

HIV/AIDS and the Media

A Bibliographic Review



CADRE

CENTRE FOR AIDS DEVELOPMENT,
RESEARCH AND EVALUATION

HIV/AIDS and the Media

A bibliographic review

Compiled by

The Centre for AIDS Development, Research and Evaluation (Cadre)
Johannesburg, South Africa

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Note

This document represents a companion document to a Literature Review of the titles listed. Abstracts are a combination of author developed abstracts, where these have been available, and original abstracts by the authors of this Bibliographic Review. Listed authors are welcome to forward abstracts where there are none, or to suggest alternative abstracts. Suggestions for inclusion of more recent research or omissions are also welcome. The Literature Review and Bibliographic Review are available in Acrobat format and as a searchable database on the Cadre Website – www.cadre.org.za

Contact information

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Bedagkar MV, Salunke S, Bhatlavande PV, Mugade R. (1994)

Source of AIDS information among college students of a district in India and its implications

International Conference on AIDS, 1994, 10(2):341

To analyse the impact of different media as a source of HIV related knowledge. Massive campaigns involve different media. The messages and media popularity in masses is important in planning campaigns. A KABP of 8 025 college students in Kolhapur district of Maharashtra in India was taken before conducting AIDS awareness sessions. TV (47%), newspapers (27%) radio (10%) health care workers (5%) and friends (4%) were the major sources of information. Females tended to acquire it mostly from TV and radio (73%); 67% males tend to acquire it from TV and newspapers. The knowledge of how it is not transmitted comes more correctly when media is TV or newspapers. HIV prevention through condom usage was known more to girls. Probably a reflection of popularity of media and complete coverage of issues. Regular, complete messages need to be given through TV and newspapers to cover males in a society with low women empowerment. Low health care workers involvement needs to be improved. Friends as a source is also low and more in males, reflecting strong societal taboo on discussions of sex related issues. It's removal is mandatory for success of peer education approach in future.

Brashers D, Haas S, Neidig J, McDonald M. (1998)

Information sources used by persons living with HIV or AIDS

International Conference on AIDS, 1998, 12:821

Individuals living with HIV or AIDS use a variety of information sources to manage uncertainty about their illness and treatments and to participate in health care decision making. Our aims are: a) to categorise information sources for persons living with HIV or AIDS, and b) to determine if there are differences in information source use among consumer subgroups. Participants in this prospective study of persons living with HIV (n = 72) or AIDS (n = 66) were asked to list sources they might use for treatment information and to rate each based on the likelihood of use (highest = 1 to lowest = 5). They also completed several measures, including the Patient Self advocacy Scale (PSAS) and measures of activism ('Do you belong to an activist organisation?' and 'Do you consider yourself an activist?'). Inductive methods were used to categorise information sources (n = 878) into 13 major categories (for example, health care worker, friend, support group, family member, ASO, media, and the Internet) and 47 subcategories. The most frequently reported source of information was the media (n = 238). Health care worker was the second most frequently reported source of information (n = 181) and had the highest likelihood of use score of all major categories (mean = 1.54, sd = 0.76). AIDS specialist physicians had the highest likelihood of use for all subcategories (mean = 1.45, sd = 0.71). A surprising finding was pharmacists scored relatively low in likelihood of use (mean = 2.74, sd = 0.76). Activists were more likely than non-activists to list pharmaceutical companies and less likely than non-activists to list media sources. Self-advocacy (based on the PSAS) was correlated positively with the number of information sources reported by participants (r = .35). In addition, activists listed more information sources than non-activists for the 'belong' measure (8.8 versus 5.8) and for the consider measure (7.4 versus 5.8). Education efforts might be needed to familiarise persons living with HIV or AIDS about under-utilised sources, such as pharmacists, for treatment information. Activists and those with a self-advocacy orientation named more sources of information than others, suggesting that activism might lead to greater familiarity with, and utilisation of, a broader range of sources.

Chatterjee N. (1999)

AIDS-related information exposure in the mass media and discussion within social networks among married women in Bombay, India

AIDS Care, 11(4):443-446

Married women are at high risk of acquiring HIV infection in India and health education remains the most feasible preventive tool in their context. In a survey conducted among 350 married women in Bombay, it was found that a majority had acquired information about AIDS from the mass media, especially television. Although 87% of women who knew of AIDS had been exposed to AIDS-related information in the mass media in the past four weeks, only 57% had discussed it within their social networks. Those with more exposure to AIDS information in the mass media were significantly more likely to discuss AIDS within social networks. The women were most likely to discuss AIDS with their husbands as a general social issue, followed by friends and family members and least likely to talk to husbands about AIDS as a personal issue relating to their sexual relationship. Increased frequency and duration of AIDS messages on television will have a positive influence on AIDS knowledge in this group.

Chatterjee N. (1998)

Are married women talking about AIDS?: media exposure to AIDS and discussion with friends or family in Bombay, India

International Conference on AIDS, 1998, 12:678

The objective of this study was to examine exposure to AIDS-related information in the media and discussion about AIDS with friends, family and husbands among married women, a group at increasing risk of HIV infection, in Mumbai (Bombay), India. Cross-sectional survey. Three hundred and fifty married women were randomly selected for face-to-face interviews from among those accompanying patients to three municipal hospitals in northeast Mumbai (Bombay). The instrument was adapted from the WHO/GPA Phase II KABP Questionnaire on HIV/AIDS. Of 350 respondents, only 67% (n = 236) had heard of AIDS. Of these 236, 8% (n = 18) had never been exposed to AIDS-related messages in the mass media (television, radio or newspaper), whereas 31% (n = 71) were exposed at least once per week in the past four-weeks and 57% (n = 134) had been exposed more often. Television was spontaneously identified as the primary source of information about AIDS by 75% (n = 141) of women compared with 7% (n = 14) who mentioned doctors/clinics and newspapers. Of 197 women who had seen AIDS-related information on television, 84% (n = 166) watched an entire PSA while 16% (n = 30) did not. Twenty-three women found the message-content offensive, 43 women cited television PSAs as suitable only for watching alone and 132 women thought the content appropriate for the entire family. Although 87% (n = 205) of the 236 women aware of AIDS had been exposed to mass-media messages at least once in the past four weeks, only 54% (n = 128) had ever discussed it with a husband, friends or family in the same period. More women had discussed AIDS with their husband as a general social problem (39%, n = 89), followed by friends (36%, n = 84), family members (26%, n = 61) and least with their husband as a personal relationship issue (15%, n = 26). The likelihood that women discussed HIV/AIDS with a husband as a general issue (p < .01) friends (p = .06), and family (p < .01) increased with increasing frequency of media exposure. Education was positively correlated with and a significant predictor of media exposure (p < .01). Television is the single most important source of AIDS-related information for married women in Bombay. Increasing the frequency of AIDS messages on television will most likely have a positive effect on their AIDS-related discussion with family and friends. Among women aware of AIDS, most have been exposed to media messages, yet only half of them are actually talking about it. Women are most likely to discuss AIDS with their husbands, but for effective behavioural interventions in married couples, it is important to ascertain the content and context of their communication.

Cline RJ, Engel JL. (1991)

College students' perceptions of sources of information about AIDS

J Am Coll Health 1991, 40(2):55-63

Public communication campaigns and social marketing literature identify principles for developing effective AIDS education and prevention efforts. Planners need to know the audience, identify salient audience segments, and understand the characteristics of information sources that the particular audience finds believable and is likely to use. In this study, the authors investigated college students' perceptions of (1) the credibility and likelihood of using a variety of interpersonal, media, and institutional sources of information about AIDS; (2) the sources that have provided them with the most information about AIDS; and (3) the relationships among those perceptions. They also investigated potential gender differences in perceptions of sources of AIDS information. Respondents to a larger probability sample survey rated 35 sources of information about AIDS. Although mass media sources clearly provided the greatest amount of information, they were conspicuously less prominent in their acceptability to respondents. Leaflets were the only kinds of media sources that the respondents rated high on both believability and likelihood of use. In contrast, three interpersonal sources and four institutional sources appeared as best choices on the combined criteria. Results are discussed in terms of implications for planning and implementing AIDS education and prevention programmes for the college-student audience.

Cohen M, Guiguet M, Wells J, Valleron AJ. (1990)

The impact of interpersonal and mass communication on risk behavior and AIDS knowledge in France

International Conference on AIDS, 1990, 6(2):293

In 1988 a French national survey (N=2295) was conducted on health behaviours and knowledge related to AIDS among the general population, with an oversample of youth. Mass media are reported far more than interpersonal contact and targeted media as sources of information about AIDS. About 90% mention television and over half mention newspapers, magazines and radio. About a third mention doctors, friends, and leaflets, brochures and posters. Within these overall rankings, groups differ. The young are more likely than those over 24 to mention interpersonal sources and more targeted media. Those over 24 are more likely to mention radio. Homosexual and bisexual respondents are more likely to mention interpersonal sources. While there is no evidence that level of mass media use is related to level of unprotected anal and vaginal sex, there is a positive relationship (p less than .05) between these behaviours and knowing someone with AIDS and naming a friend as a source of information. This relationship holds for both the general and at-

risk populations. A possible explanation is that those seeking information from interpersonal sources may also be already engaging in risky behaviour. There is evidence that changing to less risky activity is related to interpersonal and targeted media use. Reducing multiple partners and starting condom use are positively related (p less than .05) to reporting friends, sexual partners, and brochures as a source of AIDS information. Electronic media use is not significantly related to behaviour changes. While most persons name the electronic media as their main source of information, there is evidence that interpersonal communication and targeted print communication such as brochures and pamphlets may have greater impact on behaviour.

Essien EJ, Ross MW, Linares AC, Osemene NI. (2000)

Perception of reliability of HIV/AIDS information sources

Journal of the National Medical Association, 92(6):269-74

The sources of HIV/AIDS information as well as the perception of reliability of information from these sources may have a significant impact on the effectiveness of HIV risk reduction messages in reaching high risk populations. We examined the sources of HIV information and the perception of reliability of information from these sources among African Americans ($n = 441$), Hispanic Americans ($n = 456$), and whites ($n = 297$), in Houston, Texas. The data revealed that African Americans and Hispanics were most likely to receive their HIV/AIDS information from the 'media' compared with whites who received most of their information from 'government agencies and professionals'. Information from 'family, friends and schools' were regarded as the least reliable by respondents from all three ethnic groups. The data also showed that perceptions of reliability of information sources were influenced by level of educational attainment. Implications for designing target audience-specific intervention strategies for the prevention of the spread of HIV disease are discussed.

Hertog JK, Fan DP. (1995)

The impact of press coverage on social beliefs: the case of HIV transmission

Communication Research, 22(5):545-574

Studies the impact of newspaper and news magazine coverage of AIDS from 1987 through 1991 on public beliefs concerning HIV transmission. Behavioural impact of change in public beliefs; tendency of public health campaign researchers to ignore the effect of press coverage; tendency of people to tune out information not in line with existing beliefs.

Hirose H, Ishizuka T, Tsuchida S, Sawazaki Y. (1996)

The exposure effect of AIDS communication from mass media on citizens of Tokyo metropolis

International Conference on AIDS, 1996, 11(1):195

The objective was to evaluate the campaign effect of mass media on the citizen's attitudes and behaviour formation towards AIDS in the metropolitan area of Japan. An interview survey was carried out on random samples which were extracted from the town register in July 1995, in Tokyo Metropolis. Collected respondents were 1 099 males and females aged from 18 to 65. Completion rate was 57.3%. The respondents distributions on sex and age were not significantly different from the census data of 1990. The respondents who answered that they had always or almost always exposed themselves to AIDS reports when the media had carried were 50.7% (newspaper), 29.5% (TV), 39.4% (magazine), and 49.6% (municipal information brochure). Respondents AIDS information sources were TV (80.3%), newspapers (69.8%), magazines (39.6%), and municipal information brochures (20.0%) (multiple answers were allowed). AIDS information seekers though the media had more intention to get the HIV serologic test than non-information seekers (P is less than 0.01). Samples who had had intention to get the HIV test showed the marked tendency to have the test actually (P is less than 0.001). The exposure to AIDS communication from the media had an indirect causal effect to facilitate the testing behaviour.

Hirose H, Nakaune N, Ishizuka T, Tsuchida S, Takanashi Y. (1998)

A study on the role of AIDS mass communication: how do the mass media affect HIV testing behavior?

Japanese Psychological Research, 40(4):246-255

This study examined how mass communication messages regarding HIV/AIDS affect HIV antibody testing behaviour. Two surveys were carried out in 1995 and 1996, using face-to-face interviews. The area surveyed covered towns and wards within 30 km of the centre of Tokyo. The sample was 1 729 male and females (aged 17 to 65 years). Samples were extracted by means of a two-step stratified random sampling of the basic town register. The variable 'Exposure to mass communication on AIDS' together with the variable 'Interest in AIDS issues' play vital roles in attitude formation toward HIV/AIDS and in decision making over HIV antibody testing. The mass media's AIDS coverage promotes HIV/AIDS prevention behaviour by changing perceptions and attitudes.

Hofstetter CR, Hovell MF, Myers CA, Blumberg E, Sipan C, Yuasa T, Kreitner S. (1995)

Patterns of communication about AIDS among Hispanic and Anglo adolescents

American Journal of Preventative Medicine, 11(4):231-237

This study examined exposure to AIDS information from media and interpersonal communication among a non-probability sample of Hispanic and Anglo lower middle-class adolescents. Subjects were drawn predominantly from community health clinics, word of mouth recruiting, public service announcements, churches, schools, and health fairs in San Diego County. Both Hispanic (n = 220) and Anglo (n = 159) youths reported substantial exposure to information about AIDS from both mass media and interpersonal communication. Hispanics watched more general television than Anglos, but had less exposure to newspapers and interpersonal communication with friends. Communication among friends was most consistently related to sociodemographic variables, with older, higher status persons and girls communicating to the greatest extent. Boys reported the greatest communication with family. Anglo youths had greater exposure to information about AIDS and condoms regardless of the medium of communication, while Hispanic adolescents had greater exposure to information on risks of intravenous drug use. Of the three main types of mass media, print and radio provided the most exposure to AIDS information. It is important for preventive medicine practitioners to exploit these differences in communication patterns when planning preventive intervention strategies that target specific adolescent populations.

Jeay AM, Thiero S. (1998)

Power and weakness of the media for AIDS education in Mali

International Conference on AIDS, 1998, 12:686-7

This sociological study focused on AIDS and health information, patterns and behaviours. The focus here is: what kind of knowledge system about AIDS, HIV transmission and preventive methods are media messages able to construct in their receivers? 1 205 questionnaires were collected in six regions of Mali between August 1993 and December 1994, informative interviews and document analysis were also used. The study refers to five questions on AIDS and six on media. There is currently no other inquiry on media in Mali. Approximately 66% of people listen to the radio, while TV is viewed slightly less. Of those receiving radio and/or TV, 2/3 'listen to counsel programmes'. Men (45%) read newspapers three times more than women (17%). Radio is the most frequent source of information. Approximately 40% 'heard something' about AIDS on the radio, approximately 20% on the TV and 15.5% of men and 5.5% of women have 'read something' in newspapers. Except 'physicians' (all speakers believed to be physicians) 20% and 'chatting' (women: 10.9%, men: 7.3%) none of the other 26 sources of information named reached 5%. Approximately half of the sample had only one source of information, 55.9% of these men and 39.6% of these women only had one media information. Here, also, the main channel is radio. The analysis of responses shows a difference between receiving only media information and receiving several sources. Everyone everywhere who received only media information had less extensive and less accurate information on the three topics. Errors, confusion and bad information are more than four times as common. In Mali, the only message strongly printed in minds by the media is: AIDS KILLS! Here, despite their strong power of broadcast range and large audience and emotional resonance, radio and TV have a weak possibility to educate. They can alert about risk but not teach how to avoid that risk. Correct understanding of media prevention messages seems to require a high level of education and newspaper reading but 90% of Malians are illiterate.

Kalichman SC, Sarwer DB, Hunter TL, Russell RL. (1993)

Earvin 'Magic' Johnson's HIV serostatus disclosure: effects on men's perceptions of AIDS

J Consult Clin Psychol, 61(5): 887-91

The effects of celebrity self-disclosure of HIV seropositivity on perceptions of HIV and AIDS were investigated. AIDS-related interest and knowledge measures were collected from 468 men before and after basketball star Earvin Magic Johnson's self-disclosure of HIV seropositivity. Increased interest in AIDS paralleled media coverage of the announcement, with the most substantial effects occurring within two weeks. Perceived impact of the disclosure was greatest among African-American men and men who had not previously known someone with HIV/AIDS. Celebrity self-disclosure appears to affect perceptions through mechanisms similar to those involved in personally knowing someone infected with HIV.

Kraft P, Rise J. (1988)

AIDS: sources of information and public opinion in Norway, 1986

NIPH Ann 1988, 11(1):9-18, National Institute of Public Health, Oslo

The present paper deals with three issues related to public opinion in Norway. These are the importance and credibility of HIV/AIDS information sources; changes or intended changes of sexual behaviour because of fear of HIV/AIDS and, attitudes towards homosexuals and the integrity of HIV-infected persons. The data stem from a national interview survey conducted in 1986, and the sample is considered to be representative of the total adult Norwegian population. By far the most important sources of information related to HIV/AIDS are television, newspapers, and radio. The

subgroup pattern clearly reflects the general pattern of media consumption in Norway. Only 2% regarded friends as important information sources, indicating that HIV/AIDS is not included in the agenda of interpersonal communication, either because of lack of personal interest in the issue or because HIV/AIDS is a taboo subject. The judgement of the credibility of the information sources corresponds to the judgement of the importance of information sources at the aggregate level. Totally, 2% reported having changed sexual behaviour because of fear of HIV/AIDS. The youngest age group reported change (4%) and intended change (6%) more often than did the other age groups. As for the attitudes towards homosexuals, the present study indicates a slight increase in negative attitude towards homosexuals because of fear of HIV/AIDS.

Kristiansen C, Harding C. (1984)

Mobilisation of health behaviour by the press in Britain

Journalism Quarterly, 61(2):364-370.

Kujenya JS. (1998)

Media awareness through regular publications

International Conference on AIDS 1998, 12:688

This project analysed population sensitization on HIV/AIDS using the print medium to reach the grassroots populace and the elites. Given the low level of awareness in Nigeria, especially in the rural areas, the intervention messages through media publications was developed whereby different messages were sent out in my columns every Thursday, working in collaboration with other non-governmental organization (NGOs) for effective networking. Also, I am a member of the Nigeria Media Network on HIV/AIDS and Reproductive Health and Rights which comprises journalists across Nigeria, all of whom are dedicated to comprehensive reportage of the AIDS epidemic to effect positive behavioural change. Modes of operation include organizing in-house training for media executives, educating them on the need to be sensitive to the plight of PWAs; telling them not to cast gender-biased headlines in newspapers and providing care for persons with AIDS (PWAS), as well as organizing and attending workshops and seminars, among others, while laying emphasis on prevention messages. The results were that trust was built up with media representatives and people come from far and near to receive counselling and information materials, working in collaboration with country offices of international agencies like the Joint United Nations Programme on HIV/AIDS (UNAIDS), Family Health International/AIDS Control and Prevention (FHI/AIDS CAP) project and the World Health Organization (WHO), all these provide me with information materials on regular basis contributing to successes recorded so far. I realise that a lot still needs to be done in Nigeria in the area of awareness and communication strategy. Then many people still consider AIDS as a myth. This calls for intensified Information, Education and Communication (IEC) efforts, solely aimed at minimising the spread of AIDS.

LeBlanc AJ. (1993)

Examining HIV-related knowledge among adults in the US

J Health Soc Behav, 34(1):23-36

Supplemental AIDS data from the 1987 National Health Interview Survey indicate that adults in the US know the most frequent modes of HIV transmission, but lack a more comprehensive understanding of HIV and AIDS. Elements from a diffusion model were isolated to create a path-analytic framework for examining the effects of population or recipient characteristics and information sources or communication channels on HIV-related knowledge with these data. This multivariate analysis suggests that persons of lower socioeconomic status, older adults, those from racial/ethnic minority groups, those living outside of metropolitan areas, men, and those citing mass media (television or newspapers) as their primary source of information about HIV and AIDS have slightly lower levels of HIV-related knowledge. Decomposition of the effects in the path analysis suggests that use of information sources or channels, as measured by survey data, accounts for little of the observed variation in HIV-related knowledge. The implications of these results for future research and HIV-related education are discussed.

Lusakulira N, Moore M, Hassig SE, Bertrand WE, Kashala TD. (1989)

Sources of information on AIDS in Zaire and implications for program planning

International Conference on AIDS 1989, 5:847

The objective of this study was to determine sources of information on AIDS in Zaire and desired sources of communication for the future. Two populations were surveyed during 1987-1988: 3 500 health workers (HW) of all levels throughout Zaire and 2 500 employees and spouses (ES) at a commercial bank in Kinshasa. HW have learned about AIDS from radio (59%), written materials (29-36%), television (TV, 28%), courses (13%) and discussions (10%). For ES, sources were radio (51%), TV (43%), written materials (11-25%) and discussions or songs (29%). For HW, mass media and written materials are preferred in urban areas, courses and discussions in rural areas. Among ES, mass media and written materials are preferred by male employees, while their female spouses prefer face-to-face communication. The preferred language for HW is overwhelmingly French; among ES,

male employees prefer French, and female spouses prefer Lingala, the local language in Kinshasa. AIDS education programmes should specifically consider the setting (urban/rural) and the audience (HW, lay population), including different strategies according to sex, educational level, profession and language preference.

Lyttleton C. (1994)

Knowledge and meaning: the AIDS education campaign in rural northeast Thailand

Social Science and Medicine, 38(1):135-46

Nearly 80% of Thailand's population live in the rural sector. To date, these villages have been subject to top-down dissemination of HIV/AIDS education information via the mass media and bureaucratic networks. This report details an ethnographic enquiry into the impact education campaigns are having in one village in northeast Thailand. It is found that AIDS information is primarily integrated with local conceptions of sexual behaviour and commercial sex. By the early 1990s, heterosexual behaviour is a major mode of HIV transmission in Thailand. Local and international media discourse focuses on the commercial sex industry in describing the spread of the virus. However, the lack of detailed research of sexual practices in Thailand makes accurate projections of HIV transmission difficult and allows unsubstantiated claims to be made concerning typical Thai sexual behaviour. This paper explores the local context in which these practices are found and discusses the meanings villages attached to HIV/AIDS information. Knowledge levels and behaviour change are assessed and it is argued that community-based imperatives are essential for effective future campaigning.

