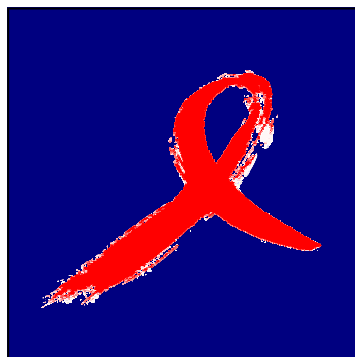




IOM International Organization for Migration

MASS MEDIA AND HIV/AIDS SURVEY IN BOSNIA AND HERZEGOVINA

JUNE 2006



CONTENTS

1. RESEARCH BACKGROUND	1
a. Mass Media and HIV/AIDS.....	1
b. Summary of Results.....	5
c. Recommendations	6
2. MASS MEDIA ANALYSIS 2005	7
a. Print Media Outputs	7
i. Total Breakdown of Total Articles.....	8
ii. Primary Article Analysis.....	12
iii. Secondary Article Analysis.....	17
b. Television Outputs focused on HIV/AIDS in 2005.....	19
c. World AIDS Day (1/12/05) Analysis	20
i. Television Outputs on 1/12/05	21
ii. Print Media Outputs on 1/12/05	24
3. FOCUS GROUPS	26
a. Methodology	27
b. Results	28
Annex 1	32
Annex 2	33
Endnotes	35

This research was produced within the framework of the IOM 2006 project 'HIV/AIDS National Capacity Building and Awareness Raising Activities in Bosnia and Herzegovina'. The project was funded by the Development Cooperation Ireland and activities were implemented by IOM Sarajevo, in close cooperation with the Ministries of Health in the Republika Srpska and the Federation of BiH, and international and national organizations in BiH.

The project aimed to assist mobile populations in BiH by decreasing their vulnerability to HIV/AIDS, and thus to support the implementation of the National HIV/AIDS strategy 2004-2009. Through the project 'HIV/AIDS National Capacity Building and Awareness Raising Activities in Bosnia and Herzegovina' the following analysis of mass media outputs related to HIV/AIDS in BiH during 2005 was carried out.

Additionally, in order to highlight the need for preventative action and treatment within mobile populations regarding HIV/AIDS, IOM Sarajevo conducted a pilot Knowledge, Attitudes and Practices (KAP) research. Following this research, IOM Sarajevo coordinated two national HIV/AIDS trainings, in order to build the capacity of local NGOs and the media to address HIV/AIDS issues among mobile populations in BiH, and building awareness and cooperation in activities.

With thanks to IOM Rome for support and input.

1. RESEARCH BACKGROUND

Mass Media and HIV/AIDS

The mass media, as a key source of information for many people, is in an extremely powerful position to shape public opinions and behaviour regarding HIV/AIDS. At an international level, the potential of the media to participate in the global fight against HIV/AIDS has been recognized and, to some extent, harnessed. Many media agencies have been mobilized by organizations such as UNAIDS in order to encourage responsible and constructive media outputs on HIV/AIDSⁱ.

However, reporting on HIV/AIDS can present many challenges for national or local media companies. Media outputs regarding HIV/AIDS risk presenting inaccurate information, increasing stigma attached to social groups or particular behaviour, or violating principles of confidentiality. Ill-informed or irresponsible journalism can lead to reinforcement of misconceptions about HIV/AIDS, rather than contributing towards a better informed public.

Additionally, it is common for HIV/AIDS outputs to solely appear in the media in the context of 'breaking news'. However, there are many cross-cutting issues related to HIV/AIDS which the general public may not be aware of, including poverty, politics, science, gender, mobility and lifestyle. Investigative journalism can heighten public awareness of the wider questions connected with HIV/AIDS, as it is often a political and economic issue in addition to a health concern.

Given the potential influence of the media regarding public awareness and actions related to HIV/AIDS, this research aimed to survey mass media outputs related to HIV/AIDS in Bosnia and Herzegovina during 2005.

Key Issues

Issues for attention were identified by IOM Sarajevo prior to carrying out the media research, following discussion with experts in this fieldⁱⁱ. Key questions to be examined by the research included:

- How often is HIV/AIDS presented in the mass media in BiH, both as the main focus of the output, and as incidental to the main focus?
- How much information about prevention/treatment of HIV/AIDS is delivered through media outputs in BiH?
- How are ethical issues surrounding HIV/AIDS, including confidentiality, stereotyping, and stigmatization, dealt with by the mass media in BiH?
- Does the general public feel that they receive enough information about HIV/AIDS from the media in BiH?
- What recommendations can be made to the media in BiH, in order to improve and / or increase outputs regarding HIV/AIDS?

In order to examine these issues regarding HIV/AIDS and the mass media in BiH through both quantitative and qualitative data, the IOM Sarajevo pilot research contained two research strands:

1. Mass Media Analysis was carried out in order to analyse outputs on the print media and television regarding HIV/AIDS during 2005.
2. Two Focus Groups were designed and held with members of the public and media representatives in order to discuss HIV/AIDS and the mass media, and make recommendations for improving communications regarding HIV/AIDS.

