

ZAMCOM Expands HIV/AIDS Media Training, Hosts Workshop for Journalist-Editor Teams from PEPFAR Countries

Through a Twinning Center initiative to improve the quality of media coverage of the AIDS epidemic in key focus countries, the Zambia Institute of Mass Communication Educational Trust (ZAMCOM) hosted a training workshop titled “Leadership in HIV/AIDS Reporting: Changing Hearts, Minds, and Behavior” November 27-December 2 in Lusaka, Zambia.

This is the third HIV/AIDS reporting workshop conducted by ZAMCOM with support from the US government and the Twinning Center and technical assistance and materials from the Kaiser Family Foundation. Unlike previous courses, which focused on journalists from Zambia, this event brought together editor-reporter teams from 13 of the 15 PEPFAR target countries in sub-Saharan Africa, Asia, and the Caribbean.



ZAMCOM's dynamic workshops feature both classroom sessions and field work in an effort to bolster the professionalism of journalists and improve media coverage of the HIV/AIDS pandemic.

According to participants in the earlier trainings, one of the main obstacles reporters face when they try to cover the AIDS epidemic is resistance from editors who feel that HIV is not a topic of interest to their audiences. The goal of the workshop is to change this by demonstrating to newsroom decision-makers and reporters how effective coverage of HIV-related stories can make a real difference in people's lives and lead to positive change.

Past trainings resulted in the publication or broadcast of some 110 stories about HIV. Two participants were recognized by the US Embassy in Lusaka for the best HIV reporting in Zambia for 2005.