Mills S, Fischer-Ponce L. (1992)

Media and Magic: the effects of Magic Johnson's HIV diagnosis on HIV antibody testing rates

International Conference on AIDS 1992, 8(1):Mo17

The objective of this study was to determine the effects of sports celebrity Magic Johnson's HIV diagnosis on HIV antibody testing rates in San Francisco. The study calculated the expected HIV testing rates following the announcement and media coverage of Magic Johnson's HIV diagnosis based on the observed three month trends prior to the announcement. These expected rates were then compared to the observed rates following the announcement and concluding at year end 1991. HIV testing rates increased by approximately 20% following Magic Johnson's HIV diagnosis – an effect which lasted about seven weeks and is potentially responsible for an estimated 620 additional individuals receiving HIV counselling and antibody testing in San Francisco. This effect may have been longer, but appeared to be dampened by the holiday season, a typically low HIV testing period. Rate changes were highest among Latina women (56% increase), African American women (52%), Caucasian women (39%), Asian men (27%), and African American men (23%). Usage by Caucasian males, the largest HIV testing client group, did not significantly increase. First-time HIV testers increased by 32%, whereas usage by individuals previously tested did not significantly increase. The HIV seroprevalence of testing clients decreased from 5.7% to 4.0% (p less than .001). This study provides compelling evidence that Magic Johnson's HIV diagnosis had the profound behavioural effect of motivating individuals to be HIV tested. This effect was most pronounced among women – specifically women of colour – suggesting that his diagnosis may have affected female sexual partners of heterosexual men most strongly. While the decline in HIV seroprevalence suggests that a lower-risk population sought testing, the future preventive effects of this intervention are significant. Finally, this study demonstrates the substantial, yet under-utilised, influence the media and celebrities can exert in HIV prevention.

Nishino Y, Schunck M. (1997)

Single Thai women's interpersonal communication and mass media reception on AIDS

AIDS Education and Prevention, 9(2):181-200

This research examines young unmarried women's ways of talking about AIDS, AIDS prevention, and its relationship to mass media AIDS messages in Thailand. Data were derived from a survey conducted in four districts of Kanchanaburi province. Three hundred and ninety-seven unmarried women were extracted from the approximately 1 800 original subjects for this analysis. Respondents were asked about the subjects and extent of their conversations about AIDS, the choice of discussion partners, considerations of social appropriateness in talking about the disease, as well as their risk perception. Important findings were that (a) women tend to talk about AIDS primarily with friends and siblings, (b) their reception level of mass media messages is related to the number of topics discussed and frequency of talks by the subjects, and (c) socioeconomic status and age are related to the variety and frequency of talking about AIDS. Implications for AIDS education are discussed.

Nicoll A, Laukamm-Josten U, Mwizarubi B, Mayala C, Mkuye M, Nyembela G, Grosskurth H. (1993)

Lay health beliefs concerning HIV and AIDS: a barrier for control programmes

AIDS Care, 5(2):231-41

Work in AIDS control in East Africa revealed widespread lay health beliefs concerning HIV infection and AIDS amongst health workers and members of the general population at both lower and higher

risk of infection. The beliefs were often factually incorrect and undermining to AIDS control in the field of information, education and communication (IEC). The beliefs were conveyed informally but their origins could often be traced. Local media were important sources. The beliefs were powerful, persistent and resistant to conventional educational methods. Their prevalence and type changed with time in different groups. A model of how the beliefs came to be generated is proposed and reasons suggested for their persistence and strength. A current programme for countering the beliefs is described. An additional important group of policy and scientific beliefs were also identified amongst policy makers and scientists. It is noted that these phenomena are international and not confined to Africa.

Treise D. (1997)

A series of focus groups: women, men and teens on magazines as a resource on sexual health – A summary of findings

Prepared for a Conference sponsored by the Columbia University Graduate School of Journalism and the Henry J. Kaiser Family Foundation

In order to shed light on the use of magazines as a source of sexual health information, a series of ten focus groups with 98 participants was held in three cities in the southeastern US to explore 1) how adolescents, adults aged 19-24, and adults aged 25-44 use magazines for sexual health information; 2) the use of magazines to obtain this information; 3) what participants learned from the magazines; and 4) suggestions for improved and enhanced coverage of these topics. It was found that magazines were valued for providing information in a confidential manner; that magazines provide information about HIV/AIDS, condom use, breast cancer, contraception, pregnancy, prostate cancer, and sexually transmitted diseases (STDs); that readers want more coverage of abstinence, STD prevention, condom negotiation, and personal empowerment; and that magazine coverage of topics is credible, relevant, and appropriate. The magazines provided an important source of information for the women and the men in all age groups both through articles and through advertising. Magazine coverage provided specific information that readers could take back to their physicians or use to check the advice given by a physician. The focus group participants suggested that magazines could increase or enhance their coverage of sexual health issues by including coverage on a full range of topics, by improving the credibility of coverage, by presenting information in easy-to-read formats, and by including relevant, realistic articles. While younger participants asked for more details and facts, older readers wanted articles to be short, simple, and to the point and also found personal account stories to be most compelling.

Walsh-Childers K, Treise D, Swain KA, Dai S. (1997)

Finding health and AIDS information in the mass media: an exploratory study among Chinese college students
AIDS Education and Prevention, 9(6):564-584

Western health officials believe the incidence of HIV infection in the People's Republic of China is much higher than has been reported, but knowledge about the disease remains low. This paper describes a preliminary study of Chinese college students' AIDS knowledge and beliefs and of the acceptability of mass media for AIDS education. Focus group interviews of 73 Xiamen University students showed that the students used radio more consistently than any other media and viewed magazines as the best media source of health information. However, they expressed a general distrust of the health information media offer. They possessed quite a bit of accurate information about AIDS but also harboured many inaccurate beliefs. Most felt that their personal risk from AIDS was very low because they felt distanced – either geographically or morally – from those at risk. Disturbing numbers felt that fate, not individual behaviour, determines whether or not a person contracts HIV. The paper discusses the study's implications for future research.

Watney S. (1996)

Policing desire: pornography, AIDS and the media, 3rd edition

University of Minnesota Press, 111 Third Ave. South, Ste 290, Minneapolis, MN

Twenty-four patients with AIDS panic, who presented to the psychiatric services between 1983 and 1986, were assessed on various clinical rating scales. The severity of clinical symptoms was estimated by adding together the total scores on Hamilton Rating Scale for Depression and Hamilton Rating Scale for Anxiety. The level of mass media publicity about AIDS was calculated by counting the number of major reports about the disease in national and local newspapers and on television. The findings suggested that, contrary to expectations, the referral rates of AIDS panic cases were highest in the earlier months when the level of media activity was low and decreased during the months following intense publicity about AIDS. Patients who presented in the later stages also showed fewer anxiety symptoms.

Watney S. (1988)

Policing desire; pornography, AIDS and the media

Review by Alcorn K. *Media, Culture & Society*, 10:533-534.

Wolitski RJ, Bensley L, Corby NH. (1996)

Sources of AIDS information among low-risk and at-risk populations in five US cities

Journal of Community Health, 21:293-310

Sources of HIV information were examined for 4 329 residents in five inner-city neighbourhoods. Half of the respondents were female; 58% were African American, 21% Hispanic, and 21% white. Forty-nine percent of participants reported one or more practices contributing to HIV risk: injection drug use (35%), sexual contact with an injection drug user (31%), prostitution (27%), or for men, anal sex with a male partner (5% of males). Most had received HIV information in the prior three months through mass or small media sources (78%), and 47% had spoken with someone about HIV. Television was the most frequently mentioned media source (48% of all respondents), while friends and family were the most frequently cited interpersonal source (20%). Exposure to specific mass and small media sources was related to gender, ethnicity, and risk status. Women and individuals at-risk of HIV infection were most likely to have talked with someone about HIV in the past three months. African Americans, however, were less likely to have discussed HIV. Differences associated with gender, ethnicity, and risk status were also observed for interpersonal information sources. Implications for future HIV education efforts are discussed.

Abar AZ. (1995)

Empathic journalism for AIDS

PUSAT Media Pelathian AIDS Newsletter (1):6-7

Those who are responsible for the mass media coverage of the HIV/AIDS epidemic must make an extra effort to thoroughly understand the problems such reporting entails. In order to achieve this goal, a new type of emphatic journalism is developing in which a journalist or editor puts himself in the place of a person with HIV/AIDS, an information activist, or an 'opposition fighter', depending upon which issues of the epidemic are addressed. HIV/AIDS requires serious journalism because the epidemic poses very broad social and cultural problems and because the disease has created conflicts by crossing age, sex, race, and political borders. The new emphatic journalism will direct attention to fighting against the disease in order to save humankind.

Altheide DL, Michalowski RS. (1999)

Fear in the news: a discourse of control

Sociological Quarterly, 40(3):475-503

This article explains the concept of fear and how it affected several groups of individuals. They conducted a study based on fear in the radio, news, and television shows and showed its affects on the viewers. This study was conducted over the coverage of the news mainly in The Arizona Republic and several other major news media's. This study shows that the word fear appears much more than it did several years ago. The article also concluded that the word in fact had a dramatic jump in headlines of news articles. It also concluded the dramatic increase that the word was associated with children and their reactions.

Andersen B. (1997)

Health education: media-related attitude to HIV

Tidsskr Sykepl 85(9):50-52.

Anguelov Z, Deyanov D. (1990)

AIDS: mass consciousness and mass media in Bulgaria

International Conference on AIDS 1990, 6(2):482

Mass media is the only public source of information concerning AIDS and AIDS-related topics in Bulgaria. Thus, this study aimed to investigate their social impact in this respect. Publications on AIDS in all kinds of media (all state owned) have been studied through content analysis. The mass consciousness about AIDS has been assessed by interviewing and garfinkeling 1 257 persons from different age and social groups using standardised questionnaires. During the two years that followed the shock period (July-December 1987) the media promoted the image of the civilised, well-informed and responsible individual who knows what is dangerous. The media dealt mainly with the problems of the uninfected that face the danger of AIDS, and propagated an abstractly formulated tolerance, which contained a latent repressiveness: only monogamous sex, only marital sex. This freedom without alternatives shaped an unfree, that is, irresponsible individual, who is motivated to act aggressively when the panic returns, for example, the number of HIV-positive grows to an extent likely to be dangerous for everyone. The media reflects the dictatorial pattern of social organisation. They are unable to respond adequately to the urgent AIDS-information needs. Alternatively, mass consciousness tends to modify their rigidity, and it urges either changes in media policy or new methods of disseminating AIDS information.

Arredondo C, Conde F, Coronado A, Gil E. (1989)

AIDS makes newspapers sell

International Conference on AIDS 1989, 5:837

Collective social groups related with AIDS (health personnel, anti-AIDS organisations, social workers, trade unions) that have been analysed through qualitative means, demonstrate a negative attitude towards the usual form and content used by the media to present information about the disease. The diffusion of information that is uncontested or even false creates uneasiness and uncertainty in all social groups (mosquito bites, syringes left behind in park and beaches, tourists). All of these increase fear in the population and produce misinformation by creating confusion in the information issued. To a great extent the media themselves are responsible for negative attitudes and fear of the disease because this misinformation encourages something very difficult to fight against; rumours, doubt. The report demonstrates the need for the media to receive an adequate training that will permit them to approach AIDS with objective criteria and effective information.

Backstrom CH, Robins LS. (1998)

The media and AIDS: health elite perspectives of coverage

J Health Soc Related Policy, 9(3):45-69

Most writers assessing AIDS have been critical of the media's coverage of this epidemic. To ascertain the views of key elites on media coverage of AIDS, the authors surveyed chief state public health officers, chairs of legislative health committees, and directors of hospital associations. In general, these groups tended to reject criticisms that media handling of AIDS is unbalanced. Conversely, however, they also generally rate the media as not doing a good job of educating the public about AIDS. The media's success in accurately communicating professional perspectives regarding AIDS might have accounted for their relative lack of independent influence in AIDS policy-making. The media exhibited a 'guard dog' role-protecting the health professionals' positions-instead of an agenda-setting role-dictating to the decision-makers what issues they should be addressing.

Baker, AJ.

The portrayal of AIDS in the media: an analysis of articles in the 'New York Times'

In Feldman DA, Johnson TM (eds). The social dimensions of AIDS: Method and theory:179-194. New York, NY: Praeger Publishers.

Barua E, Gomes JV, Bloem M. (1998)

Trends of reporting on HIV/AIDS and mobile groups in the print media of Bangladesh: can the media be an ally in altering the image of AIDS?

International Conference on AIDS 1998, 12:728

The objectives of this research were: to get insight into the way media in Bangladesh are reporting on HIV/AIDS; to understand the manner media in Bangladesh are reporting on mobile groups, especially migrant workers; and to assess the impact of the several workshops, seminars and other interactions that took place between HIV/AIDS activists and media people. Both Bengali and English newspapers were monitored on their coverage of articles on HIV/AIDS and mobility related issues like migration, trafficking, refugees, floating sex workers and street children, since mid 1993 until the beginning of 1998. In addition an assessment was made of the interactions between HIV/AIDS activists and media people. The number of HIV/AIDS related articles increased over time, but still ethical and responsible reporting did not always take place. Despite different workshops with both (young) journalists and senior editors, the quality of reporting did not improve significantly. Analysis of the newspaper clippings show that there are definitely positive trends in the reporting both on HIV/AIDS and mobile groups, but the overall image of AIDS is still negative, linked with judgements, moral values and blaming others. Understanding how people contextualise HIV/AIDS and mobility, analysis of newspaper clippings proved to be useful for providing valuable insights on how AIDS is discussed and portrayed by the dominant groups of society. Migrant workers are quickly blamed for spreading HIV, special attention should be given to them in order to alter the image of the migrant worker and HIV/AIDS. Improvement of media reporting through workshops is not enough. Initiatives from the journalists themselves seem to be more effective.

Bell GK.

The HIV/AIDS anti-discrimination campaign: was it news?

Annu Conf Australas Soc HIV Med 1993 October 28-30, 5:7

The objectives of this study were to examine the response of the major metropolitan newspapers to the federal government's HIV/AIDS Anti-discrimination campaign in January, 1993; to explore current attitudes in the media towards AIDS. Interviews were conducted with journalists involved in writing about the campaign and with members of the Australian National Council on AIDS; a comparison with the Grim Reaper in 1987. Australia's metropolitan newspapers ran about 30 items on the anti-discrimination campaign. By contrast, in the single month of April, 1987, when the Grim Reaper was run, the print media carried more than 900 stories on AIDS. Since then, the number of items on HIV/AIDS carried in the print media has gradually declined to about 200 a month. While journalists maintain AIDS is still an important story, the coverage shows a marked decline in its priority and importance. The story of AIDS has become routine. The media has lost interest. The reasons and the implications are discussed.

Birchmeier B, Richard JE, Hausser D, Dubois-Arber F, Lehmann P. (1989)

AIDS in Swiss newspapers: reporting of preventive events and designing the image of AIDS

International Conference on AIDS, 5:925

More than 1 500 different newspapers are printed in Switzerland. Since 1986 the Swiss authorities have launched a multimedia campaign under the slogan STOP-AIDS, associated with an important effort of stimulating multipliers such as regional authorities, schools, social and health professionals. Analyses of the 3 776 articles about AIDS printed in 445 newspapers between January and October 1988 had three goals: 1) As a source of information about local actions, political facts or decisions, discriminative reactions in the different part of the country; 2) To describe the image

of AIDS designed by press; 3) As a databank. The main conclusions are: AIDS has been treated as any other topic by the press, but appears much more often and more regularly than the others (media report live every event and newness of scientists concerning AIDS; the press play a major role in designing popular beliefs about AIDS; most reported events are not directly related to prevention but still have preventive effects; persons with AIDS take a large place and are presented as usual patients who need care and compassion; journalists are generally neutral, but don't take much care of contradictions appearing in or between the agencies' news.

Bloch-Mouillet E. (1994)

AIDS and the media

Sante, 4(4):305.

Boeker E. (1993)

The public image of AIDS

International Conference on AIDS 1993, 9(2):942

If it wasn't for the press, AIDS would have concerned only a few thousand people throughout the world. The press made AIDS come into being for all of society. Taking the German press as an example, this paper traces the way in which, over the short period of just ten years, the disease has been transformed, by media coverage, from an initially purely 'medical mystery' into a social, political and cultural phenomenon. It outlines the individual phases of the development of the public image of AIDS and presents trends in media coverage. In their presentation of AIDS, journalists often resorted to culturally received prejudices about illness as expressed in the frequent metaphors 'Illness as punishment' (for promiscuous lifestyle) or 'Nature's revenge'. In some divisions of the press AIDS was already invested with the image of a medical 'Apocalypse', the end of the world, while for many it remains a 'television' disease. Added to this, the symbol of AIDS is increasingly being extended to cultural and social processes, which are not directly connected to the disease (Computer-AIDS, 'Maastricht-Virus', 'Cultural AIDS' for a high immigration rate). The analysis of the media coverage of AIDS reveals culturally specific images of, and opinions about, AIDS. From concrete examples a clear picture of the public image of the disease should emerge.

Bracken J. (2000)

The band keeps on playing: the media disservice on AIDS in Africa – the press didn't learn from its mistakes

www.tompaine.com/news/

American media have historically paid scant attention to Africa. The predominant images of the 'Dark Continent' in the public mind remain those portrayed by Eddie Murphy in *Raw*, inspired by National Geographic, Mutual of Omaha, and Tarzan. Recently, however, the American press has focused on the civil war in Sierra Leone, the Ethiopian-Eritrean war, and, in particular, AIDS. As of May 21, this year the Washington Post has carried 26 stories with AIDS and Africa mentioned in the headline or lead paragraphs, compared to only six at this time last year; for the New York Times the ratio is 38:7. Given that Africa has faced an AIDS crisis for over a decade, why the sudden increase in press coverage? Furthermore, in turning towards a major story it has long ignored, is the press still missing a central aspect?

Brown J, Chapman S, Lupton D. (1996)

Infinitesimal risk as public health crisis: news media coverage of a doctor-patient HIV contact tracing investigation

Social Science and Medicine, 43(12):1 685-1 695

Among the most prominent health or medical stories covered in 1994 by the Australian news media was that concerning an HIV positive hospital obstetrician and the attempt by the New South Wales Health Department to trace and test 149 women on whom he had operated. All press and television coverage of the issue was reviewed. The surface news narrative of the search for missing, 'innocent' mothers potentially infected with a deadly and infectious illness is shown to serve as a 'hard news' pretext enabling a wider major discourse to operate about a health system accused as being captive to gay and civil libertarian politics, allowing 'guilty' doctors at high risk of HIV to endanger 'innocent' patients. Expert consensus held that the women were at 'infinitesimal risk' of acquiring HIV. However, media accounts of the investigation all but belied this, illustrating that the news media's framing of risk has more to do with its reproduction of moral outrage components than with 'scientific' notions of calculable risk.

Camarena LR. (1991)

Influence of the news media (Noticias del imperio de la informacion)

Gaceta Conasida, 4(2):13-15

Newspapers, in addition to news, also cover topics of permanent interest to their readers. One such topic is sexuality. The appearance of the incurable sexually transmitted disease AIDS obliges a reconsideration of the complex and contradictory concept of sexuality. Sexuality is not often spoken of openly; rather, it is secret, hidden, and referred to obliquely. Sexuality is the

manifestation and satisfaction of the sexual impulses common to all individuals. Sexuality is determined by anatomic and physiologic aspects and also by the knowledge, experiences, values, and norms internalised by the individual living in a social group. Messages about sexual conduct are constantly being received. This social part of sexuality supported by customs and morals is the part that is directly influenced by communications media. An important objective of the media is to create awareness and mould opinions. Mexico's large national circulation newspapers present different points of view about sexuality. Newspapers that continually critique homosexual practices and those that demonstrate implicit approval of pornographic videos by advertising them both present attitudes without providing opportunities to reason, compare, or support opinions. Sexuality is usually referred to indirectly and superficially in the press. Sex education may be mentioned but not the erotic implications of sexuality, and acceptance or opposition to use of condoms may be discussed without mention of psychological barriers to their use. The national press is not prepared to propose new attitudes toward sexuality in the age of AIDS. Only one national newspaper in Mexico regularly provides information on AIDS including aspects related to sexual pleasure and responsibility and safer sex. The majority continue with their pre-AIDS coverage of sexuality, using it to arouse interest but providing little depth. Newspapers should provide more extensive coverage on sexuality and its modifications due to AIDS, a reality threatening every person to some extent.

Carducci A, Calamusa A, Casini B, Giuntini A, Mazzoni F, and Rovini E. (2000)

The fall of the Italian newspaper coverage of the AIDS problem: prevention is falling too?

International Conference on AIDS 2000

The observation that the interest for the AIDS problem seems strongly reduced after introduction of HAART, suggested to analyse the evolution of the AIDS-related information spread by mass media comparing the period before and after the beginnings of this therapy. The Health Communication Observatory collects articles published on Italian newspapers about health related topics and has analysed more than 13 300 news on AIDS reported since 1982 on three daily papers widely spread in Italy 'La Repubblica', 'La Stampa', il 'Corriere della Sera'. It examined the number of the articles, their subjects and their publication in scientific sections, the presence of information useful for prevention, the tone of the messages and the use of words in titles, the frequency of mistakes and misleading comparing 1992 (the year of the highest number of AIDS-related articles. In 1992 the subject AIDS was more debated (44%) among the health related articles. This percentage decreased to 8% in 1999. The most frequent topic was sex in 1992 (10.6%), and blood (12%) in 1999. The articles on AIDS published in scientific sections, passed from 51 (33%) in 1992 to 36 (19%) in 1999, but the information really useful for prevention was present only in 67 articles (3,8%) in 1992 and in 12 articles (6,3%) in 1999. The frequency of alarmist words in titles decreased from 6.2% in 1992 to 4.8% in 1999. The number of mistakes appeared in the articles was 9 (1.1%) in 1992 but none in 1999; the presence of inaccuracy was showed in 11 (1.4%) articles in 1992 and in 3 (1.6%) in 1999. Considering that in 1996 the HAART has been officially introduced in the HIV infected population, the two years 1992 and 1999 can be considered representative of the pre- and post- HAART periods. The falling of interest on AIDS has mainly affected the sensational aspects of the problem, but also the useful information has been reduced.

Carducci A, Casini B, Rovini E, Crocella M, Calamusa A, Avio CM. (1996)

AIDS in the Italian daily papers from 1982 to 1995

International Conference on AIDS 1996, 11(1):209

Owing to the predominant role of mass media in informing about AIDS, as resulted from previous surveys on AIDS-related knowledge, attitudes and behaviours, the authors analysed how newspapers faced the AIDS problem in Italy from 1982 to 1995. Methods: Three daily papers widely spread in Italy: 'la Repubblica', 'La Stampa', and 'Corriere della Sera' were examined from 1982 to 1995 collecting all articles about AIDS and memorising the related information in a data base. In a first phase of the analysis the number of articles and its evolution during the time, the most important subjects and the more frequent words in titles and half-titles were examined. On the whole, the number of articles exceeded 13,500, with differences among years: from three in 1982 to 1 680 in 1987; after a decrease from 1988 to 1991, a great rise occurred in 1992, followed by a slight decline in 1993-1995. The three newspapers proceeded in parallel until 1987, when differences occurred. The distribution of articles according to the subject showed that 'sex' under every point of view (homo- and heterosexuality, prostitution, sexual violence, etc) was dealt with in 7.9% of cases; 'drug' in 5.2%. The yearly distribution of these two subjects strongly differed since 1990, when articles about 'sex' started to increase, while for 'drug' the study did not find a significant trend. The most frequent words found in titles and half-titles were related to the most important subjects and the epidemiology, but other expressions such as 'death', 'risk', 'to kill', 'fear', 'alarm', were rather frequent, pointing out the often alarming tone of the AIDS-related news. It is concluded that the press coverage of AIDS-related topics has been very large since 1985, with the absolute maximum in 1987, when the authors also observed a marked increase of fear and prejudices. The often alarming tone and the rather frequent inaccuracy in the articles, besides the very important role of press in AIDS information, suggests the foundation of a Permanent Observatory of press about AIDS pointing out misconceptions and trying to correct them.