SUMMARY OF RESULTS

a. Mass Media Analysis

It was found that, overall, a very low number of HIV/AIDS related outputs were produced, both in the BiH print media and on the television channels surveyed, during 2005.

1. An extremely low number of articles in BiH print media specifically and seriously dealt with HIV/AIDS news or related information during 2005.

A small number of print outputs, - just **569 articles** across the 11 national publications surveyed throughout 2005 - included keywords HIV / AIDS / SIDA. Furthermore, fewer than half of articles containing keywords HIV/AIDS/SIDA (44.2%) could be considered 'Primary Outputs', i.e. with HIV/AIDS as the main focus of the story. The majority of press outputs (54.7%) were 'Secondary Outputs', in which keywords were mentioned as incidental to the main story.

2. HIV/AIDS issues in the BiH print media were generally covered as part of another story, usually following a specific event or development in the international or, to a lesser extent, national arenas during 2005.

The key topics in relation to HIV/AIDS which were covered through Primary Articles were Global News (48.1%) and News from Bosnia and Herzegovina (24.4%). Additionally, Primary Articles covered stories related to Science, South Eastern Europe and Social/Behavioural information. This is unsurprising, as it was anticipated that the majority of 'breaking news' concerning HIV/AIDS would be general news in countries outside BiH and the region of South East Europe.

3. The basic integrity of the majority of journalists in BiH was maintained when presenting HIV/AIDS in the print media during 2005.

Investigation into the 'tone' of journalism presented an encouraging picture of HIV/AIDS presentation, when covered in the print media. Across both Primary and Secondary Articles, just 0.4% were considered to present HIV/AIDS using a

'negative' tone. The majority of articles (88.4%), therefore maintained neutrality when presenting HIV/AIDS, and 10.9% presented HIV/AIDS with open sympathy or support towards those living with HIV/AIDS.

4. A significant number of print media outputs related to O. P. in 2005 violated Privacy Article 9 of the 1999 Press Code

However, examination of some Secondary Articles introduces an issue of concern. 15.4% of Secondary Articles were related to the case of a victim of trafficking and sex worker (hereafter referred to as 'O. P.') who died in Mostar, in 2005. All articles regarding this case reported her name, violating the principle of Privacy, as laid out in Article 9 of the BiH national Press Code (1999)ⁱⁱⁱ.

5. There was little investigative or in-depth broadcast journalism regarding HIV/AIDS in BiH, leading to production of a television series on the topic.

Regarding television output during 2005, only one specific commercial/television series focusing on HIV/AIDS could be found, in the form of an information campaign designed by a national sexual health NGO.

6. World AIDS Day 2005 (1st December) was marked by a minor increase in coverage of HIV/AIDS in print media, and a number of broadcast outputs in BiH.

World AIDS Day (1st December 2005) was marked by a small increase in press outputs, as 20 articles (3.51% of total articles) were identified as containing keywords on this day. Television outputs were surveyed in more detail on this day, and this revealed a small number of outputs on World AIDS Day: a total of 205 minutes across surveyed channels was dedicated to HIV/AIDS^{iv}.

b. Focus Groups

Participants in the two focus groups carried out by IOM Sarajevo felt that, overall, their knowledge of HIV/AIDS issues, transmission and treatment was adequate. However, a number of participants stated that they would like to receive more information on HIV/AIDS, specifically on transmission/ treatment methods and prevention.

All participants agreed that the media are extremely important and play a very important role in influencing people.

Participants generally agreed that the number of infected people is bigger than the media present, although they commented that the media just publishes what it receives from its sources.

Respondents indicated the importance of having real life examples in the media, in order to find out the 'real story' from people living with HIV/AIDS.

Participants noted the increase of information regarding HIV/AIDS in the BiH media on World AIDS Day 2005.

In both focus groups, respondents identified that people talk more about HIV/AIDS on 1st December. However, participants considered that this was inadequate, and awareness should also be high during the rest of the year.

RECOMMENDATIONS

Based upon this media research and the training organized by IOM for media representatives, NGOs and governmental representatives (entitled "Mass Media and HIV/AIDS: Informing Attitudes and Behaviour" and held in Vlasica on 7-8 June 2006), the following recommendations can be made:

1. Media Trainings

Extensive core 'HIV/AIDS and Reporting' trainings are needed for a wide range of journalists in BiH. Three key factors point to the necessity for widespread general HIV/AIDS trainings for journalists:

- a. the large number of media agencies and therefore high number of journalists in BiH who may report on HIV/AIDS.
- b. high turnover of staff in many media agencies, particularly at the level of reporters, meaning that knowledge gained about HIV/AIDS may easily be lost.
- c. likelihood that journalists in BiH, particularly in small agencies / companies, will not specialize in one particular field of reporting. Thus it is likely that journalists may report on HIV/AIDS in the BiH media with no particular knowledge of this area.

