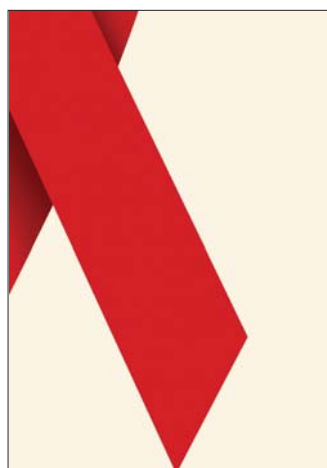




**HIV/AIDS  
MEDIA MANUAL  
India 2007**



# **HIV/AIDS** **MEDIA MANUAL** India 2007



**THE EU-INDIA MEDIA INITIATIVE ON HIV/AIDS**



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**THE THOMSON FOUNDATION  
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**Editor**

**Mimmy Jain**

**Design**

**Rupak Goswami**

**Project Directors**

**Janet Boston**

**Gareth Price**

**Operations Head**

**Ian Masters**

**Project Editor**

**Savyasaachi Jain**

**This Media Manual would not have been possible  
without the contributions of**

**John Ryan**

**Atul Dev Sarmah**

**Khorrum Omer**

**Jacob John**

**Padma Balasubramaniam**

**Poranee James**

**Sarah Page**

**Aimee Goatman**



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## INTRODUCTION

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**T**HE production of this Media Manual has indeed been rewarding. The 2005 edition of the Manual was very well received. Its high production values ensured it was attractive and its style made it appropriate for its audience. Numerous organizations asked us for copies for use in their activities or workshops and requests came in from Alaska to Indonesia.

Satisfying as it was, it would be difficult to call the Manual the most gratifying activity under The EU-India Media Initiative on HIV/AIDS. The workshops with journalists, with spokesmen of positive peoples' networks, developing songs on HIV/AIDS and our Reporting HIV/AIDS Awards have all been equally exciting and invigorating, but the Manual retains a special place in our task of communicating with the communicators.

Too often, reporters shy away from covering HIV/AIDS because they aren't adequately prepared. Admittedly, the subject can be intimidating — it seems to consist of abstruse technicalities enveloped in an environment of fear, prejudice, denial, cultural issues and even political considerations. The issues are many and, of course, sensitivities are high.

This Media Manual intends to demystify the subject, set out a road map for the uninitiated reporter and provide fresh inputs to those already covering HIV/AIDS. The chapters address basics, the epidemic, updates on recent happenings and several tools for reporters — ethical considerations, appropriate language, analytical frameworks and story ideas.

The Initiative has been undertaken by The Thomson Foundation with the financial assistance of the European Union. The Foundation's partners in the project are: the Indian Network of People Living with HIV/AIDS (INP+), Commonwealth Broadcasting Association, Media Management Group for Literacy and Development and the Jean Monnet European Centre for Excellence, which is part of the University of Tampere in Finland. Along with them, our special thanks go out to everyone else who has made this Manual possible.

Journalists work under a variety of pressures — deadlines and competition among them — and our collective task was to make their task a little bit easier. The work of all those who made this Manual possible will be rewarded if this is achieved.

**SAVYASAACHI JAIN**

Project Editor

The EU-India Media Initiative on HIV/AIDS