Check W. (1985)

Public education on AIDS: not only the media's responsibility

Hastings Center Report, 15(4):27-31

There is anecdotal evidence that the mass media in the US do not always provide comprehensive information about AIDS in a way that serves the public's welfare. AIDS reporting is complicated by a number of psychological, sociological, and ethical questions. However, because so many public attitudes and private actions are affected by medical and scientific information about AIDS, this information must be presented accurately, comprehensively, and in perspective. These issues are of increasing importance now that the possibility of transmission of AIDS to those outside the major risk groups has received sensational media coverage. Of concern has been the failure of public health officials to take steps to correct misinformation that has appeared in the media and to maintain an accurate public perception of the spread of AIDS. This situation cannot be handled by waiting for reporters to approach responsible scientists and doctors to get an accurate appraisal. It would be preferable to have a communications mechanism in place. For example, public health officials responsible for informing the public about AIDS might consider setting up a regular, ongoing public information function to provide balanced, comprehensive news. The purpose of this mechanism would be to anticipate communications problems, rather than simply to react to them, and to set the public agenda for discussion of AIDS issues

Check WA. (1990)

US media coverage of AIDS in Africa: presenting the unthinkable

CMACHA

Following discovery of AIDS among homosexuals and drug users in the US during 1981 and 1982, it was observed that the epidemic also extended to other continents. Many AIDS cases in Europe occurred among persons who had lived or visited Africa, particularly central African countries such as Zaire. For American journalists attempting to write about AIDS in Africa, several obstacles arose, such as distance and cultural differences. Writers who surmounted these hurdles faced the challenge of communicating two facts: 1) the humanly unthinkable fact of how tragic and extensive the AIDS epidemic in Africa is; 2) the politically threatening fact that Africa may have been the source of the AIDS epidemic. Recent developments indicate that AIDS may particularly threaten the lives of women and children in Africa.

Check WA. (1989)

Beyond the political model of reporting: non-specific symptoms in media communication about AIDS

Rev Infect Dis, 9(5):987-1000

Mass media have functioned well in transmitting much of the basic information about the AIDS epidemic; however, media coverage of AIDS has been flawed. In many ways these flaws have resulted from the limitations and conventions of traditional journalism, especially the need to appeal to a large mainstream audience and a reliance on authorities as sources and validators of information. News stories typically rely on a single articulate authority, and articles that involve conspiracy or controversy or have a high entertainment value are favoured. Although coverage of politics and social issues is not distorted by these journalistic conventions, coverage of science suffers. Analysis of news coverage of AIDS shows that mass media often respond to sensationalism rather than to important scientific developments. In addition, scientific disagreements are better adjudicated by evidence than by appeals to authority. As a result, media coverage often obscures the process of scientific deliberation. Public health officials need to consider setting up special channels of communication to clarify information about AIDS.

Chinai RK. (1996)

Media approaches to quality writing on AIDS

International Conference on AIDS 1996, 11(2):498

In a developing country, the media is a powerful catalyst in presenting ideas, debate and models that influence policy and social acceptance. AIDS gives new impetus to a comprehensive public health approach, and development, that reduce people's vulnerability to AIDS. The link between an individual's vulnerability to AIDS, and wider social and economic issues, can be best understood from the perspective of the most marginalised segments of society, for instance women. As the human dimensions of the AIDS epidemic unfolds, how can the media draw attention to the underlying factors, to influence transformation of social attitudes and structures? Lessons learned included: Developing countries have to evolve their own models based on a comprehensive public health approach and primary health care; the media must highlight linkages between policy, programmes and community perceptions; opportunity for creative development help people to accept messages of 'risk reduction' behaviour.

Cohen J. (1994)

AIDS and journalism: trying to tell too clear a story

Integration, (42):21-22

Much in science is complex. Scientists, by definition, work within the realm of complex hypothesis, empirical evidence, and proof. Questions, answers, details, complexities; that is the domain of the scientist. Journalists, on the other hand, are paid to develop and present stories which are clearly read and interpreted by the general public. The mechanics and dynamics of HIV and AIDS are among the most complex scientific challenges in the history of humankind. Journalists calling upon scientists to obtain and report clear, concise, information about the agent and its resulting pandemic are therefore surely not always going to receive simple, readily reportable responses. HIV is a moving target upon which research continues. While there are some definitively affirmative and some definitively negative factors about HIV, the grey areas and speculation remain vast. The author gives a few examples of AIDS stories which the media mishandled because they were trying to tell too clear a story. He then discusses stories flawed because scientists managed to present clear information about which journalists were overly sceptical. In one case, the public was informed that AIDS vaccines were not working, with headlines which insinuated that the vaccines themselves were causing infections. None of the vaccines, however, contained infectious materials. As a result, people became overly fearful of participating in HIV vaccine trials. Coverage of the potential identification of HIV-3 was premature and only scared people, while Rolling Stone magazine's article hypothesising the origin of HIV via trials of a contaminated polio vaccine in the Belgium Congo in the late 1950s should not have been published. Clear answers about HIV/AIDS are few and far between, but interesting and significant stories can still be found; they are just hard to tell.

Cohen J. (1997)

The media's love affair with AIDS research: hope vs. hype

Science, 275(5298):298-299

The media's coverage of the advances in AIDS research in 1996 was full of optimism and suggestive of a cure. However, the good news – that new drug combinations can yield dramatic results – may be too positive, some researchers warn. The limitations of the drugs are mentioned in most stories, but usually overshadowed by the general tone of optimism. 'The hype has affected everyone – patients, physicians who know a lot about HIV, and even institutional review boards that review clinical trials,' said Roy 'Trip' Gulick of New York University. The new combination drug therapy does not work for everyone, and long-term effects are still unknown. Drug-resistance is another concern, especially because the therapy calls for patients to take dozens of pills every day. The most misleading news reports, researchers say, have focused on studies to determine whether HIV can be eradicated in patients who start therapy soon after infection. 'If you poll people – even people in the field – they're going to be totally confused [about] whether data show eradication of virus in primary infection versus established infections,' said Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases.

Cohen J. (1994)

AIDS vaccines: will media reports KO upcoming real-life trials?

Science, 264(5 166):1 660

Colby DC. (1991)

Myth, media, and AIDS. Essay review

J Health Polit Policy Law 16(1):176-81.

Cortes E, Arce S, Coelho A, Haas E, Costa M, Madureira M, Eksterman L, Oliveira A. (1994)

AIDS epidemic and mass media in Brazil

International Conference on AIDS 1994, 10(2):360

The objective of this study was to evaluate the mass media response to the AIDS epidemic in Brazil. We monitored the two biggest daily newspapers in Brazil, Folha de S. Paulo (Folha), from the City of Sao Paulo, and O Globo (Globo), from Rio de Janeiro, from January 1992 to December, 1993. News was categorised as special reports (SR), short notes (SN), articles, letters, editorials, and others. Every time AIDS was mentioned, even in other general subjects like interviews, it was signalled as AIDS news. In both years there were 1 643 AIDS news items in the two journals, and SR was the leading publication: 944 SR, 499 SN, 87 letters, 65 articles, 5 editorials, and 39 categorised as others. In 1992, there were 939 news items in both newspapers (475 Folha and 464 Globo), and in 1993 they decreased to 704 (362 Folha and 342 Globo). As the news decreased 25% in one year, AIDS continued to spread in Brazil in 1993. The number of news items varied markedly in both newspapers, each month (range 14-61). The majority of news items were fomented by society or as an initiative of the newspapers, instead of government or AIDS programmes. An analysis of what promoted more AIDS news in Brazil is being finalised. It was concluded that: 1) In 1993, there was a decline of 25% in the amount of AIDS news items published in the two biggest newspapers in Brazil;

2) The most important initiative for AIDS news items came from society, news agencies, and the press itself.

Cullen T. (2001)

HIV/AIDS in the South Pacific: a difficult story to report

Pacific Islands Report, Pacific Islands Development Program/East-West Center

The adage 'Why fix it if it is not broken' is closely linked to press coverage of HIV/AIDS in the South Pacific region. Some countries like Vanuatu have no recorded case while in other countries the figures for HIV/AIDS are so low they hardly warrant mention. So why all the fuss about HIV/AIDS especially from non-government organisations? Other illnesses such as malaria, diabetes and heart disease are more widespread and of immediate concern to the lives of people in the region. Besides, political and economic survival far outweighs consideration of a disease that is far removed and seemingly exaggerated in its importance. Most editors remain unconvinced about the threat of AIDS. Interviews conducted by the author from July 1999 to December 2000 with 25 newspaper and magazine editors in seven South Pacific countries (PNG, Fiji, Tonga, Samoa, New Caledonia, Tahiti and the Federated States of Micronesia) reveal that many editors are not convinced that HIV/AIDS is a serious public threat that can seriously damage the social and economic development of their respective countries.

Cullen T. (2000)

Press coverage of HIV/AIDS in Papua New Guinea and the South Pacific

Doctoral Thesis. Journalism Department, Queensland University.

Cullen T. (2000)

Reporting health in the Pacific

Pacific Journalism Review 6(1): 73-76.

Cullen T. (2000)

Repeating past mistakes: press coverage of HIV/AIDS in Papua New Guinea and the South Pacific

Journalism Department. Queensland University.

de Bruyn M. (Ed) (1994)

Altering the Image of AIDS

VU University Press/Paul & Company Publishers Consortium, PO Box 442, Concord, MA 01742

The objective of this study was to examine the impact of media coverage of AIDS in community papers and magazines, and to ascertain differences in public and media response to AIDS following the Ontario Ministry of Health's \$7-million Let's Talk media education campaign. An examination of local print media coverage of AIDS-related articles both before and after the Ministry of Health's Let's Talk campaign was conducted. Additional examination of pre-test instruments distributed at AIDS education presentations. There was a critical examination of the language used by the media in coverage of (a) medical reports, (b) lifestyle articles, and (c) public and private response stories. It was concluded that the Ministry of Health's advertising campaign has had some impact on the general public. However, while many people now believe AIDS cannot be contracted by casual contact, great confusion still exists around transmission and risk categories. Continued education is required, but such education must be targeted at specific audiences if it is to be successful.

Dearing JW, Rogers EM. (1992)

AIDS and the media agenda

In Edgar T, Fitzpatrick MA, et al (eds). AIDS: A communication perspective. Communication:173-194. Hillsdale, NJ, US: Lawrence Erlbaum Associates.

Drushel BE. (1991)

Sensationalism or sensitivity: use of words in stories on acquired immune deficiency syndrome (AIDS) by Associated Press Videotext

Journal of Homosexuality, 21(1-2): 47-61

Although it appeared initially reluctant to cover the story at all, the mainstream press in the United States has supplied almost daily reports on AIDS since the mid-1980s. The author examined four weeks of stories on the Associated Press Videotext service in early 1986 in an effort to evaluate the validity of critics' charges that journalists were over-emphasising the role of homosexuals in the progress of the disease, and that their stories were laden with negative or sensationalistic terms. The author found little evidence from the words used in the stories of distortion in telling the AIDS story, but speculated that such distortion might be found in selection, editing, and presentation decisions made by gatekeepers.

Duffhues JC. (1989)

AIDS: the language, media, and public response

International Conference on AIDS 1989, 5:836

The visibility of women has increased dramatically over the past few years, opening the doors to the 'deeply entrenched historical silences and gendered distortions that characterised the first decade of the HIV pandemic.' As a result, research has begun, more and more, to target women in HIV/AIDS prevention efforts. 'This collection weaves together theoretical, critical, and practical perspectives to question the idea that simply taking AIDS and adding women will provide the insights necessary to stem the spread of HIV.' The tokenism that has been so present in the past in the medical community has to end. Women have to be looked at as equals in this era of AIDS. 'This book adds to the critical literature on women and HIV infection by providing an investigation of the ways in which HIV is a gendered epidemic – and why it is.' Part one covers 'Gendered Habits: Gender, Sexuality, and HIV/AIDS.' The one chapter in this part is 'Ambiguous Elements: Rethinking the Gender/Sexuality Matrix in an Epidemic.' Here is presented the idea that 'identities are habitual actions.' The next part, 'Gendered Abjection: Prevention – Policy and Practice,' delves deeper into the actual policy and practice of research, education, and politics. The last part, 'Gendered Silence: Representation – Exclusions and Inclusions,' provides essays that 'expose media (including feminist media) silences about women and HIV/AIDS and explores the reasons behind the silence, examines how women are constructed when they are the object of mainstream media attention, explores how the AIDS quilt relives gendered experiences, addresses how gender, race, and class intersect with HIV/AIDS in recent novels, and discusses how video images produced by HIV-positive women for and about themselves differ from other representations of women and HIV/AIDS.' This an extremely interesting book to read and one that all researchers and counsellors should be made aware of. Women have too long taken what is left over when it comes to research and recognition. This book spells out these problems and provides some insights on how it is beginning to change. A highly recommended book for all libraries.

Falobi O. (1998)

Problems of communicating HIV/AIDS prevention and control in Nigeria: how has the media coped?

International Conference on AIDS 1998, 12:730

Unlike the case in most developed countries and some Third World nations, a lot of unfounded fears and fallacies still inhibit positive public response to the realities of the HIV/AIDS pandemic in Nigeria. How has the media responded to this information challenge? An intensive survey of media coverage of HIV/AIDS-related news from 1986 – when the first HIV-positive Nigerian was diagnosed – to December 1997, was conducted. Interviews were also held with editors and ranking journalists on their understanding of HIV/AIDS and factors that affect their treatment of news/features stories on AIDS. The project also reviewed activities of NGOs in the Nigerian media that are in the vanguard of the AIDS campaigns. The mass media, like government agencies, have not lived up to its responsibility of supplying the information needs of the Nigerian public, as far as HIV/AIDS is concerned. The problems are essentially that of the deep-seated bias, on the part of news managers, in favour of 'more serious' tropical diseases as well as general scepticism on the reality of HIV/AIDS. While media NGOs have achieved some success, especially in the past four months, their efforts have been handicapped by poor organisational skill. Media intervention strategies for prevention and control of HIV/AIDS must be sustained, focused and intensive, if they are to achieve positive attitudinal change.

Ferris C, Brodie M, Smith MD. (1996)

Media coverage of HIV/AIDS, 1985-1995

International Conference on AIDS 1996, 11(1):210

The objective of this study was to determine the dynamics and content of media coverage of HIV/AIDS in the United States over the ten-year period of 1985-1995. A sample of 2 500 stories was selected from print and broadcast media: national and regional newspapers and four broadcast news networks was taken. Coverage during selected months of each year from 1985-1995 was assessed for the number of mentions of HIV/AIDS issues and content was categorised as dealing with: celebrity infection revelations, politics of AIDS, major legal and policy decisions, advances in treatment, and prevention issues. Oversamples were performed for weeks with large spikes in coverage to more closely examine the content of coverage associated with major 'newsworthy' events. Results were also compared to recent surveys investigating the state of public knowledge of key HIV facts and issues. Preliminary results indicate that both print and broadcast coverage of AIDS increases most dramatically and consistently with celebrity revelations of HIV infection. The actual content of that coverage is discussed. Content analysis of media coverage of HIV/AIDS issues can be helpful in identifying issues of interest to news organisations and predicting gaps in public knowledge.

Findlay S. (1990)

Media coverage of AIDS

In Voeller BR, Reinisch JM, et al (eds). AIDS and sex: An integrated biomedical and biobehavioral approach. Kinsey Institute series, 4:228-232. New York, NY, US: Oxford University Press. HIV/AIDS media treatment.

Foreman M. (1995)

The role of the media in HIV/AIDS prevention

Presented at the Third USAID HIV/AIDS Prevention Conference, Washington, DC

Since the beginning of the HIV/AIDS epidemic, the mass media have influenced the public's response. The initial and sometimes continuing response of the public to the media's reporting was negative. In many countries, HIV/AIDS reporting tends to be misleading, misinformed, or non-existent. In Zimbabwe and Costa Rica, the mass media often report HIV/AIDS to be a foreign disease or limited to marginalised groups. In Malawi, the media misreported the president to say that 10% of citizens had AIDS while he really said that 10% had HIV infection. Rapidly assimilated misconceptions make it difficult to educate the population. Flyers on HIV/AIDS distributed by an NGO may reach only 5 000 people. This has a limited effect when compared to a radio station (10 million people) or a newspaper (100 000). The mass media have the power to raise public awareness and influence policy makers to respond to HIV/AIDS. In the US and elsewhere, the gay media informed homosexuals about HIV/AIDS and the need to use condoms. Many NGOs and governments have encouraged the media to report an HIV/AIDS-related event. Journalists need information about AIDS in forms that they can use and understand. The media can inform the public about HIV/AIDS through advertising, editorials, features, news items, education, and entertainment. The Panos Institute works in almost 20 developing countries to improve media understanding of HIV/AIDS and coverage. It works with partner organisations in the target country in setting up workshops and seminars to sensitise and inform journalists, editors, and sub-editors about HIV/AIDS. At least one HIV-infected person addresses each workshop. After the workshop, the participants continue to receive documentation designed for the media and a monthly feature service on AIDS. All participants become aware of their potential role in communicating information about HIV/AIDS.

Garrett L. (2000)

You just signed his death warrant: AIDS, politics and the journalists role

Columbia Journalism Review, November/December 2000.

Gibson MD. (1994)

AIDS and the African press

Media, Culture and Society, 16(2):349-356

Most governments in sub-Saharan Africa and the media, even the media not controlled by the government, have only recently acknowledged the AIDS pandemic. The media used euphemisms to describe AIDS-related deaths, for example, the cause of death being just another bad bottle of beer. Political and economic concerns explain why the governments did not reveal the facts about AIDS. After it was known that AIDS existed in Kenya, the cancellation rates in some hotels was 50%. Today, most African governments have aggressive public health information campaigns, many through the government-controlled media. Information and media campaigns are especially important since no cure or vaccine exists or will appear soon. Even if an AIDS vaccine were on the horizon, most African health care systems could not afford it. AIDS first appeared in Africa at the same time as it did in other continents. There is no conclusive evidence that AIDS originated in Africa and spread to the rest of the world. The African press calls this blaming of Africa for AIDS racist. The health care costs of AIDS will likely bankrupt the fragile African economies. AIDS strikes the most economically productive age group. Since sexual activity increases with rank, so does the risk of AIDS, stripping countries of their leaders. The mass media can create myths. For example, mass media referring to AIDS as slim's disease resulted in a belief that intercourse with a fat woman would be safe. The response of the media and African governments to AIDS is not that different from that of the US media and US government. The experience of the media's and the government's response to AIDS illustrates agenda setting. The media and the government are, in essence, gatekeepers of information. The media are the engine that drives coverage and influences the audience, and the government is the engineer.

Gonzales Blanco JC, Portas A, Blanco J, Mauro F, Placartea D, Martinez S. (1998)

Mass media for the prevention of the HIV AIDS infection in Argentina: managers of opinion?

International Conference on AIDS 1998, 12:117

In Argentina, the first known cases of AIDS-related deaths date from 1982; the disease took the country by surprise in a badly deteriorating health system, the health policies did not find the right way and only in 1989 was a bill passed on AIDS and the possible problems of discrimination against those already ill or infected. AIDS appeared on the Argentine stage as an imported disease and as a disease of other human beings called homosexuals, with a chance of spreading onto the rest of the citizens by means of blood transfusions. When AIDS suddenly appeared and for a long time, the homosexuals, drug addicts and prostitutes, that is to say, those whose practices matched the idea of life style, were framed as risk groups. These associations were and still are the consequence of the discriminatory idea where AIDS is caught because the person wanted to catch it or neglected something. Besides, many people feel better if they think this is a problem other people have

making those who suffer the disease and the ones around them to hide what is socially unacceptable. From 1989, some changes in the social response to AIDS have been observed; it appears as a problem for the heterosexual population and in those days in Argentina the screening test was given to identify individuals indiscriminately. The use of this test was given up not because of a law but for economic problems. In the public opinion there is still a feeling of fear caused by the identification and spread of the virus, related to sexual activities, blood, drugs and death. In schools, there is still the problem of who is going to give sexual education and how to do it and when it is done, it is only limited to explaining the genitals and the menstrual cycle. They make the mistake of taking about sex to talk about AIDS and in this way they approach the subject of sexuality by means of the disease. In the last few years there has been a change which is mainly expressed in the cultural environment; the cinema, the theatre where a superficial and barely understandable treatment has given way to a more concrete method of approaching this hard reality. AIDS cases in schools are no longer the cover headlines in newspapers. But we cannot state if this change has taken place in each member of our society. In this present research the authors are trying to stress the differences existing between the concepts of information and education; to stress that the population is informed by this knowledge has not produced changes in their conduct; to describe the characteristics of the campaigns in Argentina and their impact on people. The authors point out some of the campaigns carried out and the characteristics of the populations they were intended to. They show some guidelines for the production of campaigns based on the experience they have acquired during their nine-year experience in the assistance and within the community. To stress the role played by the mass media, the ideology shown in them and the fact that these media are not always efficient enough and sometimes not well used not only because of the content shown in them but also because of the wrong application of the economic resources.

Hallett MA, Cannella D. (1994)

Gatekeeping through media format: strategies of voice for the HIV-positive via human interest news formats and organizations

Homosex, 26(4):111-134

This research examines the extent to which HIV-positive voices are marginalised in the mainstream versus the 'alternative' press. The central claim of this research is that news media format considerations, constructed around what has come to be called 'media logic,' leave persons who are HIV-positive with comparatively little voice in the mainstream press. By utilising techniques of content analysis, the research examines 535 major HIV/AIDS-specific stories published in two oppositional papers toward an assessment of the level of HIV-positive voice in each outlet. While arguments of 'homophobia' have been previously used to explain bias in mainstream HIV/AIDS coverage, this article asserts that 'hetero-centric' bias is, in fact, embedded in the routinised practices of mainstream 'news production'. The article concludes by suggesting that successful future HIV/AIDS activism demands a recognition of 'media logic' and an adoption of its tactics.

Hupudio H, Subardjono T. (1995)

News analysis: news can be misleading

PUSAT Media Pelathian AIDS Newsletter, (1):6

An April 16 1995 news programme on SCTV covered the story of Sulasi, an HIV-positive East Javanese woman who had recently given birth. One commentator of the television station questioned how the woman could have gotten married since people with HIV are forbidden to marry. This query is based upon inaccurate information; there is no law which forbids HIV-infected people from getting married. It is instead important that the HIV-discordant couple understand that HIV is transmitted through sexual contact and take steps to avoid transmission of the virus. Solutions include using a condom during sexual intercourse or abstaining from all sexual activity. The village head interviewed in the report noted that the community had built the woman a personal bathroom to keep her from bathing in the river and potentially infecting other people with her menstrual blood. This type of coverage only spreads confusion and adversely influences the way people should think about and treat people with HIV. Mention is also made of the need to clarify a statement by the country's cabinet minister of the National Bureau of Co-ordination of Family Planning, Haryono Suyono, on the distinction between HIV and AIDS.