It is essential that basic information for journalists about HIV/AIDS, including aspects of investigative reporting, new angles for reporting and ethical approaches towards HIV/AIDS in the media, be widely shared through targeted trainings.

Additionally, the negative impact of violations of the national Press Code, demonstrated by treatment of the case of O.P during 2005, must be tackled in collaboration with journalists, in order to demonstrate the significance of irresponsible journalism.

2. National Roundtables / Conferences with Key Actors

In order to develop a sustainable, responsible approach towards reporting on HIV/AIDS issues within the media in BiH, cooperation between NGOs, media and national / entity level government in BiH can be strengthened.

Through meetings, roundtables and conferences at the national level, relationships can be built up between companies, organizations and institutions.

The independent position of the media when reporting on HIV/AIDS issues must not be jeopardized. However, through better cooperation and sharing of information between media, NGOs and governmental actors, wider and more effective public awareness regarding the disease can be facilitated.

3. Learning from International Best Practice

International initiatives such as the Global Media Initiative demonstrate the possibility for journalists to be part of the global fight against HIV/AIDS. Actions under this Initiative have involved the coordinated actions of a number of media companies.

It is recommended that there is effort made to encourage BiH media agencies to join the Global Media AIDS Initiative; additionally, journalists should be encouraged to learn from international best practice in terms of HIV/AIDS reporting.

2. MASS MEDIA ANALYSIS 2005

The Mass Media Analysis comprised three key research areas in order to comprehensively analyze media outputs related to HIV/AIDS throughout 2005:

- Print Media throughout 2005
- Television Outputs focused on HIV/AIDS throughout 2005
- Print and Television Outputs on World AIDS Day (1st December 2005)

All analysis was carried out by Mareco Index Bosnia (MIB), a market research company, following provision of research guidelines by IOM Sarajevo⁴. All research results were presented to IOM Sarajevo by MIB, including analysis in the form of an Excel spreadsheet and copies of all found articles/broadcasts during 2005 for further examination. On the basis of MIB reports, IOM Sarajevo compiled results into a summarized analysis.

a. PRINT MEDIA THROUGHOUT 2005

Methodology

The Print Media Analysis was carried out through consultation between the IOM and Mareco Index Bosnia (MIB) Market Research Company. Having confirmed the methodology for the analysis with IOM Sarajevo, MIB carried out an initial analysis, examining all articles within all editions of selected publications in BiH throughout 2005 for keywords.

All articles in relevant publications were scanned for the keywords:

- HIV
- AIDS
- SIDA

Articles in which keywords were found are hereafter referred to as 'keyword articles'

Following the identification of relevant articles, they were categorized according to key basic indicators provided by IOM Sarajevo (see Annex 1)^v. Copies of all articles were provided to IOM Sarajevo for deeper analysis.

Press outputs for the period from 01/01/05 - 31/12/05 were analyzed from the following publications:

Daily Newspapers:

- Dnevni Avaz
- Oslobodjenje
- Jutarnje
- Nezavisne novine
- Dnevni list

Weekly Publications:

- Slobodna Bosna
- Dani
- Novi reporter
- Azra
- Max magazine

Fortnightly News Magazines:

- Gracija

Results

i. Breakdown of Total Articles

569 articles containing the keywords HIV/AIDS/SIDA were found in the print media sampled during 2005.

An overall analysis of all keyword press articles was initially carried out, in order to determine rates per newspaper, per month, location within the newspaper of related articles and average article size. Keyword articles were additionally assessed in order to determine whether the tone of the article was 'negative', 'neutral' or 'positive' towards HIV/AIDS.

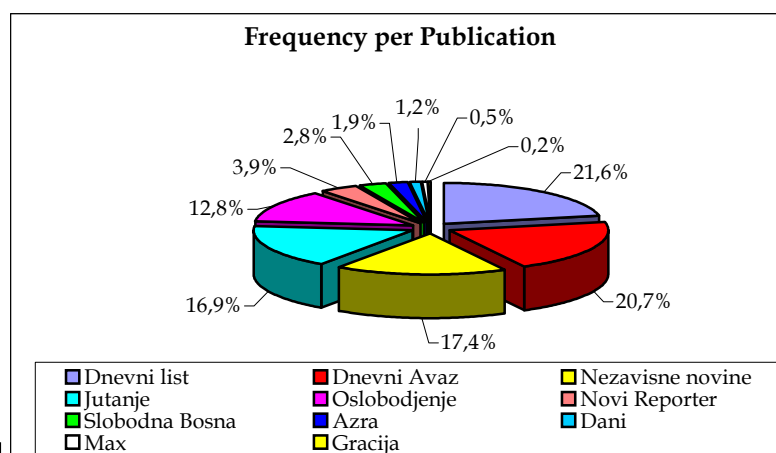
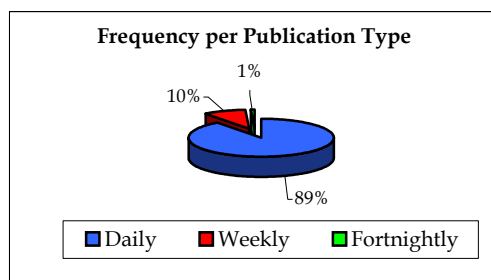
Publication

The majority of keyword articles regarding HIV/AIDS were found within the five daily newspapers; together the dailies contained 89.6% (n=510) of all identified articles.

