment survey indicated that journalists often misrepresented them or sensationalized their stories. According to MISA partner Mpho Motlhabani, "Our study showed that the NGOs did not know how to use the media and that they thought it reports falsely."

Meant to build a bridge between the NGO community and members of the mass media, the workshop provided participants with practical tips for working more effectively with journalists, including ways to shine a spotlight on critical issues, gaps in services, and the work they are doing to provide care and support for people living with or affected by HIV/AIDS.

They also learned about media relations staples such as organizing press conferences, pitching stories to reporters, setting up interviews, and conducting events and activities in ways that are more likely to garner positive print and broadcast coverage.



During the workshop, partners launched "Hearts and Minds," a multi-media public education campaign designed to raise awareness about HIV/AIDS and decrease related stigma and discrimination against people living with the virus.

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