James JS.

Yokohama Conference: behind US media coverage

AIDS Treatment News, 208

Because of the continuing effects of the generally gloomy news coverage of the Tenth International Conference on AIDS, in Yokohama, Japan, August 7-12, 1994, readers should have some background into the mechanics of how the press coverage came about. First, the tone and content of most US media coverage of this conference was largely determined by one newspaper, The New York Times. This is because the Times has, for years, been extremely successful in selling its stories to other newspapers. And since the vast majority of US media outlets that ran Yokohama stories did not send anyone there, they generally re-ran portions of the Times coverage. (Other nationally-circulated newspapers, including the Washington Post, the Los Angeles Times, and the Wall Street Journal, also

covered the AIDS conference. But The New York Times is reprinted more widely.) The New York Times did not send its usual AIDS or medical writers to Yokohama. Instead it sent a reporter who usually covers Japan and Korea – writing about computers, automobiles, nuclear and other technologies, corporate finance and other business news, and current political issues. His articles from Yokohama are what one would expect from a competent general reporter; the problem is that this large and complex a conference is very difficult to cover in depth. A reporter not familiar with the subject basically seeks out authority or other figures, and finds something to talk with them about – which could be done any time by telephone, no conference needed. The thousands of other presentations at the meeting might as well not have happened, as far as most of the US public is concerned, since this one reporter largely wrote what the US read. We don't know why The New York Times did not send one of its usual AIDS reporters, who could have included more depth and different perspectives. The savings in airfare and lodging costs (since the person they did send already works in the region) is one possibility.

Jinadu MK. (1990)

Mass media and AIDS education in Nigeria

International Conference on AIDS 1990, 6(2):293

The objectives of this study were to: 1) evaluate AIDS education programmes in mass media in Nigeria; 2) to identify factors constraining the mass media from achieving the objective of educating the 'grassroots' about AIDS; and 3) to recommend solutions for overcoming the constraints. A survey of AIDS messages in newspapers, radio, television and various print materials in the country, between 1986 and 1989, was carried out and their contents analysed. An opinion survey of 250 urban and 300 randomly selected rural dwellers about AIDS messages in the mass media and the credibility of channels for communicating the messages was also conducted. Mass media messages about AIDS in the country were generally non-informative and fear-laden. Most of the stories about AIDS in the newspapers were often sensational and have confused rather than informed the general public. They have led to rumours, and negative attitudes about the disease. The radio channel was the most commonly used. Although all the urban dwellers have heard at least one radio message about AIDS, the majority of the rural dwellers (60%) have not heard any message. About 85% of the rural dwellers and 46% of the urban dwellers rated the credibility of radio as a channel of communicating health information poorly. The paper concluded with a need for better AIDS messages.

Juhasz A. (1996)

AIDS TV: identity, community, and alternative video

Duke University Press, PO Box 90660, Durham, NC

This book 'is dedicated to the recognition, definition, history, and theory of the alternative AIDS media.' It is a study of the many videos and television productions about AIDS. Why are these videos produced in such great numbers? They are produced to educate, lobby, change behaviour, change beliefs, and many other reasons. Alternative AIDS TV is 'the use of video production to form a local response to AIDS, to articulate a rebuttal to or a revision of the mainstream media's definitions and representations of AIDS, and to form community around a new identity forced into existence by the fact of AIDS.' These videos are meant 'to speak back to AIDS, to speak back to a government and society that has mishandled this crisis, and to speak out to each other.' The author studied nine types of alternative AIDS video productions: cable access talk shows; documents of performances and plays addressing AIDS; documentary (memorial) portraits of PLWAs; experimental works by artists deconstructing mass media hysteria; educational tapes on transmission of and protection against HIV; documentaries portraying the vast range of AIDS service organisations; safer-sex tapes; activist tapes; and tapes for PLWAs. This book has done a very good job in studying and analysing alternative AIDS videos, mostly by female producers 'and their extratextual circumstances, so as to mark, celebrate, and examine camcorder AIDS activism to help us better understand AIDS, the media, politics, identity, and community in the face of AIDS.' It is a book for activists who are interested in changing the political course of AIDS in the real world. One chapter documents the efforts that the author is making through WAVE (Women's AIDS Video Enterprise). There is a 12-page bibliography and an excellent annotated videography produced by Catherine Saalfeld, 24 pages. A recommended book for any public or academic library as well as personal use.

Karnik NS, Treichler PA, Ruiz MV, McGee DE. (1998)

The legacy of AIDS: global media coverage of infectious diseases

International Conference on AIDS, 12:731

Media assignment of meanings to such public health threats as emerging infectious diseases (EIDs) has significant effects on how specific medical crises are defined, conceptualised, and addressed. PROJECT: The AIDS epidemic furnishes a template as well as a series of 'lessons' about the study, analysis, and evaluation of media coverage of global health concerns. AIDS sets important precedents for how the media narrativise global health threats, and in turn whether such threats come to be perceived as 'crises'. To determine the influence of the AIDS media paradigm, the authors analysed selected recent media stories including BSE (mad cow disease) and influenza type

H5N1 (Hong Kong 'chicken flu') as well as infectious diseases associated with immigration and famine. Using qualitative methods, they identified and analysed the strategies through which meanings were constructed, represented, and disseminated, the nature of these meanings, and their social consequences. The media's assignment of meanings to infectious diseases helps determine which diseases get defined as official public health threats. While these meanings construct compelling stories of 'coming plagues', they often do not facilitate deliberate and effective intervention. The authors recommend a critical approach to understanding how meanings are attributed to diseases as well as the development of explicit scientific and social criteria for prioritising public health crises.

Kinsella J. (1991)

Review: Covering the plague: AIDS and the American media

Journal of Communication, 41:155-157

This article traces the history of pre-publication secrecy to the large increase in the number of scientists, beginning in the early 1970s, which allowed The New England Journal of Medicine to be very selective. 'The surplus of manuscripts at the Journal allowed then-editor Dr. Franz Ingelfinger to demand an "exclusive" on every article that appeared in the Journal. The publication would run no manuscript that had been reported in detail anywhere else, including the popular press.' Since there was a backlog of articles, scientific results were regularly withheld from the public, and from many scientific colleagues, for months. Hundreds of other journals followed and imposed the notorious 'Ingelfinger rule', but others (such as the Lancet, according to Kinsella) have not.

Klass PE. (1991)

Paediatric AIDS and the print media: 'innocent victims' and forgotten populations

International Conference on AIDS 1991, 7(2):455

To examine popular perceptions of paediatric HIV disease, Klass looked at coverage in the print media, using the explication of individual texts, broader thematic analysis, and quantitative surveys of the literature; he also drew on his own experience writing for The New York Times. Textual and semiotic analysis was applied to a wide variety of popular media accounts. Texts and pictures were scrutinised for (1) overt information conveyed on medical, epidemiologic, and psychosocial aspects of the epidemic and for (2) thematic subtexts and hidden messages. Trends were identified and specific styles of addressing paediatric HIV infection were delineated. The annual volume of media reports on this subject was quantified through newspaper and periodical indices, and broken down into categories including school attendance issues, individual patient stories, and medical research news; comparative weights of media attention were assessed by number of words, number of articles, and relative prominence of articles. A number of journalistic approaches were identified, including (1) the sentimental idealisation of the so-called innocent victim, (2) the HIV-infected child as photo opportunity (numerous celebrities are photographed cradling infected babies), and (3) detailed accounts of the illness of white middle class children infected by transfusion. Hidden messages commonly concerned the risk of infection for children not in risk groups. There was a relative dearth of information on medical research. In prose and photographs, the true epidemiologic population of HIV is underrepresented. The coverage of this epidemic by the popular media reflects societal attitudes toward children, and toward HIV infection, but does not necessarily always reflect the epidemic itself.

Koudaogo O, Sebgo R. (1996)

Press service action and its data bank, on AIDS in Africa – sub-regional headquarters in Ouagadougou

International Conference on AIDS 1996, 11(1):192

The objective was to explore the process of production, the content and audience understandings of AIDS media messages. Two years of AIDS media coverage was subjected to detailed content analysis, 88 journalists and their sources were interviewed, 52 different pre-existing audience groups were engaged in guided discussion and exercises such as writing their own news bulletin about AIDS. The audience groups were chosen to explore diverse perspectives and ranged from the police to male prostitutes, from schoolgirls to retired people. The research demonstrates how audience understandings are affected by the media (particularly the language and explanatory structure of media stories). It also shows how mass media reporting (for example, the focus on images of people 'wasting away' from AIDS) can undermine health education messages (such as 'you can't tell who is HIV positive'). However, audiences are neither passive nor homogenous consumers of the media; the authors identify the role of factors such as people's prior perceptions of groups (for example lesbians) or places (for example Africa), their personal experiences, peer group norms and the 'facts' which are reiterated through social networks. The research offers a model for pre-testing education material and developing mass media and health campaign strategies.

Krishnan SP, Durrah T, Winkler K. (1997)

Coverage of AIDS in popular African American magazines

Health Communication, 9(3):273-288

The authors investigated how Ebony, Ebony-Man (EM), Emerge, Essence, and Young Sisters and Brothers (YSB) covered HIV/AIDS between January 1981 and December 1994. Essence published 27 of the total 64 HIV/AIDS articles appearing in the five magazines over the period. Of the magazines studied, Ebony and Essence were the first to publish articles on AIDS beginning in 1985. However, since 1992, all five magazines have published articles on AIDS, with the number of articles increasing considerably during the 1990s to a total of 15 in 1994. Thirty-three of the articles published by the magazines over the period were informational, with Essence using the broadest range of formats to inform its readership. No editorial on AIDS was published. Ninety-seven percent of articles discussed definitions and nomenclature, 72% prevention, 67% trends and statistics, and 59% education and awareness. Symptoms were mentioned in 16% of articles; treatment in 19%; modes of transmission in 27%; policy and economics in 14%; politics, discrimination, and fears in 39%; celebrity portrayals in 19%; and other sexually transmitted diseases in 36%. The articles often reinforced existing information rather than adding to it. An analysis of the terminology used to describe HIV, AIDS, and the people living with HIV and AIDS indicated that little has changed since 1981.

Kweyuh P. (1998)

AIDS and the media: why the declining coverage?

International Conference on AIDS 1998, 12:686

The coverage of HIV/AIDS in the African media, particularly newspapers continues to drop. This is in spite of the fact that we are only beginning to see the worst effects of the pandemic. What is the problem and is there hope that a solution could be found? The research analyses coverage of HIV/AIDS in Kenya's widest circulated newspaper, 'the Daily Nation' and its two sister weekly publications, 'the East African' and 'Sunday Nation' for a period of six months between July 1 and December 31, 1997. Brief questionnaires are sent to the editors of the three papers to discern certain patterns in their selection, commission and usage of select features. Coverage, as already shown is well below satisfaction. The situation can only get worse. Stories on HIV/AIDS are normally very anecdotal warnings, some of which are badly packaged in threats, condemnation, and overall, even unjust. Treatment on the front page and other crucial spaces are increasingly rare. The stories are more often than not written and edited by people lacking in basic understanding of the HIV/AIDS. The editors plead lack of news and or innovation in most stories being filed. Coverage is increasingly being limited to major events, local or overseas, such as the World AIDS Day. Journalists awareness of HIV/AIDS is wanting. The creation of and maintenance of 'health Desks' is overdue. Health reporters should do the bulk of the coverage and must be trained and retrained. The writers need good contact with researchers. Human faces and not statistics should be corner stone of HIV/AIDS reporting.

Lear D. (1989/1990)

AIDS in the African press

International Quarterly of Community Health Education, 10(3):253-264

Newspapers have the potential to take a leading role in AIDS education in Africa. With their relatively small circulations, they mainly reach educated urban citizens, a population particularly hard hit by the epidemic. This study reports findings of a content analysis of AIDS coverage of government-owned newspapers in Senegal, Togo, Nigeria, Uganda, and Kenya between 1985 and 1989. Several themes emerged to organise the material: the complexity of ideas, emotional objectivity and intensity, prominence and frequency of coverage in AIDS portrayals; focus of the periodicals' campaign; the government's response; and discrimination, blame, and the role of the media. Although most papers have printed educational articles, they have undertaken only a very minor role in any national effort. Coverage has tended to reflect government reaction, usually moving through stages of denial, scapegoating and blame before responding constructively to the epidemic. African countries surveyed are still largely engaged in epidemiological response to the epidemic; widespread education has not yet occurred. Newspapers have not yet fulfilled their potential as educational media.

Lester E. (1992)

The AIDS story and moral panic: how the Euro-African press constructs AIDS

Howard Journal of Communication, 3(3-4):230-24.

Lupton D, Chapman S, Wong WL

Back to complacency: AIDS in the Australian press, March-September 1990

Health Education Research, 8(1):5-17

The objective of this study was to clarify mens risk behaviours for HIV infection and to arouse their awareness about the need to prevent infection, Brazilian Playboy (320 000 monthly circulation) developed a project that resulted in a 13-page special report, AIDS – The Distance Between Intention and Action, published in January, 1994. The magazine used three resources. First: it conducted a national survey to evaluate knowledge, attitudes, and sexual practices of the Brazilian man related

to AIDS to provide solid information on which to base the report. This was done with the assistance of specialists from important scientific institutions. Second: it interviewed 25 famous Brazilian women and men, including Pele, the soccer star. Their opinions were used to endorse safer sex and demystify prejudices related to condoms and AIDS. Third: it interviewed 37 specialists who work with AIDS to give scientific information. The information collected was presented in the article in a factual and sex-positive manner. This combination resulted in an in-depth and pioneering approach for Brazilian media. Letters and phone calls from readers have praised the project and the way it was presented, in harmony with the magazine's editorial line, showing that prevention can be pleasant and erotic. Many said the report opened their eyes about the real risk of men being infected in heterosexual intercourse. The survey gives the best data yet available on the sexual behaviour of Brazilian men and demonstrates that most are not protecting themselves against AIDS adequately. Playboy has shared these results with other Brazilian AIDS prevention organisations. With this report, the Brazilian edition has broken the international Playboy taboo of not discussing AIDS. This project supplies a model of co-operation between the media and the scientific community. Similar efforts, if conducted with ethics and responsibility, can benefit everyone and help prevent HIV infection.

Lupton D. (1995)

Moral threats and dangerous desires: AIDS in the news media

Review by Epstein S. *Sociology*, 29:190-192

This book intends to show how the news media can shape our view of AIDS, both for the good and for the bad. 'Few other diseases this century have been greeted with quite the same degree of fear, loathing, and prejudice against those who develop it.' In order to understand the disease, it has to be reported in such a way that the public will read about it in an understanding way so that fear and anger are not encouraged. The book focuses on the newspaper reporting of AIDS. It shows that the language and discourses used to describe the disease are vital to the way one looks at the disease through a layperson's eyes. 'The book is interdisciplinary: the perspectives of the history of medicine, textual analysis, media and cultural studies, medical anthropology and the sociology of health and illness all find some expression within.' The seven chapters cover: AIDS as news; analysing news; the early years of AIDS reporting; the Grim Reaper period of AIDS reporting; AIDS reporting in 1990; AIDS, textuality and ideology; and epilogue - AIDS as news in the second decade. It shows how the reporting was initially a gay disease, then a disease of everyone, and now just another disease. 'Apathy and complacency may dominate, and continuing efforts to maintain high levels of awareness may be thwarted.' AIDS activists need to watch the news coverage and be prepared to counter 'inaccurate and stigmatised representations of the disease, and to be ready to challenge the opinions of those who seek to take control of public debates on AIDS-related issues.' This is a very interesting book to read, one that all media personnel should be aware of. The need for continued reporting of AIDS progress is paramount to there being continued efforts to stop the disease. Apathy and complacency will certainly not help.

Lupton D. (1991)

From complacency to panic: the representation of AIDS risk to heterosexuals in the Australian press

International Conference on AIDS 1991, 7(2):452

This study analyses the way in which the Australian press reported the threat of AIDS to heterosexuals over a period when the Australian government ran campaigns to persuade the 'general population' that they were at risk of contracting HIV/AIDS. Every article which mentioned HIV/AIDS in an Australian newspaper or magazine available to the lay public was examined for the period July 1986 to June 1988. The number of articles per month was recorded and the major narrative themes identified: 8 976 articles referring to AIDS were published in the Australian press during this period. AIDS received an unprecedented amount of attention in the months following the 'Grim Reaper' campaign: for example, the number of articles printed in the first half of 1987 (3 440) was over 2.5 times that of the preceding six months (1 341). The focus of articles turned in early 1987 from an almost exclusive emphasis upon homosexual men and AIDS to a panic-stricken coverage of the threat posed by AIDS to sexually active heterosexuals. The increase in articles published, and their changed focus, coincided with a dramatic rise in the number of heterosexuals seeking HIV tests in this period. Predominant narrative themes were: all sexually active Australians are at risk from AIDS; the sexual revolution is over; condoms are life-savers. This period marked a turning point in the way the Australian press reported AIDS. Coverage of AIDS closely followed the agenda of the federal government in warning sexually active heterosexuals that AIDS was relevant to them. The disease was no longer portrayed as being confined to homosexual men and intravenous drug users, and alarmist statements were often made of the threat posed by AIDS to the general population.

Lupton DA. (1992)

From complacency to panic: AIDS and heterosexuals in the Australian press, July 1986 to June 1988

Health Education Research, 7(1):9-20

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Lupton, D (1994)

Moral threats and dangerous desires: AIDS in the news media

Taylor & Francis Inc., 1900 Frost Road, Ste 202, Bristol, PA 19007

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Marlier J.

Freedom of the press to cover HIV/AIDS: a clear and present danger?

In Ratzan SC. (ed) AIDS: Effective health communication for the 90s:175-188. Philadelphia, PA, US: Taylor & Francis.

McCarthy M. (1996)

Fight against AIDS: Asian journalists must challenge cultural taboos

AIDS Asia 3(6):15

In the year 2000, 42% of the world's estimated 40 million HIV-infected people will be in Asia, where HIV is transmitted mainly through unprotected heterosexual intercourse. Entire populations need to be taught which behaviours place them at risk for HIV infection and how to avoid them. However, for such educational programmes to be effective, the sex practices which put people at risk for infection must be openly discussed in the print and broadcast media. Most Asian journalists do not write and broadcast honest, comprehensive reports on HIV/AIDS risk factors. Believing that they should not discuss such issues openly in their articles and broadcasts, most Asian journalists have done little to change existing cultural values and prejudices about sexuality and the situation of people living with HIV and AIDS. Instead of explaining which sex practices increase the risk of HIV transmission, news coverage in some countries gives the impression that HIV can be spread only through contaminated blood or that it is mainly a disease of intravenous drug users, foreigners, and those who adopt foreign lifestyles. The English-language media have covered HIV/AIDS better than the local-language media, but they have very little impact upon mainstream thinking and culture.

Melendez DA, Pascal R. (1998)

Using the media to change the perception of HIV in Chilean society

International Conference on AIDS 1998, 12:731

This paper describes a public relations plan of the AIDS Unit involving the distribution of condoms by the Health Secretary to Cabinet members and journalists accompanying the President's official visit to Thailand. The gesture raised varied reactions from major sectors of the society including the general public regarding existing national policies related to HIV and AIDS, most specifically the general perception that distributing condoms promotes promiscuity. This paper discusses the

various reactions printed in the newspapers and the many facets of AIDS prevention interventions in a conservative country such as the Philippines. It also analyses the use of media as a strategy to promote and/or pressure leaders to develop national policy guidelines on AIDS.

Michael K. (1999)

Unbelievable: AIDS reporting in the business press

AIDS Analysis Africa, 10(4):1,7-8

Reports on articles from the press archives to determine the trends in business reporting on the HIV/AIDS epidemic. Highlights some of the key issues in the business press over the last two years, macroeconomic impact data, productivity, mortality rates and costs to business. Suggests the business press should concentrate less on statistics and pay more attention to managing the epidemic pragmatically.

Moeller S. (2000)

Coverage of AIDS in Africa: the media are silent no longer

Nieman Reports, 54(3):89

Deals with the mass media coverage of AIDS in Africa. AIDS conference to be held in Durban, South Africa; Number of deaths resulting from AIDS and HIV infections; International cooperation on AIDS.

Mohamed H, Said A. (1992)

Role of mass media in AIDS prevention in Egypt

International Conference on AIDS 1992, 8(3):153

The objective of this study was to assess the role of mass media in preventing the spread of HIV infection among the population in Egypt. Information on reporting strategies and content analysis of various AIDS media in Egypt was collected and studied. A comparison of the various media outreach impact was made and data from Thailand, Mexico, India & Zaire was studied. Results of the analysis conducted indicated that on discussing AIDS as a health issue, the media has tended to limit its functions to reporting AIDS cases and discussing disease symptoms, defining the condition in terms of human suffering and social implications, yet falling short in providing support in prevention by printing guidelines such as the use of prophylactics. To potentialise the role of the media in carrying out educational messages to the general public sensitisation training workshops should be conducted in which a meaningful dialogue between representatives of the media, the health care system, and authorities (governmental & non-governmental) should be enforced.

Monsivais C. (1988)

Plagues and yellow journalism: notes on AIDS in Mexico (Las plagas y el amarillismo: notas sobre el SIDA en Mexico)

El SIDA en Mexico: los efectos sociales [compiled by] Francisco Galvan Diaz. Mexico City, Mexico, Universidad Autonoma Metropolitana, October:117-129. Ediciones de Cultura Popular

The 1985 news that Rock Hudson had AIDS unleashed a barrage of media coverage, giving a human face to a tragedy that had seemed remote since it began to receive attention in 1983. Most of the coverage unfortunately was highly sensational and not informative. Reactions to the AIDS epidemic have varied as AIDS spread to different countries, but everywhere the usual reaction has been to blame the victim. Information about AIDS in Mexico has been irregular. The Rock Hudson case provoked alarm and alarmism which frequently found expression in anti-gay campaigns and spread of misinformation. Educational campaigns were impeded by the Catholic Church, which continues to condemn homosexuality. By early 1988, AIDS in Mexico was still largely confined to homosexuals and bisexuals. Tolerance for their different lifestyle had begun to grow, due among other factors to the demographic explosion in the large cities, loss of control by the Church, and increased level of scientific knowledge about sex. Public demonstrations by gay rights groups in cities throughout Mexico, a growing gay culture with bars, restaurants, and specialised businesses, literature, and theatrical works bore witness to the less repressive atmosphere. The secular nature of Mexican society has placed some limit on moralistic and homophobic reactions to AIDS, but Mexico's acute economic crisis has slowed scientific research and availability of health services for AIDS patients. The inevitable spread of AIDS to virtually all population sectors will not completely deflect moralistic reactions away from the homosexual community. An urgent task will be to limit the growth of conservative prejudices which cause anguish to minority and non-conforming communities such as gays. Solidarity and respect for the ill and eradication of moralistic finger pointing are duties of humanistic societies.