Dnevni List published the highest number of keyword articles containing the keywords of any single publication during 2005 (21.6% of total keyword articles/n=123). This was followed by

Dnevni Avaz (20.7%/n=118), Nezavisne novine (17.4%/n=99), Jutanje (16.9%/n=96) and Oslobodjenje (12.8%/n=73).

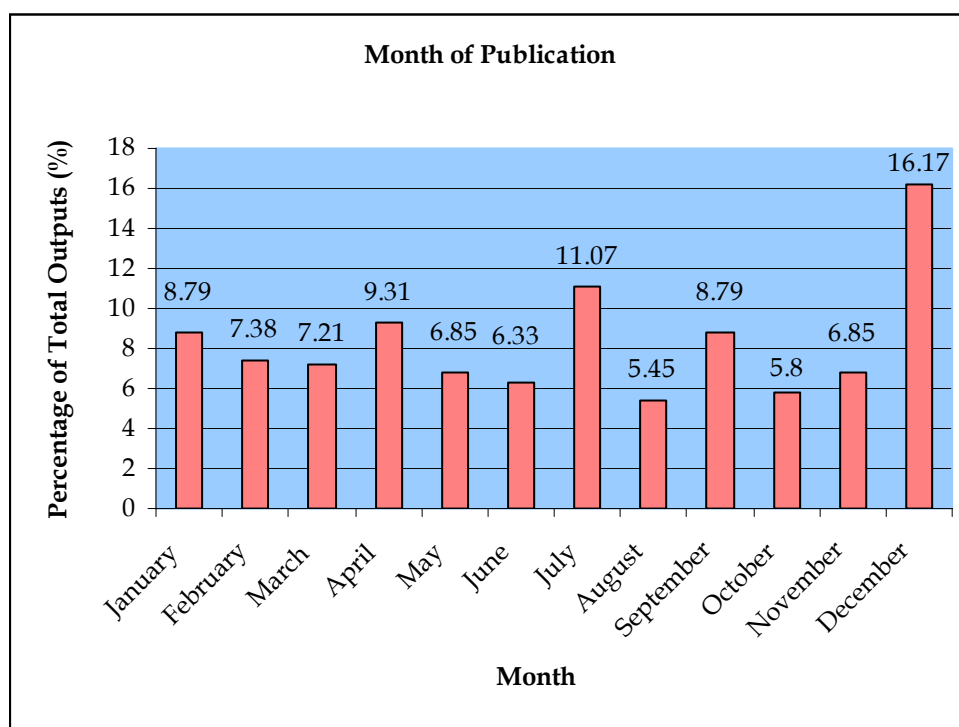
Weekly publications Novi Reporter, Slobodna Bosnia, Azra, Dani and Max contained a total of 9.7% (n=55) keyword articles. 0.7% of total keyword articles (n=1) were identified within the fortnightly magazine, Gracija.



Occurrence per Month

The highest number of keyword articles occurred during December 2005 (16.17%/n=92). There was a significantly higher rate during December than November, when just 6.85% (n=39) of annual outputs were recorded. The rise in relevant articles during December can be partially attributed to outputs on or related to World AIDS Day (December 1st 2005). Twenty articles containing keywords were published on World AIDS Day alone.

The second highest recorded rate of keyword articles was during July 2005, during which 11.07% (n=63) of total keyword articles were published. This rise in keyword outputs may be attributed to a criminal trial related to O. P. in Bosnia and Herzegovina^{vi}, which was covered by a number of articles containing reference to HIV/AIDS.



Average column space per article (cm²)

The average size of keyword articles in BiH publications surveyed throughout 2005 was **228.36 cm²**.

Average daily print output regarding HIV/AIDS

The average daily output of keyword articles across BiH publications surveyed throughout 2005 was **1.5 articles**.

Placement of Keyword Articles in Publications

The placement of keyword articles within publications was analyzed in order to assess how often HIV/AIDS stories are 'headline news'. Following the first ten pages, pages were grouped into blocks of 10, in order to indicate the spread of HIV/AIDS stories throughout newspapers.

