



## What Media Can Do

The mass media have a pivotal role to play in the fight against HIV/AIDS. More than 20 years into the epidemic, public understanding of how HIV/AIDS is prevented and treated is mixed, and basic awareness about the disease and its impact is sorely lacking in many parts of the world, particularly among women and youth. With its wide-reaching, global infrastructure and communications expertise, the media's ability to change the course of this epidemic is virtually unparalleled.

Among the many ways media can make a difference in the AIDS epidemic:

- Designate the fight against HIV/AIDS as an overall corporate priority;
- Commit substantial time and/or space to the issue, including programming / editorial and advertising;
- Provide current news coverage of the epidemic, both globally and locally;
- Support efforts to train reporters and producers to cover the epidemic;
- Support the development and broadcast of HIV/AIDS-related shows, films, and documentaries;
- Encourage the integration of HIV/AIDS-themes in storylines;
- Make content addressing HIV/AIDS available rights-free to other outlets;
- Provide comprehensive workforce education efforts about HIV.