Mundul J, Gilada I. (1993)

Media response to AIDS in India

International Conference on AIDS 1993, 9(2):943

Media is not fully utilised for AIDS awareness in India. Ironically, the state electronic media with high outreach at low cost, has neglected it due to the taboo attached to discussions on sexuality,

general denial & complacency. In contrast, print media often sensationalise the subject, creating fear psychosis and anxiety. The initial focus on morality, values and emotions, often resulting in controversies, changed to fear based reporting and finally to the stage of an informed and responsible urban press. Vernacular press gives low coverage and has not identified AIDS with local community. Analysis of Bombay based news clippings from '85 to '92 highlighting viewpoints, response to ASOs, medical fraternity and government is presented. Their choice of topics, emphasis and its sustenance are evaluated. For AIDS awareness, both traditional and electronic media, especially those addressing rural populace need to be optimally and urgently utilised. Media must focus on issues of behavioural modifications, ethics, human rights and discrimination using innovative approaches. The media should avoid sensationalism including claims on AIDS cure, without ascertainment. Ethical guidelines must be evolved.

Myhre SL, Flora JA. (2000)

HIV/AIDS communication campaigns: progress and prospects

Journal of Health Communication, Supplement, (5):29

The mass media have been the primary method for disseminating HIV/AIDS prevention messages worldwide. In this article, the authors update previous reviews by systematically examining published articles (n = 41) of empirical evaluations of international HIV/AIDS prevention campaigns. Of the 41 studies identified, 17 countries are represented. In this review six components related to media campaign design and evaluation are examined: target audience, communication channel(s), message content, campaign theme, exposure, and outcomes. Of the studies included in this sample, each one described the target audience; 93% reported on channel selection; 75% described message content: 63% mentioned a campaign theme; and 62% documented campaign exposure. Myhre and Flora also investigate the extent to which HIV/AIDS prevention efforts have moved beyond media campaigns to comprehensive community-wide programmes. They conclude that HIV/AIDS prevention efforts would benefit from: 1) better reporting of media campaign components and outcomes; 2) more systematic evaluation; 3) greater integration of theory; and 4) increased attention to community-wide intervention strategies.

Myrick R. (1998)

AIDS discourse: a critical reading of mainstream press surveillance of marginal identity

Journal of Homosexuality 1998, 35(1):75-93

In an effort to understand Japanese public perceptions of the HIV epidemic, the author assessed how much the mass media told the people about the epidemic and how reporting has chronologically changed. To obtain this objective Myrick analysed the number of articles published concerning HIV in two national papers and a local one from the third quarter of 1984 through the second of 1993. Myrick found a sudden increase in news coverage given to the epidemic in 1987 after three serious events in Japan, including the first case of an infected woman giving birth. Following a mass media slump in reporting AIDS stories, they have recently been rising. Newspaper reporting attitudes have changed from being crude and critical to comparatively more enlightened and educational. Furthermore, the article notes, we should all be vigilant towards media messages because they affect nationwide reactions to the spread and understanding of the disease.

Nakatsuka Y, Nakatsuka N. (1994)

Japanese newspaper reports of AIDS

International Conference on AIDS 1994, 10(2):361

The aim of this paper was to study the approach of different media to a particular community and acceptance of different groups to different media in relation to AIDS awareness programmes. Methods: three mediums were selected – newspaper, television and radio. This study was done both in rural and urban areas. The groups in the community selected were, students 12 to 15 years, businessmen, industrial workers, labourers, government officials, rickshaw pullers, taxi drivers, blood donors (professionals), commercial sex workers. The numbers of each group studied was 100. Radio and newspapers play an important role in rural areas where television and newspapers play a vital role in urban areas. 13.5% from rural and 35.0% from urban areas received information on AIDS from television, while 22.5% and 13.5% in the above group received AIDS information from radios in rural and urban areas respectively. Newspapers play role in giving information on AIDS: 32.8% to rural and 40.3% to urban community. There is a majority silent group in rickshaw pullers, labourers, professional blood donors, commercial sex workers. Television and newspapers play an important role in giving information on AIDS to taxi drivers, commercial sex workers, government officials and industrial workers. The study concluded that it is high time to utilise all sources of media for AIDS awareness programmes in our communities.

Nakityo, R. and Mugenyi, D. (2000)

The role of the media in HIV prevention in Uganda

International Conference on AIDS 2000

In Uganda today, it is estimated that 1.5 million people are living with HIV infection, which implies

that 1 in every 10 adult Ugandan may be HIV positive. However, many people had not taken time to digest the problem of HIV in Uganda. More so the youth. It is also true that, in Uganda it's taboo for a parent to talk to a child on issues concerning sexuality, so many youths have been lacking the information on sex and its related problems including sexually transmitted diseases. For this reason the Uganda government called on the media to come up in the fight against HIV/AIDS, especially in programmes educating adolescents about sex issues and how to prevent STDs, AIDS inclusive. Methodology: 1) radio programmes – a special programme 'Capital Doctor' was set up on one of the national FM radio stations where the community addresses any questions, queries and issues they want to know about AIDS, sex and all issues concerning sexuality, and a doctor is there to answer all questions on each programme. It is a live phone-in programme and people write letters; 2) newspapers – in the government-owned newspaper, the New Vision, 'Straight talk' a publication in the paper is published every month and here the community, especially the youth write inquiring about issues on HIV and sex and answers to the queries are always published in a following months publication 3) television – there are several talks, plays and poems on television portraying the dangers of HIV/AIDS; 4) conferences and teleconferences – conferences, seminars and teleconferences have been organised throughout the country and experienced people have been called to discuss issues concerning HIV/AIDS. Results: Many people have called the radio programmes thanking the organisers for the information given and declaring a change in sexual behaviour. Many youth have written to straight talk declaring no sex before marriage. There has been observed increase in premarital HIV testing. There has been observed increase in STD treatment seeking behaviour at the STD clinics. An openness in purchasing of condoms at selling centres has been observed, people don't shy away anymore from purchasing condoms at shops or pharmacies. They are no longer looked at as a necessity for prostitutes. The AIDS control programme has observed a decline in the HIV infection rate and actually thanked the media for the good work done in community awareness. It is concluded that the media has played a very important role in HIV/AIDS awareness, and consequently in HIV prevention in Uganda. Other countries which have not taken the initiative to publicly declare that AIDS is a problem and therefore the community should know its dangers should come up and join the struggle instead of shying away and leaving the responsibility to the parents, who treasure the culture and cannot discuss sexual issues to their children.

Narayan DR. (1996)

Role of media in AIDS awareness programme in Orissa

International Conference on AIDS 1996, 11(1):197

The objective of this study was to determine whether mass media coverage of AIDS matters to AIDS prevention activities, policy formation, education and programme development, and the extent to which the work of the mass media can be linked to public health efforts. Media specialists and practitioners and public health officials were interviewed regarding the potential impact of the mass media on policy and programme development and prevention efforts. In addition, information databases were examined to determine the extent of media coverage of specific issues, and its relationship to other news stories. An analysis of the role of the mass media reveals that while the media has played a greater role in the AIDS epidemic than in the context of any previous health issue, the impact of the mass media is widely varied and imprecise. Although heavy coverage of an issue can stimulate instant public reaction, the impact of such peaks of coverage is apparently short-lived. Similarly, attempts at relating the impact of media coverage on policy formation are imprecise, and difficult to measure. It is generally accepted that most people learn nearly all they know about AIDS from newspapers, magazines, radio and television; yet the role of the mass media in determining individual attitudes to AIDS is also quixotic and often varied. Oftentimes, mass media coverage of AIDS has been counterproductive, frightening an unknowing public. Still, the mass media does play a vital role in generally informing the public about AIDS and AIDS-related issues, and bringing information to a large mass audience in a timely manner. The first decade of the AIDS epidemic has been marked by much discussion about the role of the mass media in AIDS education, policy and programme development and prevention efforts. The mass media can play a vital role as in oversight of AIDS policy and programmes, sometimes stimulating policy formation or public inquisitiveness about AIDS. But newspapers, magazines, radio and television cannot substitute for education, health promotion and targeted interventions.

Nelkin D. (1991)

AIDS and the news media

Milbank Q, 69(2):293-307

News reports on AIDS have appeared at a time of general public concern about health risks, and, like the coverage of risk, the reporting on AIDS has been controversial. Perceptions of this disease have been linked to economic and personal stakes, professional ideologies, administrative responsibilities, and moral beliefs. It is from this perspective that news coverage of AIDS must be understood. The norms and practices of journalism, the technical uncertainties of risk evaluation, and the pressures placed on the media by various interests have influenced the reporting on this disease. However, media reports also shape the social context of the epidemic, affecting public perceptions, personal behaviour, and policy agendas.

Nelkin D. (1996)

An uneasy relationship: the tensions between medicine and the media

Lancet, June 8;347(9 015):1 600-3

The enduring tensions between medicine and the media are largely due to the different perspectives of biomedical scientists and journalists, as this final essay in the series on medicine and the media underscores. These tensions arise because of perceived differences in defining science news, conflicts over styles of science reporting, and most of all disagreement about the role of the media. In the 1990s, scientists are especially concerned by media messages that question their credibility. Since scientists and journalists depend on each other in the communication of science and the shaping of the public meaning of science and medicine, the tensions are likely to increase.

Netter T, Brown P, Cohen M. (1992)

Does mass media coverage of AIDS matter? The potential and realistic role of the mass media in policy and program development and prevention in the AIDS epidemic

International Conference on AIDS 1992, 8(2)

To determine whether mass media coverage of AIDS matters to AIDS prevention activities, policy formation, education and programme development, and the extent to which the work of the mass media can be linked to public health efforts. Media specialists and practitioners and public health officials were interviewed regarding the potential impact of the mass media on policy and programme development and prevention efforts. In addition, information databases were examined to determine the extent of media coverage of specific issues, and its relationship to other news stories. An analysis of the role of the mass media reveals that while the media has played a greater role in the AIDS epidemic than in the context of any previous health issue, the impact of the mass media is widely varied and imprecise. Although heavy coverage of an issue can stimulate instant public reaction, the impact of such peaks of coverage is apparently short-lived. Similarly, attempts at relating the impact of media coverage on policy formation are imprecise, and difficult to measure. It is generally accepted that most people learn nearly all they know about AIDS from newspapers, magazines, radio and television; yet the role of the mass media in determining individual attitudes to AIDS is also quixotic and often varied. Oftentimes, mass media coverage of AIDS has been counterproductive, frightening an unknowing public. Still, the mass media does play a vital role in generally informing the public about AIDS and AIDS-related issues, and bringing information to a large mass audience in a timely manner. The first decade of the AIDS epidemic has been marked by much discussion about the role of the mass media in AIDS education, policy and programme development and prevention efforts. The mass media can play a vital role as an oversight of AIDS policy and programmes, sometimes stimulating policy formation or public inquisitiveness about AIDS. But newspapers, magazines, radio and television cannot substitute for education, health promotion and targeted interventions.

Ng H. (2000)

AIDS in the media

Harvard AIDS Review, Winter:18-20

Despite escalating numbers of HIV infections worldwide, complacency and a false message that the epidemic is over have led to waning coverage of AIDS in the US news media. In November 1996 issue of New York Times Magazine, an article entitled 'The End of AIDS: The Twilight of an Epidemic' expressed hope in new drugs which were supposed to be the answer to AIDS, though nothing could be further from the truth. Mainstream media have prematurely declared an end to the crisis in contrast to the steady increase in infections and the failing reactions to drugs. Moreover, while infections in communities of colour have dramatically increased, the media still focuses on how AIDS is supposedly letting up in the gay community. This could be because governments of developing nations are focusing on the economic advancement instead of on the medical needs. Thus, when the government is trying to attract new business, the HIV infection rate is not something it wants to advertise.

Norwood C. (1989)

Flagrant bias and lack of representation of women's groups and experts in media coverage of major AIDS issues

International Conference on AIDS 1989, 5:829

To assess the lack of representation of women's groups and experts in the media coverage of AIDS, NYC press reports on two issues that particularly affect women – partner notification and enrolment in treatment trials – were reviewed. National press examples of the exclusion of women's groups as sources were also reviewed. In NY in 1988, negotiations over passage of a law permitting limited partner notification received constant press coverage. Collected clippings from four NYC newspapers show constant representation of the opinions of gay groups as this legislation evolved; but, even though partner notification in NYC would primarily be employed for prevention efforts directed at black and Hispanic women, the same clippings do not show that any women's or black or Hispanic groups were asked to comment on the adequacy of the legislation. Similarly, in stories covering the general lack of enrolment of women in treatment trials, papers as diverse as the NY

Times and Village Voice presented the various opinions of white, male physicians that poor, minority women are unreachable and lacking motivation and understanding. Having evidently sought no women's experts as sources, these papers missed the story that the three major NY treatment trials administered by women have had no problem recruiting women patients. A People magazine cover story on women and AIDS in which the six experts quoted were all white (and five male) and the major 1988 Washington Post story on partner notification which, again, treated this as solely a gay male issue are among national examples of the exclusion of women's groups and experts as sources. AIDS coverage which depends almost exclusively on white males as sources results in a failure to properly examine issues and in factual error. In some instances, press bias has been so severe it has blocked the thorough public discussion needed for policy formation.

Nyazema, N. and Machekanyanga, Z. (2000)

HIV/AIDS, breastfeeding and the media: Zimbabwe experience

International Conference on AIDS 2000

Mass media in general are an important force for influencing public opinion and stimulating debate and creating awareness on HIV/AIDS. HIV infection and breastfeeding issues reported in the media have stimulated debate ever since the virus was detected in breast milk. A study was carried out to analyse public opinion trends in Zimbabwe on these issues over a period of ten years. Copies of a daily newspaper and two weekly newspapers from January 1989 to December 1999 were collected and examined for HIV/AIDS and breastfeeding articles. Their placings and sources in each issue were recorded. Key messages and the target audiences were identified. Only about 96 articles were found in the three papers (daily print run, 100 000 and weekly print run over 100 000) and five of the articles were front page. The trend moved from viewing breast milk and HIV transmission linkage as a far fetched idea to it becoming a racial issue. Many, 90% of the articles were written as part of event news. Key messages also changed over the years, from 'Breast is best' to 'It is woman's choice in the case of HIV infection'. Most, 70%, of the messages were targeted at policy-makers and not the ordinary woman who could be infected. The breastfeeding and HIV/AIDS issue tended to be event oriented. More stories could have been written in the ten-year period. No clear message on what to do in the case of HIV infection in resource poor settings. The media should concentrate on getting views from HIV infected and uninfected women and point out the role of men.

Ogunyankin O, Jinadu MK (1990)

Evaluation of AIDS education through mass media in Nigeria

International Conference on AIDS 1990, 6(2):292

The aim of this study was to identify different types and appropriateness of AIDS messages in Nigerian mass media, to describe factors constraining the media from achieving the objectives of educating the 'grassroots' about AIDS; and to recommend solutions for overcoming the constraints. A survey of AIDS messages in newspapers, radio, television and various print materials in the country between 1986 and 1989 was carried out and their contents analysed. Opinion survey of 250 urban and 300 randomly selected rural dwellers about AIDS messages in the mass media as well as the credibility of the channels of communicating the messages was also conducted in June 1989. Mass media messages in the various news media in the country were generally non-informative, non-prescriptive and fear-laden. The radio channel was the most commonly used. However, about 60% of rural inhabitants have not heard the messages simply because they had no radio. About 85% of the rural inhabitants and 48% of the urban dwellers rated the credibility of the radio as a channel of communicating health information poorly since the information does not often come from a credible source. Most stories about AIDS in the newspapers were sensational. They have led to negative attitudes and unfounded fear about the disease. There is a need to develop innovative, culturally-sensitive and well-prettested AIDS educational materials for the mass media in the country.

Onyango CG. (1998)

Journalists role in creating awareness among the vulnerable and those already infected with the AIDS causing virus

International Conference on AIDS 1998, 12:690.

Palmer EL. (1998)

The mass media and AIDS in Philadelphia

Trustees of the University of Philadelphia.

Pant MM, Singh KP. (1993)

Analysis of media response to an international conference on AIDS in India

International Conference on AIDS 1993 June 6-11, 9(2):941

This paper discusses the response of the print media (newspapers and magazines) to the organisation of the 2nd International Congress on AIDS in Asia and the Pacific. The methodology adopted was to monitor all items related to AIDS that were published in about 35 leading newspapers/magazines over a period of time ranging from six weeks prior to the conference and

upto ten weeks after. Analysis of the volume and spread of coverage and the frequency of themes and findings considered newsworthy, and the vocabulary used by the media has been done with the help of a PC. A certain amount of subjective analysis of the reaction to an unknown problem, and a somewhat unique Congress that brought together, scientists, policy makers and activists on the same platform is also presented. The findings would be of use for design and development of programmes for public awareness and education.

Parker W. (1990)

AIDS and the press

AIDS Analysis Africa, 2(4):9

Provides an overview of issues emerging from a content analysis of HIV/AIDS reporting in South Africa.

Pitts M, Jackson H. (1993)

Press coverage of AIDS in Zimbabwe: A five-year review

AIDS Care, 5(2), pp. 223-230

An analysis of articles about HIV and AIDS in Zimbabwe newspapers for the period January 1987 to September 1988 reveals several areas of concern. An analysis of coverage before and after a government campaign designed to increase awareness of issues related to AIDS indicated only a short-term increase in press coverage of such issues. Articles were assigned to one of seven content categories: statistics, cure or vaccine, prevention, education and awareness, transmission and risk, counselling and care, and policy and economics. The relative lack of articles on counselling and care and on transmission and risk indicates possible gaps in public awareness of susceptibility to AIDS. There were few articles with a local basis, nor were there any personalised stories. This is likely to encourage feelings of distance and relatively low personal risk. In general, Zimbabwean newspapers show little of the sensationalist and prejudiced accounting of AIDS found in some British press coverage.

Pitts M, Jackson H. (1994)

Press coverage of AIDS in Zimbabwe: a five year review

AIDS Scan, 6(1):12-13

Routine screening of donated blood in Zimbabwe in 1985 identified 2% as HIV-seropositive; more than 10 500 cases of AIDS has been recorded by the end of 1991; and 7-10% of the total country population in equal male/female proportions is estimated to be HIV-seropositive. The number of AIDS cases reported to the World Health Organization from Zimbabwe and estimates of HIV infection have increased steadily. The number of articles and printed media space allocated to HIV and AIDS have also steadily increased in recent years, albeit levelling off during the most recent previous two years. Since only limited access to television is enjoyed in Zimbabwe and although radio broadcasts are valuable sources of information, national newspapers are the most important source of information reliably reaching the largest number of people. Newspapers have, in fact, been cited by social workers as the major source of information on AIDS and HIV in Zimbabwe. They inform, influence the setting of agendas on issues, and can alter or reflect people's consciousness on involved issues. By reading and categorising according to content 1 020 country newspaper cuttings including articles, editorials, letters, major personal viewpoint articles, cartoons, and advertisements from the beginning of 1987 to the end of 1991, the authors chart the development and maintenance of AIDS coverage by the national newspapers in Zimbabwe; assess the nature of the coverage in terms of the content and presentation used; and identify areas of maximum and minimum coverage in terms of topics and focus. Analysis reveals that the media remain biased in favour of articles on the search for a cure or vaccine and the promise of scientific breakthroughs at the expense of personal stories, local issues, and items with a counselling focus on a more quotidian and less glamorous nature. The language also reflects a victim and war imagery. In a country like Zimbabwe, it is recommended that the press focus on local concerns; portray people accurately in terms of demographic characteristics; deal with personal issues sensitively and compassionately; emphasise how families cope and can be assisted to cope better; provide accurate information on HIV and AIDS, including information on local initiatives and strategies; avoid stigmatising language; adopt more positive metaphors and terminology; and include accurate information on the distinction between AIDS and HIV and use the terms consistently and appropriately. The media also need to take more seriously their potential for mass information and education and realise that they can truly influence the management of AIDS.

Preda, A. (1994)

AIDS risk and risk policy in the media: comparing France, Germany and the UK in the 90s

International Conference on AIDS 1994 August 7-12, 10(2):72

The study compares print media representation strategies for risk and risk policy in three Western European countries with similar epidemic patterns. The years 1989-93 are covered. The main research question is if and how these media approaches are mutually consistent at internal and

comparative levels. Print media from France, Germany and the UK were selected according to: national audience, circulation level and impact on opinion and policy making. Reports and articles on AIDS were first quantitatively analysed. The variables 'risk' and 'risk policy' were operationalised along the dimensions: level, spectrum, type, localisation and then analysed with semantic and rhetoric analysis techniques. Internal and mutual inconsistencies and paradoxes are shown and discussed for level, spectrum and localisation of 'risk' and 'risk policy'. The implications for the public perception of risk are discussed on the ground of comparatively analysing national differences for level and spectrum. The results are significant for understanding how the frames of the public perceiving AIDS risk and risk policy are constructed, as well as for prevention policy. How the public reads these media representations should be a further research theme.

Reardon KK, Richardson JL. (1991)

The important role of mass media in the diffusion of accurate information about AIDS

Journal of Homosexuality 1991, 21(1-2):63-75

In the case of AIDS, so-called 'risk groups' and PWAs are always placed in a vulnerable position. They are discriminated against and have to bear stigma. A press that does not have the power to give empathy to them is a press that is compliant to authorities and allows them to become more powerful at the cost of people's well-being. To contribute effectively to AIDS prevention and care, the media have to change their role into an advocacy one and promote the dignity and rights of people with AIDS and other marginalised groups. The media have to give empathy to oppressed communities. The AIDS Media Resource and Training Centre for Journalists aims to develop ideas, understanding, and concerns of journalists with regards to AIDS in Indonesia. Toward this goal, the Centre is involved in two key activities available free of charge to journalists working in both print and electronic media. First, by distributing information about AIDS to journalists/mass media on a daily basis through the Internet, facsimile and telephone and in a monthly Newsletter; and second, by organising training for journalists (five times per year). To achieve the aim of making journalists more caring and accurate when covering HIV/AIDS, the training promotes a dialectic process which starts from understanding medical and sociological aspects of HIV/AIDS (cognitive process) before moving on to put an affective process in motion (emphatic journalism). The Centre also continuously monitors the quality of the reporting in the various media and acts as a AIDS media watch through its monthly newsletter in which reports are constructively criticised. However, qualitatively, AIDS coverage by journalists who belong to the network no longer stigmatise or discriminate.

Rogers CL. (1999)

The importance of understanding audiences

Friedman, Sharon M. (ed); Dunwoody, Sharon (ed); et al. Communicating uncertainty: media coverage of new and controversial science. LEA's communication series:179-200. Mahwah, NJ, US: Lawrence Erlbaum Associates, Inc., Publishers, xiv:277.