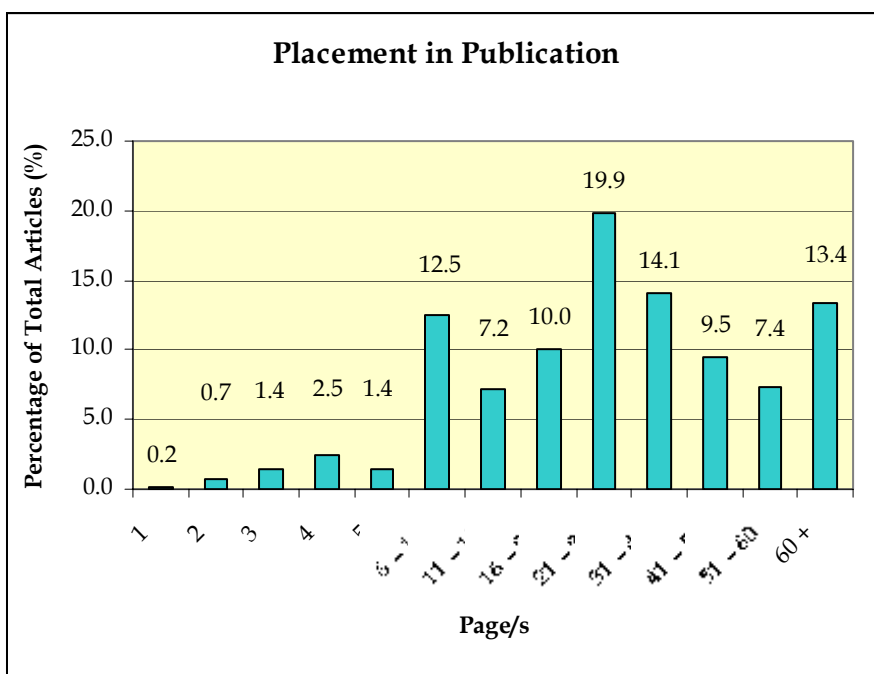
During 2005 there was just one front-page article containing keywords HIV / AIDS / SIDA, located in Dnevni Avaz (0.18%^{vii}). This article was not specifically about HIV/AIDS, but contained information on some different diseases affecting children, and HIV was included as a relevant disease.

Four articles regarding HIV/AIDS/SIDA were found on page two of the publications surveyed. However, only one of these articles was specifically about HIV/AIDS, and examined public perceptions of the disease in Bosnia and Herzegovina^{viii}. The remaining three articles mentioned HIV/AIDS only

incidentally, in the context of another story. These articles cannot be considered significant as regards presentation of HIV/AIDS.

The placement of keyword articles throughout publications was dependent on each newspaper's own internal organization of material, as some publications have sections towards the rear of the newspaper dedicated to investigative or in-depth reports on specific issues, including health. The largest concentration of keyword articles - 19.86% (n=113) articles - was found between pages 21 and 30 of publications. A further 14.06% (n=80) of articles were located between pages 31 and 40. In total almost two thirds of articles (64.1%/n=365) appeared in publications after page 20.

The results of this assessment indicate that HIV/AIDS was rarely 'headline news' in BiH print media during 2005.

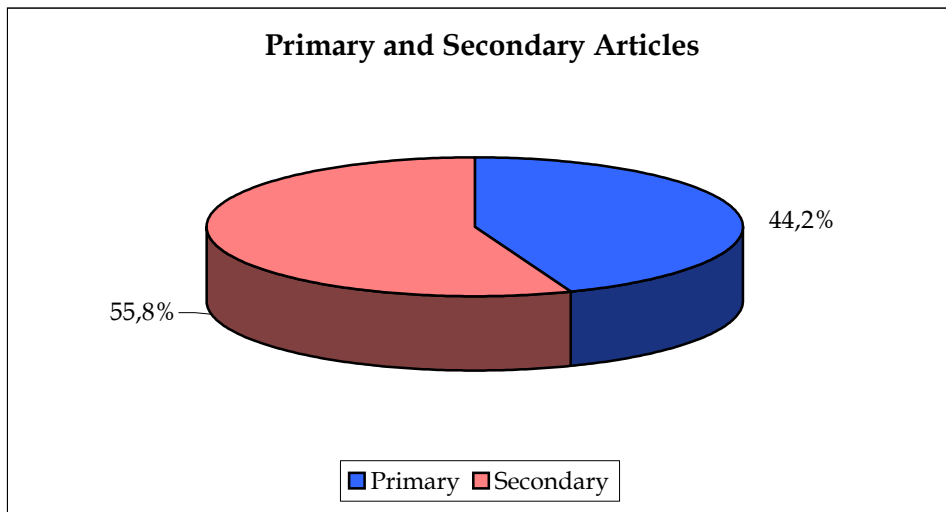


ii. Further Analysis

Articles containing keywords HIV/AIDS/SIDA were divided into Primary and Secondary Articles according to whether the main subject of the article was HIV/AIDS or whether HIV/AIDS was incidental to the main story.

Primary Articles: 43.3% (n=258)
articles: HIV/AIDS was the main subject
of the article.

Secondary Articles: 54.7% (n=311)
articles: HIV/AIDS appeared as incidental
to the main story, and keywords may have
been used as little as once throughout the
article.

