

Botswana HIV/AIDS Media Partners Visit ZAMCOM, Tour Print and Broadcast Outlets



Partners at ZAMCOM's campus.

Partners from the Media Institute of Southern Africa's Botswana Chapter traveled to Zambia May 27-June 1 to meet with their counterparts at the Zambia Institute of Mass Communication Educational Trust (ZAMCOM).

In Lusaka, partners visited local media houses such as the Zambia National Broadcasting Corporation, the Zambia Daily Mail, Yatsani Community Radio, and PANOS Southern Africa. These site visits provided them with a first-hand look at how journalists in Zambia are covering HIV-related news.

The remainder of the exchange was devoted to workplan development and familiarizing the Botswana partners with the technical support capabilities available to them at ZAMCOM.

In the coming months, the partners will conduct a needs assessment and situational analysis of Botswana's media outlets in an effort to help improve the quality of HIV/AIDS reporting.