Rogers EM, Dearing JW. (1989)

The delayed reporting of the AIDS epidemic

USA Today, May;64-65

Now that AIDS has received substantial media coverage, and most people have at least a minimal understanding of AIDS prevention, questions are being raised about the treatment and coverage of the disease in the early stages of the epidemic. Particularly, the question arises, could better reporting and exposure of the disease during the initial stage of the epidemic have prevented many deaths? The answer is, most likely, yes. Until June 1985, television news programmes had not really begun to report on the disease. Among publications, the San Francisco Chronicle began to report on a 'cancer' affecting the male homosexual population in 1981 and continued the most substantial and extensive series of articles of any publication through to 1987. Among both print and electronic media, AIDS occupied no more than 4% of network time or front page space until the mid '80s. One of the largest reasons for the lack of coverage was the reduction in funds for AIDS researchers; therefore, scientific articles were limited and news writers had little or no source material. Another reason was the nature of the population who were chiefly affected. Editors often choose not to give priority to the 'gay plague'. Whether or not more responsible attitudes and better funding could have led to informative articles and a greater understanding of the disease early on remains to be seen. Fortunately, with the greater exposure and data offered through news reporting today, the consequences, prevention and control of the disease have found a place in the centre of the public's eye.

Roth NL and Hogan K. (eds)

Gendered epidemic: representations of women in the age of AIDS

Routledge, 29 West 35th St., New York, NY 10001

For the general population, journalists play a powerful role in defining AIDS. And as the late AIDS researcher Jonathan Mann often said, the way a problem is defined determines the way people try

to solve it. Therefore, AIDS reportage has the power to help curtail the epidemic or, conversely, to do harm and worsen the problem. The objective of this presentation is to use a case study to draw lessons on how to constructively 'break the silence' through journalism. AIDS journalism often falls short because it fails to integrate the following three elements: 1) the perspectives of people living with HIV/AIDS; 2) the larger cultural, economic, and political context which shapes the epidemic; and 3) the science of HIV. Omitting the views of people with the virus can lead to scapegoating and stigmatisation, and to exaggerated claims by scientists or healers about AIDS treatment successes. But stories that focus exclusively on PLWH/As can result in 'tales of woe' that don't confront harmful societal factors. Finally, inadequate scientific reporting can inflame mistrust of medicine or lead people to unhealthy practices. The most effective journalism weaves together these three elements, and how to accomplish that will be examined through a case study: An eight-part, 28 000-word series on AIDS in Africa, published in New York's largest weekly newspaper. Written by a journalist with 13 years experience covering AIDS, the series was based on more than six months of research in nine African countries. (See 'AIDS: The Agony of Africa' at www.villagevoice.com) The case study will include explanations of how the stories were researched and constructed. Work covering AIDS in North America will also be presented to draw cross-cultural parallels.

Sacks V. (1996)

Women and AIDS: an analysis of media misrepresentations

Social Science and Medicine, 42(1):59-73

A close reading of popular discourses on women and the AIDS epidemic reveals the ways in which such depictions produce and reiterate power-laden notions of normative sexuality. Prostitutes, one frequently depicted 'kind' of woman, are presented as indiscriminate, polluting to men and categorically different from 'normal' women. Other women depicted in AIDS discourses are almost always HIV-positive mothers or pregnant women; these women are usually only of concern insofar as they may infect their babies. The themes of self-control, self-discipline and personal responsibility may also stigmatise women. Such discourses suggest that those who have AIDS are responsible for their own illness. They also deflect attention away from the socioeconomic contexts that may make it more difficult for some to avoid infection, away from the connections between poverty, illness and disempowerment, and away from systematic inequalities that characterise US society.

Schmidt WE. (1993)

In Sunday Times: Is AIDS a myth? Iconoclastic London weekly is taking a dissident line

International Herald Tribune, December 11-12:7

The London-based renegade newspaper, The Sunday Times, has published a series of articles claiming that the AIDS epidemic in Africa does not exist. The articles also propose that HIV is not responsible for AIDS. These claims puzzle and disturb government health officials, AIDS groups, and many scientists. Some of these people fault the newspaper for deceiving the public trust and misinforming its 4 million readers. The articles question AIDS antiviral drug therapies, the reliability of AIDS testing, and whether AIDS is a serious risk to heterosexuals. The London-based international science journal, Nature, is so disturbed by the newspaper's reporting on AIDS that the journal has critiqued the newspaper's coverage. The journal editors are worried that the newspaper might convince young people and adults that they need not fear being infected with HIV. The newspaper has accused this journal, other scientific journals, and mainstream newspapers of denying more coverage by those who doubt HIV causes AIDS. The impetus for the series of articles is a group of scientific sceptics who have rejected the widely accepted opinion that HIV is the etiologic agent for AIDS. Scientists and public health specialists have debated these dissident theories in the 1980s. Most government and research organisations renounce these theories claiming they are unsound. A representative of the UK's largest AIDS charity thinks that newspapers should challenge any conventional view, but she objects to the fact that The Sunday Times does not present all the facts, which misleads some readers and gives other false hope. The newspaper's science editor and writer of most of the articles says that the articles benefit the public interest.

Schoofs M. (2000)

The media is the message: a case study in AIDS journalism

International Conference on AIDS 2000

The objective was to present a survey of media coverage of the AIDS epidemic and identify inherent biases and misinformation. Both television and print media were analysed; different reports on the same events were compared; points of view that were not mentioned were highlighted. While coverage of the scientific aspects of AIDS by the world's media has become more accurate over the course of the epidemic, it still lacks any real attempt to provide adequate social perspectives. The views of people with AIDS are rarely if ever taken into account, and most scientific evidence is taken at face value, with insufficient analysis and context provided. Methods have been created to remedy these problems, and to provide a more accurate and more rounded perspective on the global AIDS epidemic and the many complex issues that surround it. A decade of media coverage of the AIDS epidemic shows that balanced and educated reporting is rare.

Schwartz J, Murray D. (1996)

AIDS and the media

The Public Interest, 125:57-71

A twofold lesson about science and the media emerges from a reading of the scientific and popular literature about AIDS: It's not just that the media can, at times, misinform us about what science says; it's also that science often speaks in an extremely qualified and hesitant manner. Not only is the AIDS epidemic extraordinarily difficult to measure, but the measurements have often been reported in misleading ways. Thus the media have not conveyed the whole truth about AIDS. But it may not be possible to arrive at the whole truth.

Scott C. (1993)

Media coverage about health care workers with AIDS

Eur Qual Assur Netw Newsl March 24-30, 7(27):43.

Shepperson, A. (2001)

HIV/AIDS reporting in South Africa: an analysis of the response of the press

Beyond Awareness Campaign, Department of Health, South Africa

Assessments of the response of the South African press to HIV/AIDS issues is often coloured by anecdotal information, or generalisations drawn from extreme examples of inaccurate or sensationalised treatment of particular issues. Appropriate understanding and analysis can however only be drawn from systematic analysis of press treatment of the HIV/AIDS issue. This research draws on a systematic collation and analysis of HIV/AIDS reporting in the South African press during two time periods – September and October 1999, and January and February 2000. National and regional publications were reviewed and the sample comprised ten weekly and 14 daily publications. Circulation of the publications ranged from approximately 15 000 copies to 500 000 copies with the combined total circulation being approximately 1 million for daily papers and 1.6 million for weeklies. There is clearly no shortage of mainstream reporting on HIV/AIDS, but at the same time there are shortcomings in the focus and spread of the issues reported on. In reviewing the data gathered for this research it is clear that there is a great deal more that can be said about the nature of reporting HIV/AIDS, and the necessities and orientations of this within the context of a life-compromising health issue. Clearly publications in South Africa have shifted from an ideological orientation where particular social issues and agendas are pursued (for example, reporting and analysing the manifestations of apartheid), to a situation in which socially oriented ideology is less emphasised. Interestingly, in the context of apartheid, the myriad of laws governing the political sphere of communication forced reporters and photographers to operate at grassroots level, whereas the current dispensation is more tolerant of a formal political focus, and thus grassroots emphases seem to have been lost. This is not to say, however, that the press has adopted a critical position vis-a-vis HIV/AIDS, for clearly such a position is taken only in a few instances. It would clearly be of benefit for media formations to explore their role in the response to the epidemic, and particularly to critically examine a role that could be played. It is hoped that this research provides some direction for such exploration.

Signorile M, Voelcker J. (1989)

Media distortions of AIDS: nine years of misperception

International Conference on AIDS 1989, 5:925

The objective was to determine the dynamics and content of media coverage of HIV/AIDS in the United States over the ten-year period of 1985-1995. Methods: A sample of 2 500 stories was selected from print and broadcast media: national and regional newspapers and four broadcast news networks. Coverage during selected months of each year from 1985-1995 was assessed for the number of mentions of HIV/AIDS issues and content was categorised as dealing with: celebrity infection revelations, politics of AIDS, major legal and policy decisions, advances in treatment, and prevention issues. Oversamples were performed for weeks with large spikes in coverage to more closely examine the content of coverage associated with major 'newsworthy' events. Results will also be compared to recent surveys investigating the state of public knowledge of key HIV facts and issues. Preliminary results indicate that both print and broadcast coverage of AIDS increases most dramatically and consistently with celebrity revelations of HIV infection. The actual content of that coverage will be discussed. Content analysis of media coverage of HIV/AIDS issues can be helpful in identifying issues of interest to news organisations and predicting gaps in public knowledge.

Smith MD, Brodie M, Ferris C. (1996)

Media coverage of HIV/AIDS, 1985-1995

International Conference on AIDS 1996, 11(1):210

Several analysts have argued that the identification of what a culture defines as 'deviant' groups and behaviours, is central to newswork as is correcting or controlling this deviance. While the news media's emphasis of marginalised groups in the AIDS discourse helps to support this theory, a

content and textual analysis of two English Canadian newspapers showed that not all marginalised groups and behaviours were deemed newsworthy. Specifically, gay men were under-represented in the discourse despite evidence that four out of five AIDS cases in Canada affects this population. English Canadians, therefore, know little of the devastating affect this disease has had on the community hit the hardest. This study concludes that gay men were poorly represented in the discourse for two reasons. First, the news media's inability to institutionally 'control' certain deviant behaviours, a common news practice, render them unable to frame the story in an 'acceptable' manner. While it was not impossible to construct these stories, newswriters would have to break routines, formulas, and the time-bound rhythm of newswork to frame this story adequately. Secondly, the inherent values of newswriters and the conservative hegemonic boundaries of our society exclude some deviance from public discourse. The perception of the audience as a heterosexual mass suggests homosexuality lies outside of that which is acceptably different. Given the under-representation of one marginalised group in the media's discourse on AIDS, this study seeks to modify the news theory of deviance as central to news to say that deviance, packaged with institutional means to correct the deviance and within a window of 'acceptable deviance', more clearly describes the essence of newswork.

Soni SD, Windgassen E. (1991)

AIDS panic: effects of mass media publicity

Acta Psychiatr Scand 1991, 84(2):121-4

The objective was to raise awareness among national and international communities on the HIV/AIDS/TB pandemic. The project included: 1) Training – organised for radio broadcasters in June 1994 and February 1997 in an international workshops. These important meetings gave way to a rich discussion on many issues by experts on media's role in the fight against AIDS and creation of media press service and evaluation of achieved actions, means for a press service (Internet, etc). Two members from SidAlerte Cameroon (SDC) took part in a training organised by SidAlerte Internationale (SI) in Lyon (France) for six months in 1995 and 1997 to improve their performances. The link Yaounde/Lyon allowed the authors to read news from international press and to send news from Cameroon through their magazine. 2) Informing – report/fax information/articles/tele and radio programmes on perception and AIDS prevention medical-like and epidemiological information, socioeconomic consequences, group's activities of PLWA. Results: Ten members of SDC (three journalists, three doctors, four volunteers) have been trained on how to tackle a topic related to AIDS, the way a computer bank is functioning. They have so far produced 75 articles in all aspects of infection, realised 25 radio broadcastings and 12 on TV. Three types of news are mainly produced: news interesting a large majority of the people (press, NGO, National AIDS Programme) to support their actions; scientific and medical news for doctors and researchers; pleading messages, with international organisation announces. Press for instance is most interested and many others. The co-operation of Yaounde/Lyon allowed to put at the author's disposal 351 faxed information and spread all over the country, ie to NGO and international organisations. They have received 12 600 scientific magazines to support their activities: 200 of each article are used for incomes which allowed them to achieve some of their objectives. Most of the press managers who received that information think that health is not to 'sell off' and AIDS could be less as a matter of fact and AIDS makes people fear. Psychological access to everyone is an impediment. AIDS is still considered as a shameful disease. Consequently, realising a TV programme where a HIV carrier could appear becomes very difficult. Despite modicity of our means and difficulties encountered, experience shown that media has an important role to play. Because it takes part to a good spread of information on the HIV/AIDS/TB pandemic. For achieving this project, a permanent training of journalists is necessary, sensitising press managers, the participation of governments and multilateral partners is also necessary.

Sournia JC. (1987)

The media and AIDS

Bull Acad Natl Med, 171(6):713-7.

Squires S. (1994)

Mass media and HIV epidemia in the United States

Acta Paediatr Suppl, 400:102-103.

Stipp H, Kerr D. (1989)

Determinants of public opinion about AIDS

Public Opinion Quarterly, 53(1):98-106.

Sussel RD. (1993)

News of an epidemic: exploring the discourse of 'deviance' in the construction of AIDS in English Canadian newspapers

International Conference on AIDS 1993

This paper discusses health risk communication based on an empirical investigation of AIDS reporting in two European and two African prestige dailies between 1983 and 1990. It looks at AIDS news as part of a risk communication undertaking which 'involves multiple messages about the nature of risk and other messages, not strictly about risk that express concerns, opinions, or reactions to risk messages or to legal and institutional arrangements for risk management'.

Tassew A. (1995)

Reporting a pandemic: a comparative study of AIDS news coverage in African and European prestige dailies

Goteborg Studies in Journalism and Mass Communication No. 8 Doctoral dissertation, Goteborgs Universitet

A doctoral student examined the news coverage of two African and two European prestigious daily newspapers to compare the attention and image the media dedicated to AIDS news during 1983-1990. The European dailies were Dagens Nyheter (Sweden) and The Times (UK), while the African dailies were Daily Nation (Kenya) and The New Vision (Uganda). The student examined the prevalence of AIDS in the four countries as reported by the World Health Organization and/or the official statistics and then compared it with the amount of AIDS coverage in the newspapers. When examining the amount of space and frequency of coverage, the European newspapers accorded more coverage to AIDS than did the African newspapers. Yet the Ugandan newspaper had allotted much more news space on the front page for AIDS news than the other newspapers (40% vs. 6-11%). Between 1983 and 1987 AIDS news coverage increased steadily, followed by a decrease thereafter. The leading angle in the stories on AIDS was protection. The risk prevention/protection activities covered in the stories included information campaigns, public education, counselling/therapy, screening, condom usage, isolation, registering, and new laws. Risk messages peaked in 1987. The arena for more than 50% of the news space on AIDS was the newspaper's own country in the case of all the newspapers except the Kenyan newspaper, in which 60% of the news space on AIDS was dedicated to countries other than Kenya. The objects of AIDS news usually were HIV-positive/AIDS-affected individuals and the subjects usually were HIV/AIDS specialists or government officials. The image of the stories tended to be neutral. The student believed that newspapers have a large role to play in AIDS risk communication.

Tassew A. (1997)

Media attention to AIDS news coverage

Presented at the 47th Annual Conference of the International Communication Association, Health Communication Division, Montreal, Canada (2)

This paper reports on an investigation of AIDS reporting in the prestigious daily newspapers of the UK, Sweden, Kenya, and Uganda during the period 1983-90 to determine the amount of attention allocated to AIDS news coverage and the characteristics and features of the AIDS news items covered. Examination of a random sample of the newspapers resulted in a collection of 557 AIDS news articles, representing 3 353 during the entire period. The analysis considered the number of articles, the amount of space allotted, the location of the articles, the news angle of each story, the place of each story, the story type (domestic or foreign), news sources, the story actors as subjects, the story actors as objects, the images of the story actors, and the themes and references of the news articles. Comparisons were conducted among the four newspapers and over the study period. It was found that AIDS news received more attention in Europe and Uganda than in Kenya. News articles about AIDS also declined sharply after 1987 despite the fact that the spread of HIV/AIDS has not yet subsided. The main thrust of the news story was protection from HIV/AIDS, and most of the news came from the newspaper's home country, with the exception of Kenya. Preference of coverage was given to stories produced at the request of the newspapers, the main subjects were influential people, and the dominant objects were HIV/AIDS victims. The common risk groups provided the themes and references in most of the stories.

Tassew, A. (1997)

AIDS news as risk communication

Risk: Health, Safety and Environment, 8 Winter

A case study over a four-week period reviewed health items reported in the Australian newspaper, the (Brisbane) Courier Mail, under the two broad categories of public health and the medical model. Content analysis was used to assess 19 criteria which measured prominence, content, stakeholders, orientation of reporting and tone of items. The findings suggest that public health, including health promotion, is presented less often, less prominently and less positively than medical model issues. No comparable review of press reporting of these two models was identified in extensive international literature and this study is considered to break new ground. The potential influence of the print media in the education of the population on public health issues is presented. It is proposed that a greater understanding of the dynamics of health reporting and particularly the relationship between public health and the medical model may lead to more constructive and informative reporting.

Tomes N. (2000)

The making of a germ panic, then and now

American Journal of Public Health, 90(2):191-8

Over the last two decades, a heightened interest in germs has been evident in many aspects of American popular culture, including news coverage, advertisements, and entertainment media. Although clearly a response to the AIDS epidemic and other recent disease outbreaks, current obsessions with germs have some striking parallels with a similar period of intense anxiety about disease germs that occurred between 1900 and 1940. A comparison of these two periods of germ 'panic' suggests some of the long-term cultural trends that contributed to their making. Both germ panics reflected anxieties about societal incorporation, associated with expanding markets, transportation networks, and mass immigration. They were also shaped by new trends in public health education, journalism, advertising, and entertainment media. In comparison to the first germ panic, the current discourse about the 'revenge of the superbugs' is considerably more pessimistic because of increasing worries about the environment, suspicions of governmental authority, and distrust of expert knowledge. Yet, as popular anxieties about infectious disease have increased, public health scientists have been attracting favourable coverage in their role as 'medical detectives' on the trail of the 'killer germ'.

Tulloch J, Lupton D. (1997)

Television, AIDS and risk: a cultural studies approach to health communication

Allen & Unwin/Paul & Co. Publishers Consortium, PO Box 442, Concord, MA 01742

This book addresses the ways in which meanings and images of HIV/AIDS are communicated via television. Tulloch and Lupton argue that the media of television contributes to a great extent the awareness of risk, danger and uncertainty, including crime, accidents, hazards, diseases, upheavals, natural disaster, wars, and environmental pollution. They also state 'that it is through society and culture that we make sense of this phenomenon, understand it and experience it.' Television is a cultural product and it is through television that awareness can be made. 'In this book, as the title suggests, we continually point to the need to understand the role of culture when analysing the ways in which television portrayals of HIV/AIDS, sexuality and injecting drug use are constructed and interpreted.' They emphasise the complex nature of this role that television has taken. In the first chapter, 'Television, AIDS and Cultural Analysis,' Tulloch and Lupton provide the cultural perspective and explain their empirical research approach. In the second chapter, 'AIDS on Television: Text and Context,' advertising and television drama are looked at. Chapter three, 'Making AIDS Television: Expert Cultures/Production Cultures,' the state/marketing interface is explored as well as looking more into the production of Sophie. The last chapter, 'Viewing AIDS Television: Audience Response,' one learns of general responses to the production of the Grim Reaper, testimonials, condoms, and other televised advertisements and productions. To conclude, the production and reception of meanings in relation to television AIDS texts are inevitably embedded in social and cultural processes. These include the cultures of production that work to shape the content of such texts, such as the understandings of health promotion and media among public health bureaucrats and their marketing research and advertising consultants, as well as the professional objectives, intertexts, concerns and constraints of television workers in making television drama. A highly recommended book for all academic libraries.

Walsh-Childers K. (1997)

A content analysis: sexual health coverage in women's, men's, teen and other speciality magazines. A current year and ten year retrospective

Menlo Park, California, Henery J. Kaiser Family Foundation (3)

This report provides summary results of an analysis of the depth of editorial coverage of sexual health topics within the context of general coverage of sexual issues in 50 US consumer magazines, including 22 of the most popular women's magazines, four magazines targeting adolescent females, two for brides, two for parents, ten specialising in men, seven published for blacks, and three for health and fitness enthusiasts. Research summaries are provided for 1) a current-year (July 1995 to June 1996) review of 26 women's, eight men's, and four adolescent females' magazines; 2) a current-year analysis of speciality magazines; and 3) a ten-year (1986-96) retrospective of 12 women's and four adolescent females' magazines. The current-year analysis of the non-speciality magazines involved 462 articles on contraception, pregnancy (planned and unplanned), abortion, emergency contraception, sexually transmitted diseases, HIV/AIDS, and related topics from a random sample consisting of six issues of each magazine. The current-year analysis of 20 speciality magazines followed the same methodology and uncovered 121 articles. The retrospective analysis involved 1 157 articles grouped into three distinct periods (July 1986 to December 1989, January 1990 to December 1992, and January 1993 to June 1996). A chart detailing the circulation and readership of the magazines included in the content analysis is appended to the report as is a report from a 1997 Kaiser Family Foundation Survey of 1 005 US adults on the importance of magazines as a source of sexual health information.

Wellings K and Field B. (1996)

Stopping AIDS: AIDS/HIV education and the mass media in Europe

Addison Wesley Longman, 2725 Sand Hill Rd., Menlo Park, CA 94025

This paper reports the results of a quantitative and qualitative content analysis of all articles about AIDS published in the Australian metropolitan press during the seven month period of March-September 1990. During the study period, almost 2 800 articles mentioning AIDS were published, representing a drop in the number of articles published compared with earlier years. Those issues receiving most press attention included people living with AIDS, AIDS and the law, AIDS policy and politics, the general spread of HIV/AIDS, AIDS education campaigns, drugs and medical treatment, and the HIV/AIDS threat posed to prison officers and health practitioners. The analysis demonstrates that the reporting of AIDS has changed over the course of the epidemic: topics which in the past commanded enormous press attention, such as AIDS as a 'gay plague' and the threat posed by the disease to heterosexuals, are no longer considered as newsworthy. Implications for AIDS health promotion activities are discussed.

Westwood B and Westwood G. (1999)

Assessment of newspaper reporting of public health and the medical model

Health Promotion International, 14(1):53-64

The mass media have been the primary method for disseminating HIV/AIDS prevention messages worldwide. In this article, the authors update previous reviews by systematically examining published articles (n = 41) of empirical evaluations of international HIV/AIDS prevention campaigns. Of the 41 studies identified, 17 countries are represented. In this review, they examine six components related to media campaign design and evaluation: target audience, communication channel(s), message content, campaign theme, exposure, and outcomes. Of the studies included in this sample, each one described the target audience; 93% reported on channel selection; 75% described message content; 63% mentioned a campaign theme; and 62% documented campaign exposure. We investigate also the extent to which HIV/AIDS prevention efforts have moved beyond media campaigns to comprehensive community wide programs. We conclude that HIV/AIDS prevention efforts would benefit from: (1) better reporting of media campaign components and outcomes, (2) more systematic evaluation, (3) greater integration of theory, and (4) increased attention to community wide intervention strategies.