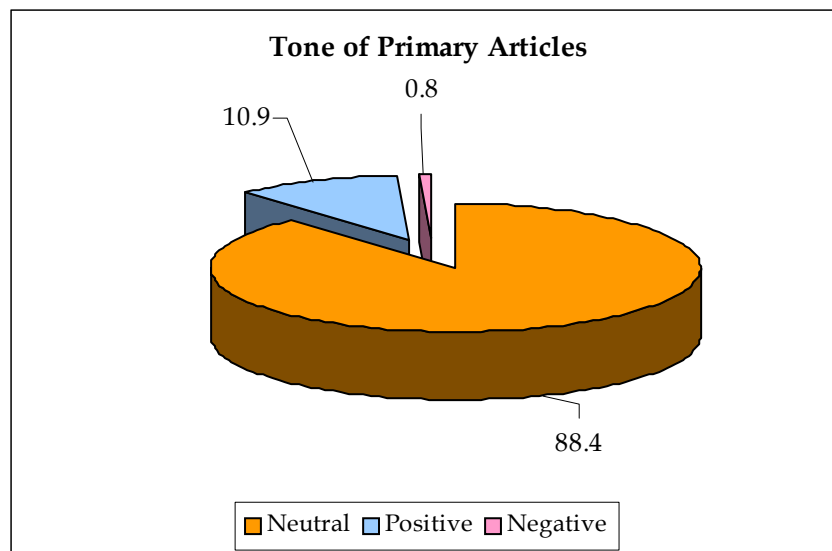


PRIMARY ARTICLE ANALYSIS

The 258 Primary Articles regarding HIV/AIDS were analyzed, in order to identify their focus, content and tone. Articles were categorized according to general topic, and then examined to evaluate the specific information which they provided about HIV/AIDS.

Tone of Primary Articles^{ix}:

- **228 (88.4% Primary Articles)** were judged to be neutral in their presentation of information regarding HIV/AIDS. This means that the vast majority of articles presented information without indicating any personal opinion of the author towards the subject matter.
- **28 (10.9%)** articles were judged to have presented information about HIV/AIDS in a 'positive' manner. This means that a minority of articles, then, presented information on HIV / AIDS whilst taking distinctly supportive or sympathetic tone towards the subject matter, including those living with HIV/AIDS.
- **2 (0.8%)** were judged to have presented information about HIV/AIDS in a negative manner. This means that a small minority of articles, presented information whilst taking a destructive, disapproving, or accusatory tone towards the disease and/or those living with HIV/AIDS.

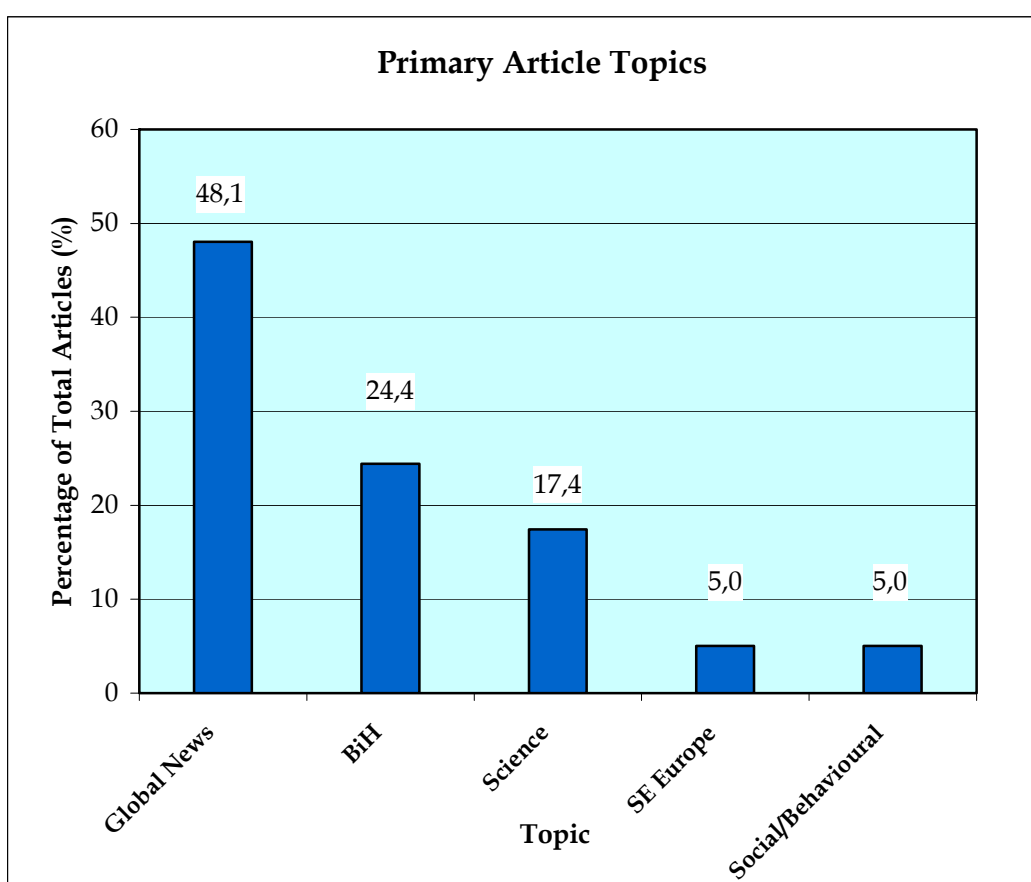


Topic

Articles were categorized according to the subject of the article. The following categories were used: Global News, News from South Eastern Europe^x, News from Bosnia and Herzegovina, Science, and Social/Behavioral.

