

# NATIONAL AIDS COMMISSION

## Media Release

*For immediate release*



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### RED RIBBON MEDIA AWARD COMPETITION FOR 2009 KICKS OFF

The National AIDS Commission (NAC) wishes to announce the kick-off of the HIV and AIDS Prevention Media Campaign which will culminate into the Red Ribbon Media Award to the best news article or Radio/TV programme. Red Ribbon Media Award is an award of excellence that encourages broad and comprehensive reporting amongst media houses on HIV and AIDS issues.

The competition kicked off on May 01 and will continue until November 06, 2009. The aim of the award is to recognize media professionals for giving an exceptional contribution to society by writing, reporting and producing programmes on HIV and AIDS in a manner that raises awareness, combats stigma and gives hope to people living with HIV and AIDS.

Journalists will compete by reporting on issues of HIV and AIDS **PREVENTION, with focus on behaviour change**. At the end of the competition, media houses will submit to the National AIDS Commission their best programmes or articles for evaluation and selection of the winning entry.

The award features three categories of Print, Television and Radio and media practitioners are expected to submit the best of their work published or broadcast during the stipulated period. Journalists are advised that print articles to be submitted should be between 1300 to 1500 words while for radio and television snippets should not be more than 30 minutes long.

Each of the three winners will be awarded M10,000.00 and a certificate of appreciation for contributing positively to the national response to HIV and AIDS.

The prevention thematic area is broad covering amongst others issues of Behavioural Change Communication, HIV Testing and Counselling, Prevention of Mother to Child Transmission, Treatment of Sexually Transmitted Infections, Condom Use, Blood Tissue and Safety as well as Post Exposure Prophylaxis.

The Red Ribbon Award is a global initiative and it serves to encourage positive reporting amongst media houses to further disseminate information and educate people about HIV and AIDS. Prevention theme was chosen due to its vitality in further reducing the spread of HIV and AIDS in Lesotho.

Ends.

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