Whiteside A. (1993)

AIDS in Africa: an over-rated epidemic?

AIDS Analysis Africa: Southern Africa edition, 4(1):1

Comments on the HIV/AIDS epidemic with specific reference to newspapers and television. Suggests that mass media reporting is sometimes incorrect which could lead to misunderstanding of the disease. Also refers to a book titled Rethinking AIDS written by Robert Root-Bernstein.

Wolffers I. (1997)

Culture, media, and HIV/AIDS in Asia

Lancet, 349(9044):52

Examines experiences with workshops held on the role of the media in HIV/AIDS awareness and education in countries such as Turkey, Bangladesh, Malaysia, Vietnam, and Thailand. The influence of culture; cultural conflicts; and the role of the media.

Beamish J. and Vella J. (1993)

Developing health journalists: a training manual for improving news coverage of reproductive health

Research Triangle Park, North Carolina, Family Health International (FHI)

This training manual for improving news coverage of reproductive health issues is directed at anyone involved in the news media. Several problems are identified, such as the lack of adequate information on reproductive health and contraception, the highly technical nature of available information, and low priority coverage. The manual aims to provide a guide to appropriate identification of participants for training, effective analysis of local news media training needs, workshop organisation and design, and preparation of fund-raising proposals. A step-by-step approach is used. Chapters focus on planning, participant selection, needs assessment, training schedules, training environment, training objectives, training approach, training curriculum, follow-up activities, and evaluation. The appendix includes guidelines on how to obtain funding and a list of resources including a list of available facilitators for training sessions. Health coverage is defined as coverage of reproductive health, family planning, maternal and child health, AIDS and sexually transmitted diseases, and related issues. A variety of the following techniques are covered in training activities: safety, respect, open questions, handouts, gallery walks, brainstorming, engagement, sequence, recording a sample of responses, presenter, learner as subject, time for questions, reinforcement, experience, priming the pump, immediacy, feedback, echoing, dialogue, films, autonomy, analysis, accountability, role plays, generalised questions, and case studies.

Bertrand P, Deries J, Sebgo R, Zinzou I. (1996)

Creation of a press and wire service on STDs/HIV/AIDS and TB in Francophone Africa

International Conference on AIDS 1996, 11(1):196

African media represent a neglected yet essential resource for national and international AIDS programmes. A seminar of concerned media representatives from West Africa was held in 1994 in Cotonou, organised by an African NGO network SIDALERTE, to examine the situation and make recommendations. One of the leading recommendations was the creation of a press and wire service on STDs/HIV/AIDS and TB. During the following 18 months the project matured and was then expanded in consultation with communication specialists of several countries and under advice from the European Community Commission AIDS division. The objectives of the STDs and HIV/AIDS Press and Wire service are: to promote high quality, ethically and scientifically sound information on AIDS for the African media; to train journalists on the subject of STDs/HIV/AIDS and TB and provide them with minimal financial support so as to produce information locally for the benefit of their own population; to solicit information on STDs/HIV/AIDS from Africa for the media of Europe and the USA/Canada. A data bank on STDs/HIV/AIDS is being established in the four West African locations as well as in Lyon (centre for Europe) and San Francisco (centre for North America). After an initial training in the regional centre in Ouagadougou, Burkina Faso, media representatives will establish local offices in Abidjan, RCI, in Bamako, Mali, and Cotonou, Benin, while Yaounde, Cameroon, will begin establishing itself as a regional center for Central Africa. While the Press and Information Service on STDs/HIV/AIDS and TB will not be fully operational before June 1996, this initiative has already begun to involve a mobilisation of concerned media representatives in West Africa, and a large number of dispatches are being generated from field information. Among other potential benefits, it is to be noted that information on African initiatives in the struggle against AIDS are found to be of great interest by North American and European media. In creating a positive image, this type of information is essential to engender a greater involvement of Northern countries and their public opinion in favour of assisting Southern countries in the common fight against AIDS.

Bland, WC. (1999)

Understanding the relationship between media and HIV prevention policy

National HIV Prevention Conference

HIV/AIDS has become a common subject for mainstream media (for example NuShawn Williams, needle exchange), and we know that mainstream media has a tremendous impact on public opinion. Therefore, it is useful to review the coverage of HIV/AIDS issues and determine its effect on subsequent HIV prevention policies.

Bonfil C, Figueroa M, Diaz A, Brito A, Zozaya M. (1998)

Media impact/agreement between a NGO and a national newspaper: a successful experience of collaboration

International Conference on AIDS 1998, 12:729

Non-governmental organisations need to ensure a continuous collaboration with the media in order to have an impact on public opinion and create consensus favouring the most effective and proper responses to face the AIDS pandemic. Through an agreement of collaboration with La Jornada, one

of the most influential and popular newspapers in Mexico, our organisation, a team of journalists and specialists in different areas, publishes a supplement fully dedicated to the subject of AIDS and its relation to health and sexuality every month. With our publication, named Letra S, we want not only to inform the reader on the preventive measures against HIV transmission and on the most advanced therapies to fight it, but also to serve as support and liaison to community work, and to offer a continuing body of analysis and proposals on medical, social, cultural and ethical aspects related to the AIDS pandemic in Mexico. In one year of constant work we have managed to distribute 1 210 000 issues of Letra S, based on a circulation of 80 000 issues per month, through the newspaper. We also distribute a monthly average of 6 000 issues to non-governmental and community based organisations, hospitals and clinics where persons living with AIDS receive attention. In a brief period of time, our journalistic project, Letra S, has had a favourable impact on society and has gained public influence. It is important to maintain the subject of AIDS constantly present in the public attention and discussion. But in order to reach a wider social impact (particularly to get the attention of the young people), an AIDS publication must strive to open itself to the larger subjects of human health and sexuality.

Colby DC, Cook TE. (1991)

Epidemics and agendas: the politics of nightly news coverage of AIDS

J Health Polit Policy Law, 16(2):215-49

We examine why the exponential growth of AIDS cases or the widespread professional perception of a health crisis did not move the epidemic more quickly onto the agenda of public problems. One possible explanation focuses on how the national news media's construction of AIDS shaped the meaning of the epidemic for mass and elite audiences. An examination of nightly news coverage by the three major networks from 1982 to 1989 reveals considerable variability and volatility in their coverage. Topic-driven saturation coverage occurred only during three short periods in 1983, 1985, and 1987, when the epidemic seemed likely to affect the general population. Only at such moments did public opinion shift and discussion and debate in government begin. Otherwise, the typical AIDS story tended less to sensationalise than to reassure, largely because journalists depended upon government officials and high-ranking doctors to present them with evidence of news. Such sources had interests either in avoiding coverage or in pointing toward breakthroughs. More critical sources, especially within the gay movement, had far less access to the news. In concluding, we considered the prospects and pitfalls of the news media's power to shape the public agenda.

Cook TE. (1991)

Notes for the next epidemic, part one: lessons from the news coverage of AIDS

Cambridge, Mass. Joan Shorenstein Barone Center, Press, Politics, Public Policy, Harvard University, John F. Kennedy School of Government.

Crawshaw R. (1990)

The media and the AIDS crisis. A conference of Oregon journalists

Journal of Clinical Epidemiology, 43(5):523-6.

Crosier A. (1998)

Using the media to improve the social climate: WAD 97

International Conference on AIDS 1998, 12:729

The 'social climate' is a concept which is hard to define, but one which is often described as having a central role to play in the formation and maintenance of a supportive environment for HIV prevention. In Britain, negative and misleading media coverage were some of the reasons for government led, national HIV prevention campaigns, which have run since the mid 1980s. In common with other similar nations, the resources for such campaigns in the UK aimed at the general public have been reduced significantly during the 1990s. Consequently, greater attention has been paid to working with journalists to influence their opinions and to encourage them to produce material supportive of health promotion aims, rather than mounting expensive paid-for campaigns. This study sought to examine the volume and nature of media coverage on matters relating to sexual health overall and the impact of the World AIDS Day 1997 event in particular. Methods: A range of printed media (national dailies, weeklies, regional and local newspapers) were scanned during the period October 1997 to January 1998 for any reference to sexual health matters. The volume of coverage, nature of content and tone of coverage were assessed using a standardised scoring system. Over 1 000 individual items were identified. The single most reported health topic was HIV and AIDS. The nature of the coverage was broad, ranging from reporting of local events, human interest stories and reports of epidemic forecasts. The volume of coverage increased rapidly around World AIDS Day. The tone of the coverage varied significantly. The majority of reporting was neutral. Some coverage was supportive and a minority negative. Editorial policy of newspapers appeared to influence whether and how stories about sexual health matters were reported. There remains scope for health promoters to work with editors journalists to take greater interest in matters of sexual health.

Elwood WN. (Ed) (1999)

Power in the blood: a handbook on AIDS, politics, and communication

Mahwah, NJ, US: Lawrence Erlbaum Associates.

Falobi O, Bamigbetan K. (2000)

When can journalists become advocates? Media networking in the area HIV/AIDS and the experience of Journalists Against AIDS (JAAIDS) Nigeria

International Conference on AIDS 2000

The media have an inalienable role to play in mobilising public response towards combating the spread of HIV/AIDS. However, journalists have tended to shy away from taking a pro-active response to HIV advocacy, under the guise that they must remain 'unaffected' stand-alooft commentators on the issue. In late 1997, four Nigerian journalists took upon themselves the task of mobilising journalists to an awareness and actualisation of their role as behaviour change agents in the context of HIV/AIDS. They formed Journalists Against AIDS (JAAIDS) Nigeria and solicited like-minded journalists to join the network. Among other activities, the group embarked on media sensitisation campaigns in newsrooms, started a training programme on HIV reporting for journalism students and began publication of AIDS News Service, a monthly news bulletin on HIV/AIDS for journalists. It also floated the Nigeria AIDS Bulletin, a discussion forum and news group on AIDS in Nigeria that currently boasts over 320 members within Nigeria and abroad. The network has also entered into partnership with local human rights groups to canvas action on a variety of AIDS-related human rights issues. Within the two years of its establishment, the network has not only been able to substantially increase journalists' interests in reporting HIV/AIDS, it has also positively affected the quality of the coverage. It has also shown that to be partners in the war against AIDS, journalists need to be advocates, rather than passive observers. By organising into functional networks, journalists can help in breaking the silence around AIDS in our societies.

Fernandes ME, Maurell R, Perez A, Vieira EM, Kaliran T. (1996)

Women and AIDS prevention: the private sector response through Claudia magazine

International Conference on AIDS 1996, 11(1):209

From 1988 to 1993 the mortality due to AIDS among women in the State of Sao Paulo, Brazil, had an increase of 820%. Since 1992 AIDS is the major cause of health among women between 20-34 years of age in the State of Sao Paulo. Claudia belongs to Abril Editor and is the second largest magazine in the country. Claudia sells an average of 700 000 copies per month. Market research shows that each issue is read by additional people, therefore 3.5 million readers is a significant number. Claudia magazine began in the sixties and is mainly directed at the traditional woman, who sees marriage and motherhood as her main goals. Yet Claudia was the first magazine in the country to open its pages to a feminist writer and to write articles on HIV/AIDS prevention to target women. Since 1993 the AIDSCAP project in Brazil was involved with Claudia providing interviews and technical assistance for the development of articles. In the beginning of 1995 Claudia decided to develop a campaign for HIV/AIDS prevention to target women in close collaboration with AIDSCAP/Project in Brazil. In the September 1995 issue Claudia released a 12 page article based upon illustrations produced previously by Benetton highlighting the importance of HIV/AIDS heterosexual transmission in Brazil. In September 1995, a total of 700 000 Claudia magazines were sold in the country. Several school and community groups used the article to fix in billboards, a total of 200 free issues were distributed at the Women's World Conference Beijing, China and 300 free issues were distributed at the 4th Pan American AIDS Conference in Santiago, Chile. The article and the initiative of Claudia impressed not only the scientific community, but media leaders from other countries and NGOs. A total of US\$300 000 was spent by Claudia for the production of this article. Since then each month Claudia is developing a systematic media coverage in order to increase the perception of risk among women for HIV infection and STDs. Conclusions: The media private sector can play a major role in the prevention of AIDS; the initiative from Claudia is an example to be followed; AIDSCAP/Brazil and Claudia were able to build an important collaboration for the prevention of HIV/AIDS among women in Brazil.

Foreman M, Deane J. (1996)

The role of the media in the developing world in HIV/AIDS prevention: ongoing assessment

International Conference on AIDS 1996, 11(1):210

To examine the role of media (press, radio and television) reporting in shaping public attitudes, behaviours and responses in relation to HIV/AIDS. To work with media professionals to identify and implement mechanisms which can both inform media reporting of HIV/AIDS and to stimulate pro-active and positive media coverage of the epidemic. The assessment includes an analysis with partners of media reporting in specific countries; review of organisation of sensitisation and training workshops, and through these exploring the establishment of formal or informal networks of media professionals working on AIDS; awarding fellowships and commissions to journalists in developing countries; international dissemination of such reports and other media-oriented documentation. Results: Training seminars and longer term development of media and AIDS networks have resulted

in greater awareness among media professionals of the importance of their role in HIV prevention, and in a number of cases to improved media reporting of the issue. Although media reporting of AIDS issues is still often characterised as being sensational and misleading, media professionals are often quick to acknowledge their potential role in AIDS prevention. They are constrained in doing so sometimes by lack of media-friendly information, and also by more fundamental problems of resources. High quality media coverage of AIDS depends on the presence of motivated and informed journalists in a country, and on the sensitisation of a range of personnel throughout the media hierarchy. The formation of new media networks on AIDS may have a powerful role to play in stimulating high quality reporting.

Fortes L, Cesar R, Cortes E. (1992)

The mass media and the AIDS epidemic in Brazil

International Conference on AIDS 1992, July 19-24, 8(2)

The objective was to study the news about AIDS in major newspapers in Brazil, and to evaluate the interaction between the National AIDS Program and the press. We studied the four biggest and most important Brazilian daily newspapers. They are named Folha de S. Paulo and O Estado de S. Paulo, both from the City of Sao Paulo, and O Globo, and Jornal do Brasil, both from the City of Rio de Janeiro. All the newspapers were monitored for all kinds of information about AIDS, from March 17, 1991 to February 24, 1992. The publications were separated as special reports, articles, short notes, letters, and editorials. A total of 344 days were monitored with no interruption. Information about AIDS was noted in 208 days representing 60% of all days, meaning that there was, on average, one publication every other day. There were published 591 special reports (or three every two days), 97 short notes (one every three days), 32 articles (one every 11 days), 20 letters (one every 17 days), and seven editorials (one every 50 days). The Folha de S. Paulo was responsible for 33% (or three publications every two days) of all those publications about AIDS. O Globo was the second with 28% of the publications (one every two days), followed by the Jornal do Brasil (23% or one every two days), and O Estado de S. Paulo (16% or one publication every three days). The National AIDS Programme maintained over 20 contacts with the journalists monthly, producing press releases to communicate specific subjects, including an updated number of AIDS cases each month. Conclusions were: The Brazilian press has given a broad coverage to the AIDS epidemic in Brazil; AIDS is one of the leading diseases noticed by the press; the low number of editorials may be a sign that the AIDS epidemic is still not a top level issue of the media; the national AIDS programme needs to maintain continuous, direct, and honest communication with the press.

Fox C. (2000)

Informed journalists can make a difference

UNESCO Sources, 128:9

Reports on the United Nations Educational, Scientific and Cultural Organization's efforts to educate journalists in Africa about HIV/AIDS as of November 2000.

Giacomini PR. (1996)

Setting an AIDS/NGO as a reference for media

International Conference on AIDS 1996, 11(2):498

This reviews the experience in divulging institutional work and events promoted by AIDS/NGO. The strategy was to inform media professionals about the importance of prevention works performed by NGOs and to transform the NGO actions into news. To spread/divulge events and/or services developed at lowest cost possible, it is necessary that an organisation counts on credibility/reliability within media and public opinion. Priority was given to: spread the services offered (articles, reporting, short notes) to a wide range of media – newspapers, magazines, radio and TV stations, expecting no results at first; and provide clear and objective information and opinions related to the kind of issues on schedule. Currently APTA has its events and services spread through many regional and national media. It has been scheduled on TV and radio programmes with different social ranges. On 1 December 1995 APTA's president published a signed article about public health policy on AIDS in 'O Estado de S.Paulo', a very influential and considered newspaper in Brazil. The project's co-ordinators became a reference and advisers of many other journalists in Sao Paulo. It was found that: it was not easy to move the journalists; they are keen observers because of this profession; journalists are used to daily tragedy mainly in Brazil where hunger and extreme poverty became one more tropical colour and because of this journalists are not touched by the needy or victims speeches, but they are touched by capacity and reliability of an organisation. When journalists have reliable sources and support in divulging serious and specialised opinions, media develops a general public education on AIDS issues. In order to constitute a reference for media, it is essential to develop a continuous dialogue with journalists.

Goddard M, Hernan PL. (1992)

The HIV/AIDS media hand book: contacts and information for journalists and others reporting on HIV/AIDS

Canberra: ANCA.

Gosling J. (1993)

HIV and AIDS: A guide for journalists

NUJ and the Health Education Authority.

Hernandez E, MacDonald G. (1991)

Educating the media to play a responsible role in AIDS prevention

International Conference on AIDS 1991, 7(2):454

Sensationalistic coverage of AIDS by the Manila media was fanning public fears of the disease and making it difficult for accurate information to be disseminated. The purpose of the project was to increase the accuracy, timeliness and responsibility of the Manila print and broadcast media's coverage of HIV/AIDS in the Philippines. To address the specific interests and needs of busy journalists, the Department of Health (DoH) held ten informal briefings over dinner in Manila restaurants. Each briefing included five to ten different working journalists who discussed HIV/AIDS with noted local experts. Misinformation was corrected and materials specially designed for journalists were distributed. Following up these briefings, the DoH sponsored two separate media events over lunch in a Manila hotel at which 40 to 60 working journalists per event had a chance to ask pointed questions about HIV/AIDS. For the first time in the Philippines, the media events included infected sex workers and a homosexual who spoke movingly to participants from behind a screen. Following the briefings and media events, the DoH measured an increase in the accuracy of media stories about HIV/AIDS. Each media event also produced a surge in media coverage of the disease. Several months after the events, attending journalists were still more likely to provide balanced, accurate information on breaking developments. Careful informal development of media contacts in formats designed to meet their specific needs can make a difference in the media's overall coverage of AIDS. Making unpaid use of the media's power requires full-time attention, however, since lapses in contacts can lead to decreases in accuracy and coverage.

Healthlink (1997)

AIDS/HIV/STDs/reproductive health: electronic news - HealthLink

Health Systems Trust update 30:14.

Hernandez ER, Roda AR, Resurreccion PA, Villanueva JH. (1994)

Using media to raise public opinion and development of policies on AIDS-related issues

International Conference on AIDS 1994, 9(2):943

This paper describes a public relations plan of the AIDS Unit involving the distribution of condoms by the Health Secretary to Cabinet members and journalists accompanying the President's official visit to Thailand. The gesture raised varied reactions from major sectors of the society including the general public regarding existing national policies related to HIV and AIDS, most specifically the general perception that distributing condoms promotes promiscuity. This paper discusses the various reactions printed in the newspapers and the many facets of AIDS prevention interventions in a conservative country such as the Philippines. It also analyses the use of media as a strategy to promote and/or pressure leaders to develop national policy guidelines on AIDS.

Hsu ML. (1998)

Issue importance and source reliability of AIDS in Taiwan: a comparison of the news and campaign agenda-setting

Presented at the 48th Annual Conference of the International Communication Association, Jerusalem, Israel

The mass media can influence the perception of health at both the personal and public levels, with mass media campaigns used worldwide to improve various health conditions. In particular, health media campaigns have been used to prevent the spread of HIV/AIDS. Health-related media messages, however, may also have unintended effects upon an audience's behaviour. The author examined the media presentations of AIDS-related topics and cites sources and spokespeople in the news coverage as well as campaign messages to understand the impact of media framing of AIDS upon the public. The empirical data reported in the study come from content analyses of the AIDS media during the major AIDS campaign period in 1995 and a telephone survey conducted immediately after the campaign in Greater Taipei, an area in which most HIV infections have been reported in Taiwan. AIDS prevention methods or policy, AIDS prevention campaigns, and personalised accounts were among the major themes of the news coverage, while authoritative sources such as medical workers, experts or scholars, and government health officials were the major sources of AIDS information used by journalists. While more than 80% of the analysed campaign messages did not use spokespeople, among materials that did, non-governmental organisations and voluntary workers comprised the majority. In general, the news media had stronger agenda-setting functions than the campaign messages.

Jason LA, Marinakis G, Martino S. (1985)

Prompting articles of behavioural research in newspapers

Behavior Therapist, 8(3):51-53

Reports findings from an attempt to promote the work of behaviourists in two major urban newspapers with an intervention designed to prompt articles through contact with reporters from each paper. Two articles were prompted in one newspaper, and three articles were prompted in the other. Findings suggest that behaviourists can actively aid the dissemination of their research and applied work through newspapers and that they can affect the positive representation of their work in the media. Strategies for promoting news coverage of behavioural and other social science work are outlined.

Karkaria B. (1994)

AIDS and journalism. Infinitely tougher job

Integration, 42:20-21

Balanced, purely informative stories about HIV/AIDS in India rarely see the light of day. Denied access to information from the medical and administrative establishments which want coverage exclusively on their terms, reporters are unable to understand the complexities of the AIDS pandemic and report in an informed, responsible manner. Editors find AIDS stories too depressing or offensive to conservative readers, and therefore relegate the stories to less important slots or encourage only sensational articles which, for example, have freely exposed people infected with HIV. The public will lose their fears about HIV/AIDS only when they learn that AIDS is an issue of public health, not of public morality. To that end, the press in India has, however, made some positive contributions. In particular, the press exposed the contamination of the blood supply, the plight of prostitutes, the existence of bogus social workers profiting from the pandemic, and how HIV-positive patients are kicked out of private hospitals once their HIV status has been determined. Now that funds are being made available for AIDS research and prevention, journalists are urgently called upon to not simply count the number of infected individuals, but to play the socially responsible role of watchdog, ensuring that funds against AIDS are being correctly spent.

Keiser NH. (1991)

Strategies of media marketing for 'America Responds to AIDS' and applying lessons learned.

Public Health Report, 106(6):623-7

The Center for Disease Control's (CDC) public service announcement (PSA) campaign on AIDS, entitled 'America Responds to AIDS', has provided an opportunity to examine various media marketing techniques and their effectiveness in setting and sustaining a national media agenda for public health. The overall objective was to enlist the media as a partner in the effort to establish a clear national public health agenda on AIDS by reaching as many Americans as possible with disease prevention information in a credible and acceptable way. In order for the media to become interested in a subject traditionally treated as health information rather than a news story, CDC identified and employed various methods and tools to generate coverage. These included the use of news conferences, video and audio news releases, satellite interviews, and press kits developed for each phase of the campaign. News hooks were used to grab attention; for example, the use of well-known public health spokespersons in media events or the promotion of free collateral materials. The marketing approach undertaken for each phase of the campaign varied, and lessons were learned and applied along the way. A model emerged indicating that a combination of techniques could result in maximum exposure in both news stories and public affairs programming. Because the model allowed messages to be delivered credibly and consistently, the result was increased usage of the PSAs to coincide with the media coverage.