It can be seen from the analysis that the majority of Primary Articles concerned Global News (48.1%), followed by national

news related to HIV/AIDS in Bosnia and Herzegovina (24.4%). Scientific articles related to HIV/AIDS comprised over a quarter of Primary Articles (17.4%), whilst 5% presented relevant news from South Eastern Europe. Finally, articles covering Social/Behavioral issues or information related to HIV/AIDS made up the remaining 5% of surveyed articles.



Topic

- **Global News**

124 Primary Articles (48.1%) concerned international actions/events or research, including foreign studies or statistics, governmental and non-governmental actions related to HIV/AIDS. Headlines included: 'AIDS is the most powerful weapon of mass destruction'^{xi}, 'China tests HIV vaccines on people'^{xii}, 'AIDS attack on Honduras'^{xiii} and '\$500 penalty for Indonesians if they don't use condoms'^{xiv}

- **News from Bosnia and Herzegovina**

63 Primary Articles (24.4%) regarded events or stories regarding HIV/AIDS and Bosnia and Herzegovina. Headlines included 'There is no evidence of HIV infected people in Mostar'^{xv}, 'Officially 101 infected people, unofficially 400'^{xvi}, 'B&H asks 14 million dollars for fight against AIDS and TB'^{xvii} and 'Resources are urgently needed for fight against AIDS'^{xviii}.

- **Science**

45 Primary Articles (17.4%) regarded scientific discoveries or speculations related to HIV/AIDS, including headlines such as 'New kind of AIDS is discovered'^{xix}, 'Animal gene is key in fight against AIDS'^{xx}, 'Chimpanzee is salvation for AIDS'^{xxi}, and 'The most bizarre way to treat AIDS'^{xxii}.

- **News from South Eastern Europe**

13 Primary Articles (5%) concerned regional (SEE) events or discoveries regarding HIV/AIDS, including headlines such as 'Homosexual in Croatia spread HIV on purpose'^{xxiii}, and 'Night testing on HIV is free [in Belgrade]'^{xxiv}

