

## Enlisting Ethiopian Journalists in the Response to HIV/AIDS

### Internews “Local Voices” Project Mobilizes Media Professionals

Since the presence of AIDS was first recorded over 20 years ago, the news media have shaped our beliefs about AIDS, defined it for us and set the agenda for public discussion. In Ethiopia—where an estimated 2.2 million people are living with HIV—the local media have the potential to play a significant role in helping Ethiopians cope with the challenge of HIV/AIDS.

Internews Network’s “Local Voices” project, which is funded by the U.S. Agency for International Development (USAID), supports local media to increase the frequency and improve the quality of their reporting and programming on HIV/AIDS issues. The project aims to create a more supportive social environment for preventing and mitigating the impacts of HIV/AIDS through an enlightened and committed local media community.

Internews activities with local journalists and broadcast media stations include:

- An Executive summit for media managers and decision-makers
- Intensive, practical training for radio journalists in Addis Ababa
- Intensive, practical training for radio talk show hosts and their producers in Addis Ababa
- Ongoing follow up support for media professionals with access to our radio studio and mentorship in development of programs



From Left: Internews Trainer Tizita Belachew works with Internews Sound Technician Solomon Teferi and journalist Nestanet Asaye editing HIV/AIDS stories.

- Training for Women’s Associations and HIV/AIDS NGOs on effective media outreach

Internews’ “Local Voices” project collaborates closely with the Government of Ethiopia’s AIDS Resource Center (ARC) and is co-located in Dembel City Centre in downtown Addis Ababa.

#### About Internews:

Internews is an international non-profit organization that works to improve access to information for people

around the world by fostering independent media and promoting open communications policies.

Internews projects currently span Africa, Asia, Europe, the Middle East, and North America. Formed in 1982, Internews Network, Inc. is a founding member of Internews International, whose members work in 47 countries.

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