Klaidman S. (1990)

Roles and responsibilities of journalists

In Atkin C, Wallack L (eds). Mass communication and public health: Complexities and conflicts. Sage focus editions, 121:60-77. Thousand Oaks, CA, US: Sage Publications.

Kouzmina MA, Savelieva I. (1998)

Collaboration between AIDS NGO and mass media in AIDS education efforts

International Conference on AIDS 1998, 12:730

Mass media reporting on AIDS in Russia tends to be scarce, inaccurate, fear-ridden and overly sensationalised. The Russian NAMES Fund developed a comprehensive strategy of educating journalists and mobilising them to disseminate prevention messages and fight discrimination. It includes monthly information meetings focused on various medical and social aspects of AIDS, a bi-weekly newsletter for mass media distributed in print and electronic format, AIDS awareness training and round tables for media workers, and individual assistance to journalists in producing accurate and sensitive materials on AIDS. Continuous two-way communication with journalists helped to identify main obstacles to adequate media reporting, and to address them. Materials

provided at information meetings and in the newsletter were widely used by various media. Collaboration between media and AIDS NGOs resulted in joint AIDS awareness projects on TV and radio. AIDS NGOs can multiply their potential of educating the public by providing journalists with story ideas and adequate information, and by forming partnerships around AIDS awareness projects.

Krepcho M, Smerick M, Freeman A, Alfaro A. (1993)

Harnessing the energy of the mass media: HIV awareness in Dallas

American Journal of Public Health, 83(2):283-285.

Kunda A. (1995)

Zambian journalists form association to fight AIDS

AIDS Analysis Africa, 5(3):3

Zambia's AIDS programme has helped establish the Zambia AIDS Journalists Association (ZAJA) as part of a campaign to raise awareness about HIV and AIDS. The aims of the association include broadening coverage of the disease in local media and carrying out community awareness campaigns, workshops, and seminars. It is believed that journalists can influence public opinion and awareness about AIDS. Workshops will be conducted in order to reorient journalists from event-related pieces to more analytical articles. The association is lobbying editors to adopt clear, meaningful policies on AIDS articles, which at present describe speeches, conferences, seminars, and statistics without explanation to the readers. The World Health Organization has given ZAJA K4-million (US\$50 000) to begin publication of a quarterly (initially) journal (AIDS Today), which will be devoted to AIDS and AIDS-related issues. Source material will be made available to journalists at the AIDS Media Resource Centre at the Zambia Institute of Mass Communication (ZAMCOM).

Lemes C, Varella D, Hearst N, Castilho E. (1994)

Brazilian Playboy against HIV: a pioneering approach

International Conference on AIDS 1994, 10(2):72

Since the first AIDS control policies, a lack of communication, more in quality than quantity, has characterised the relationship between the mass media and other partners (doctors, healers, finance institutions, NGOs). This situation has seriously affected the national control policies due to the different languages. Between the sensationalism sought by journalists and the confidentiality associated with certain medical subjects, information on AIDS in Africa is often prone to approximations, in which public opinion is led astray. The creation of a Press Service on AIDS in Africa, financed by the European Commission, is a response to this significant problem. The channelling of all information related to HIV/AIDS is an important objective to establish. The diffusion of reliable and timely information should permit for a readjustment in the relations between health professionals and the media, as well as for an intra-regional exchange of experiences. An extension of HIV/AIDS prevention and a reduction in costs, due to the centralisation of information, are also foreseeable. The Press Service on AIDS, computerised and operating in an integrated circuit, will function thanks to documentation and audiovisual agencies, who themselves will receive dispatches from member offices of the national network. Radio and television reports from SidAlerte Internationale journalists will equally constitute informational resources. The durability of this Press Service will depend as much on the dynamism of the organisers as on that of the resource people involved.

Makinwa B, Nkusi A, Dioume R, Odindo R. (1996)

The use of mass media for public education on AIDS through training of journalists as AIDS educators in Rwanda, Senegal and Zimbabwe

International Conference on AIDS 1996, 11(1):46

The objective was to enable journalists to combine information dissemination with role of educators on STD/HIV/AIDS through the mass media. While journalism training seminars on STD/AIDS in Africa aim to improve the skills and knowledge of the participants in information dissemination through the mass media, it is generally not expected that journalists should play the role of health educators. This is indeed contrary to reality, as the mass media do educate people. In Rwanda, Senegal and Zimbabwe, new and original curricula were used in journalism seminars with the aim of encouraging journalists to improve information dissemination and also see themselves as educators on STD/HIV/AIDS. Subsequently, the activities of the trainees were monitored to assess their perception as educators and how well they see themselves playing an educational role. Preliminary analysis of the data from Senegal showed that 60% of the trained journalists see themselves as educators of the general public when they write on HIV/AIDS. Through systematic application of specialised training programmes, journalists can serve as educators on STD/HIV/AIDS. Therefore, in addition to raising awareness and providing general information, mass media can play a more significant role in HIV/AIDS interventions.

Medina A. (2000)

Media impact: News agency specialized in AIDS: a strategy to spread accurate information to local newspaper, television networks, and radio programs in Mexico

International Conference on AIDS 2000

Communication media provide very important ways to raise public awareness and inform the population about HIV. Nevertheless, information about this problem in the media is centralised in the big cities, is limited and very often lacks objectivity or seriousness. It is necessary to develop new strategies to raise awareness among journalists and communication professionals, specially in small communities, about this pandemic, and provide them with the newest scientific and objective information about HIV/AIDS. Notiese is a news agency focusing on health, sexuality and AIDS. It has been sending specialised information to local and national media in Mexico, since May 1998. Through journal notes, interviews, features and articles, Notiese spreads daily information about medical treatments, prevention measures, public health policies, scientific breakthroughs, etc always from the point of view of the human rights, sexual rights and gender equity. To achieve their purpose they work with a Document Centre and a data bank for the service of journalist and communication professionals. The information reaches 43 local newspapers in 26 Mexican states, 20 national circulation media and radio and television programmes about sexuality. The constant coverage of the appropriate information directed to the media helps to raise awareness about the problem of HIV/AIDS. In almost two years of informative work they have collaborated with chiefs of information and journalists who cover the theme of health. They are a reference for communicators and investigators who search for specialised and up-to-date information about AIDS and similar themes for their communication work.

Menezes ADV, Santos-Filho ET, Azevedo MV, Porto VC. (2000)

AIDS visibility in the press: a community strategy

International Conference on AIDS 2000

The press has had, since the onset of the AIDS epidemic, a very important role in both informing and misinforming the population about HIV issues. Although AIDS NGOs are normally used to dealing with the press, there is a limited concern about planning a long-term strategy for the media and playing an active part in the process of publicising AIDS issues. This paper discusses the creation and implementation of a media strategy in an AIDS NGO, considering the advantages and difficulties perceived during a four-years process. Community organisations have the responsibility of making visible relevant issues related to HIV, raising awareness and monitoring the quality of the information publicised in the press. This commitment requires an active and specialised strategy in order to effectively reach public opinion. The differences of agendas regarding NGOs and the press are considered and analysed, describing experiences that have contributed for a better understanding of each other's role. An active strategy can increase considerably the number of media interventions related to HIV and the quality of the information publicised. Continuity and credibility are key words in the relationship between NGOs and the press. Working with the press, instead of against it has proven to be a very effective way of disseminating information.

Mohan S. (1996)

Improving media coverage of HIV/AIDS & publishing an AIDS newsletter

International Conference on AIDS 1996, 11(2):499

Project NEXUS commissions journalists in the print media in India to write articles in the newspapers/magazines that they work for. The seed idea for stories is given to journalists along with accurate background information. The journalists then develop these ideas into fully fledged articles. Once these articles appear in the mass media they are reproduced in a bimonthly newsletter called 'NEXUS'. The NEXUS magazine is a by-product of the commissioning of articles. The project has done extremely well. It has succeeded in commissioning some very interesting articles. Very often, articles from the NEXUS newsletter and illustrations are picked up by print media all over the country. Television programmes have also been based on news items reported in NEXUS. Letters reacting to stories published in NEXUS and requests for subscriptions come in from places all over the world – America, New Zealand, Iran, Saudi Arabia and Thailand. A professional, credible and interesting newsletter on HIV/AIDS can be a valuable resource for society as it assuages the thirst for information on this subject among journalists, doctors, NGOs, researchers etc.

Mohan S. (1998)

Sensitizing print media to AIDS and reproductive health issues

International Conference on AIDS 1998, 12:678

Print media gives insufficient, poor quality and sometimes inaccurate coverage to AIDS and reproductive health issues. It needs to be sensitised to take up advocacy of AIDS issues. India has a plethora of newspapers and magazines which command great respect for their news and views. Using this media, at minimal cost, to give accurate and analytical information on all aspects of the AIDS epidemic is the objective of Project Nexus. This project is run by journalists, who give leads and authentic background information to journalists all over the country. The journalists use this

information to develop full-length articles in the newspaper/magazine they work for or write for. The Indian language press is also tapped. As debate on policy issues/advocacy is done through respected journalists the worth of information routed through them is many times more than that of an advertisement, put out at much more cost. A wide array of articles giving new insights into the AIDS epidemic and dispelling myths have been put out in mainstream media, both in English and the Indian languages.

Moulik R. and Jana S. (2000)

Sustaining favourable media response to the STD/HIV Intervention Programme at Sonagachi Calcutta, India

International Conference on AIDS 2000

An important need of an STD/HIV Intervention Programme among SWs (sex workers) is a favourable media response to the project. To address this, strategy was evolved in consultation with the target community to influence and inform the media about the programme. Regular contact with media persons from the print and electronic media; interpersonal rapport with individual members of the media; regular press conferences conducted whenever the Project undertook any activity which was novel; workshops were conducted where the media were invited and asked to participate as well as report the deliberations; encouragement and assistance to media persons to attend national and international conferences on HIV/AIDS. After two years, an assessment was made to find out the impact of the programme. Favourable media stories on 28 occasions in the last year; the content of these stories changed from typical depiction of SWs as victims, lust objects or health threats to pro-active change agents. The experience at Sonagachi shows that a strategy of pro-active programme with the media is an important component in shaping favourable public opinion towards SWs. Maintaining an active contact with both the print and electronic media is an important means of ensuring that innovative responses to the HIV/AIDS epidemic get much wider coverage and gain credibility

Parker W. (2000)

HIV/AIDS and the press: experiences in promoting social action

International Conference on AIDS 2000

Mass media response to HIV/AIDS, particularly responses by the press, tend to focus on sensationalism, statistics, scientific findings and political aspects of the disease. Activities that focus on social action around HIV/AIDS often fall outside of the immediate experience of mainstream media workers, and are seldom the subject of press reporting. Response by HIV/AIDS workers and activists has tended to focus on interaction with senior media managers and training of journalists. However, in South Africa, such activities have seldom elicited sustained commitment to broader AIDS issues, and alternate approaches have been explored. A media workers project was developed as part of the Beyond Awareness Campaign of the Department of Health in South Africa. This included the training of a team of freelance writers and photographers to focus on social action, and provision of articles and photographs, royalty and copyright free, on an Internet website. In addition, articles and photographs were promoted to editors, news editors and journalists through direct contact and via weekly e-mail newsbriefs. The response by the mainstream press was extremely positive, and articles and photographs were regularly published. In addition there was a trend towards exploring similar subject matter and news angles by in-house reporters. The project allowed for social action to be documented, recognised and actively promoted in the news media. It also provides an ongoing visual and written archive of social action around the disease.

Parker W. (1999)

The right message? HIV/AIDS and the media

Indicator South Africa, 16(2):63-67

This article provides an overview of press response and discusses the importance of emphasising social action responses, rather than narrow sensationalism.

Pokrovsky VV, Lioubaeva EV. (1998)

Assessment of Moscow press participation in HIV/AIDS prevention

International Conference on AIDS 1998, 12:679

The objective of this study was to define a level of journalists' knowledge and attitudes on HIV-infection and AIDS in Russia. Mass media workers were interviewed during press conferences about AIDS in 1995-1996. Anonymous questionnaires consisted of 25 questions. Questionnaires were offered to 124 mass media workers: 56 (45.2%) returned questionnaires; 25 (44.6% of respondents) were TV-journalists and 16 (28.6%) newspaper journalists; 20 (35.7%) noted that they wanted to highlight the problems about HIV/AIDS for the first time in their publications; 52 (92.8%) were sure that HIV-infection is sexually transmitted, but 4 (7.2%) were sure that HIV is not sexually transmitted; 10 (17.9%) were of the opinion that spreading HIV in Russia was the consequence of irregular politics of government (50% – of them prosecuted the former government and 50% prosecuted the present government) and 27 persons (48.2%) had doubts in this regard; 39 (69.6%) believed that it is better always to use condoms, but 15 (26.8%) did not know the price of condoms;

11 journalists (19.6%) thought that HIV-infected persons must be isolated in special HIV-sanatoriums and 15 persons (26.8%) had doubts about this; however 43 (76.8%) were sure that the mission of mass media was to defend the human rights of HIV-infected persons. Relatively low level knowledge on the problem of HIV-infection/AIDS and frequent incorrect attitude to HIV-infected persons was detected in mass media workers in Russia. The study concluded that special education for mass media staff was essential to improve the co-operation with mass media on prevention HIV-infection in Russia.

Reardon KK, Richardson JL. (1991)

The important role of mass media in the diffusion of accurate information about (AIDS)

Journal of Homosexuality, 21(1-2):63-75

This paper explores the vital role of mass media in diminishing the lack of consensus among those at risk for AIDS and those who treat them. It examines the perceptions of these groups with regard to the seriousness of the AIDS threat, what people at risk are really doing to protect themselves and others, and the accuracy and objectivity of media reports about AIDS. Results indicate that there is a disarming lack of consensus among those people who can do the most to influence the spread of AIDS. Results also indicate that those people at greatest risk of AIDS and for spreading the disease distrust the accuracy and objectivity of the media. The authors argue that consensus is required for a concerted fight on AIDS and that the mass media offer an effective avenue for encouraging it. They also explore methods for regaining media respect among high risk groups with regard to AIDS reporting.

Riyadi S. (2000)

Training for Journalists: how to deconstruct AIDS myths

International Conference on AIDS 2000

The objective of this study was to determine the responses of Philippine media practitioners on HIV/AIDS issues that will serve as baseline data for developing an effective media relations strategy and education intervention for the Philippine Department of Health. A total of 100 media practitioners (50 print, 30 radio and 20 television journalists) in the Philippines were surveyed in October 1995 on their responses to issues that affect the implementation of public policies on STD, HIV and AIDS in the country. When asked about the role of media in HIV/AIDS prevention, the majority said information dissemination was to create awareness. Highlights of the results: on correct knowledge on basic HIV/AIDS, majority of the respondents know the facts, but 49% said that one can get HIV by donating blood. On prostitution, 58% believed that prostitutes spread AIDS in the country and 85% said that government should monitor partners of prostitutes found to have HIV. On condom use, 80% said they believe that the condom is effective in reducing HIV infection, but 45% disagreed on giving out free condoms in public places. On mandatory testing, the respondents were equally divided (44% agreed and disagreed). Fifty-seven percent agreed to ban foreigners with HIV from entering the country. On homosexuality, 63% said it is not a disease, but 60% believed it is a sin to have sex with the same gender. On HIV/AIDS education, 90% said that AIDS information is seriously lacking in school while another 90% said sex education should be taught in school. Eleven years after the first AIDS case was found in the country, HIV/AIDS reporting in the Philippines continues to be irresponsible, sensational and lacking depth and sensitivity. The lack of information about the disease plus media practitioners' personal biases on certain issues reflect the way they report AIDS to the general public. Thus, it is evident that the Department of Health should further educate the media on HIV/AIDS.

Roda AR. (1996)

Philippine media practitioners' responses on HIV/AIDS issues as a basis for media relations strategy and education intervention

International Conference on AIDS 1996, 11(1):47

This paper describes a public relations plan of the AIDS Unit involving the distribution of condoms by the Health Secretary to Cabinet members and journalists accompanying the President's official visit to Thailand. The gesture raised varied reactions from major sectors of the society including the general public regarding existing national policies related to HIV and AIDS, most specifically the general perception that distributing condoms promotes promiscuity. This paper discusses the various reactions printed in the newspapers and the many facets of AIDS prevention interventions in a conservative country such as the Philippines. It also analyses the use of media as a strategy to promote and/or pressure leaders to develop national policy guidelines on AIDS.

Roda AR, Resurreccion PA, Villanueva JH, Hernandez ER. (1993)

Using media to raise public opinion and development of policies on AIDS-related issues

International Conference on AIDS 1993, 9(2):943

Nowadays patients suffering from AIDS are increasing all over the world. In spite of the increasing number of patients in Japan, the level of social attention to the issue of AIDS seems not to be as high as it should be. A survey to clarify the relationship between media and the number of patients

was performed. The number of newspaper articles about AIDS was counted yearly from 1988 to 1998. Also the number of academic papers about AIDS in Japanese medical periodicals was counted for the same period of time. The number of HIV carers and AIDS patients with Japanese nationality were quoted from National AIDS Surveillance in Japan. The number of newspaper articles gradually increased from 1988 to 1995. It dramatically increased in 1996 before decreasing in 1997 and 1998. The number of new AIDS patients dramatically increased in 1996. The total numbers of HIV careers and AIDS patients have been increasing year by year. They were respectively 1 598 and 925 in 1998. The number of academic papers decreased from 1988 to 1992 and increased from 1993 to 1995 and gradually decreased from 1996 to 1998. In 1996, Tokyo and Osaka District Court delivered settlement between the victims of contaminated blood products and pharmaceutical companies. This event brought attention to mass media and newspaper articles related to AIDS increased dramatically. Significant increase of new AIDS patients in 1996 in the space of ten years suggests that the public information about AIDS incites people to receive the blood test. After 1996, the number of newspaper articles decreased, in spite of the increasing number of patients, reflects the descending trend of media coverage of AIDS issues. As 80% of Japanese read a newspaper every day, the public information by newspapers has a lot of influence on Japanese daily behaviour. The number of donated blood with HIV positive is larger than calculated number using the surveillance. This fact suggests many patients do not receive blood tests and the reported cases of AIDS are only a small fraction of the total AIDS patients. Mass media should give the public information of AIDS to reveal the true total number of the patients. Recognising the total number of the patients will make a useful strategy against AIDS.

Stally, A. (1998)

Workshop report on HIV/AIDS and reproductive health with heads of media training institutions
SafAids, Harare.

Steele B. (1994)

Storytelling about AIDS: a duty of care
Bioethics Forum, Summer 1994.

Talom JM, Kembou E, Makamte E, Ngwa E, Mouafo M, Mombio M, Bertrand P. (1998)

Experience press service for fight against HIV/AIDS/TB in Cameroon
International Conference on AIDS 1998, 12:688

It is universally acknowledged that the media have an instrumental role to play in the fight against HIV/AIDS. Yet it is a role that has not been fully exploited. People living with HIV/AIDS (PWAs) have the potential to make a significant and powerful contribution to the media response to this epidemic: to reduce the current high levels of stigma; to spread hope and provide access to reliable, sustained and accurate information. This paper uses two successful examples from the print and radio media in South Africa as concrete foundation blocks, to focus on practical media strategies – conceptualised, planned and implemented by PWAs – and that have PWAs as the central point around which the information is focused. Print: The Cape Argus in South Africa was the first daily newspaper to run a sustained weekly HIV/AIDS advocacy column penned by a PWA. This paper focuses on the themes, public response, attitudes and the HIV/AIDS commitment campaign raised in the column. Strategies to form an editors' HIV/AIDS Media Forum for South Africa are also highlighted. Radio: In 1999 Cape Talk started the first weekly African HIV/AIDS phone-in talk show that was co-hosted by two PWAs. Using the 'PWA Journey' format of the show and the public response, this paper highlights public attitudes towards issues such as wilful transmission, sexuality education at schools, disclosure and the role of spiritual communities. Confronting the ever-increasing burden of HIV/AIDS stigma rests as much on those who are not infected as those who are infected. In this regard the media have an instrumental role to play and PWAs can strengthen this contribution by creating innovative and interactive media initiatives. The results will lead to increased PWA capacity, support and public awareness around issues facing PWAs and reduce internalised stigma for those living with HIV/AIDS.

Taylor N, Francis C, Fitzpatrick L, O'Neil C. (1992)

Involving the Caribbean media in AIDS prevention
International Conference on AIDS 1992, 8(2):D525

A mechanism was needed to encourage commitment from the Caribbean Media to bring about a change in their reporting on HIV/AIDS information and issues. The Caribbean Epidemiology Centre organised a workshop in November 1991 for 32 journalists from 18 countries. The agenda covered bio-psychosocial and legal issues, as well as a review of AIDS prevention and control activities in the region. A pre- and post-test questionnaire was administered to participants to assess their knowledge and attitudes towards HIV/AIDS. Knowledge gaps identified after analysing responses to the pre-test were addressed in the workshop, and the post-test responses revealed a significant improvement. Journalists began to address their attitudinal difficulties when faced with the topic of AIDS and the complications associated with it. A marked improvement has been observed in the quantity and quality of coverage on HIV/AIDS issues since the workshop. Caribbean journalists are willing to

collaborate with AIDS prevention authorities to strengthen their role in the information dissemination process. The involvement of editors and policy makers is crucial to advancing this cause.

Treurnicht R. (2000)

Finding our place in this epidemic: people living with HIV/AIDS strengthening the response of the media

International Conference on AIDS 2000

It is universally acknowledged that the media have an instrumental role to play in the fight against HIV/AIDS. Yet it is a role that has not been fully exploited. People living with HIV/AIDS (PWAs) have the potential to make a significant and powerful contribution to the media's response to this epidemic: to reduce the current high levels of stigma; to spread hope and provide access to reliable, sustained and accurate information. Using two successful examples from the print and radio media in South Africa as concrete foundation blocks, this paper will focus on practical media strategies – conceptualised, planned and implemented by PWAs – and that have PWAs as the central point around which the information is focused. Print: The Cape Argus in South Africa was the first daily newspaper to run a sustained weekly HIV/AIDS advocacy column penned by a PWA. The column commenced over 18 months ago and this presentation will focus on the themes, public response, attitudes and media HIV/AIDS commitment campaign. Strategies to form an editors' HIV/AIDS Media Forum for South Africa will also be highlighted. Radio: In 1999 Cape Talk started the first weekly African HIV/AIDS phone-in talk show that was co-hosted by two PWAs. Using the 'PWA Journey' format of the show and the public response, this paper will highlight public attitudes towards issues such as wilful transmission, sexuality education at schools, disclosure and the role of spiritual communities. Confronting the ever-increasing burden of HIV/AIDS stigma rests as much on those who are not infected as those who are infected. In this regard the media have an instrumental role to play and PWAs can strengthen this contribution by creating innovative and interactive media initiatives. The results will lead to increased PWA capacity, support and public awareness around issues facing PWA's. And reduce internalised stigma for those living with HIV/AIDS.