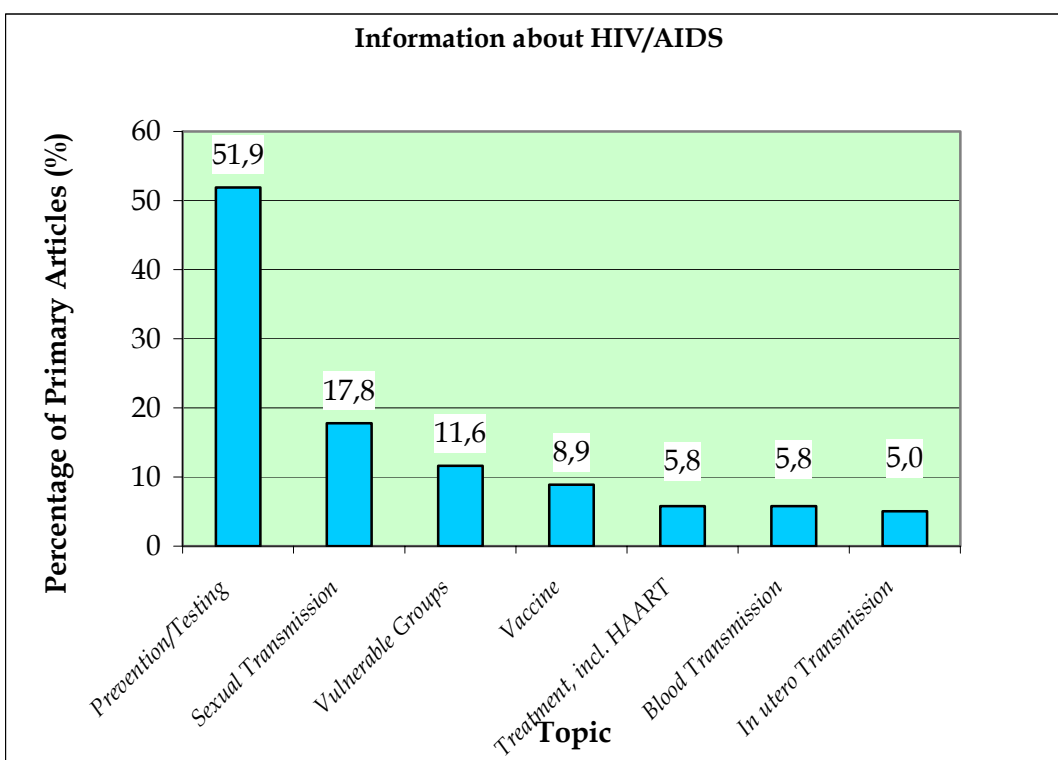
- **Social/Behavioral**

13 Primary Articles (5%) concerned social or behavioral aspects of or speculations regarding HIV/AIDS, including headlines such as 'AIDS can't be transmitted by kissing'^{xxv}, 'Circumcising is more effective than a vaccine for AIDS'^{xxvi}, 'Responsible sexual behavior'^{xxvii} and 'Is oral sex safe sex?'^{xxviii}.

Information about HIV/AIDS

All Primary Articles were further analyzed regarding the information which they provided about HIV/AIDS, including: prevention of/testing for HIV, HIV transmission (sexual, blood and *in utero* transmission routes), vulnerable groups, vaccine development, and treatment including HAART^{xxix}. Some articles included information on more than one aspect of HIV/AIDS.

It could be seen from this analysis that over half of the Primary Articles (51.9%) provided information related to prevention/testing methods, including condoms, or facilities (including clinics etc). Sexual transmission, as the most common route of infection, is the most directly mentioned transmission route (17.8%), in comparison to transmission through blood (5.8%) and *in utero* transmission (5%). 11.6% articles made reference to vulnerable groups in the context of HIV/AIDS.



Information about HIV/AIDS

- **Prevention of/Testing for HIV**

134 Primary Articles (51.9%) provided information about prevention of HIV transmission, including practical information about the use of condoms. Additionally in this category were articles which provided details regarding testing for HIV, including clinics, research and facilities.

- **Sexual Transmission Route**

46 Primary Articles (17.8%) provided information about the possible sexual transmission route of HIV, including details of how transmission may occur, or covering stories with a focus on sexual transmission of HIV.

- **Vulnerable Groups**

30 Primary Articles (11.6%) provided information about groups which may be vulnerable to HIV infection, including among such groups: drug users, children, men who have been circumcised and other possibly vulnerable groups.

- **Vaccine Development**

23 Primary Articles (8.9%) provided information about the search for a vaccine against HIV, or the possible discoveries of such a vaccine.

- **Blood Transmission Route**

15 Primary Articles (5.8%) provided information about the possible blood transmission routes of HIV including details of how transmission may occur, or covering stories with a focus on sexual transmission of HIV.

- **Highly Active Anti Retroviral Therapy (HAART)**

15 Primary Articles (5.8%) provided information about HAART treatment for HIV.

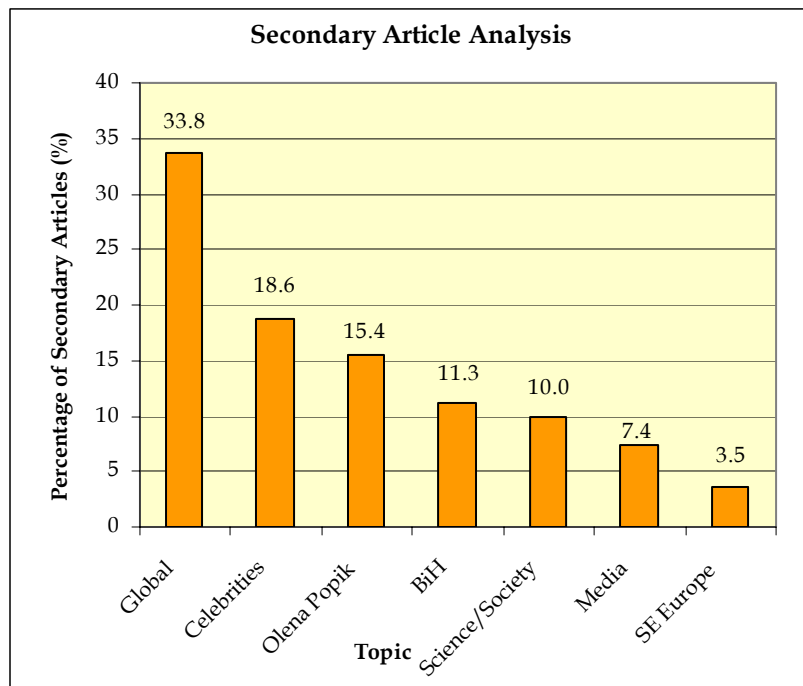
- **In Utero Transmission Route**

13 Primary Articles (5%) provided information about the possible *in utero* transmission route of HIV.

SECONDARY ARTICLE ANALYSIS

In total, 311 Secondary Articles (55.8% of total articles) were found throughout analyzed publications in 2005, in which keywords HIV/AIDS/SIDA appeared as incidental to the main story. Such articles did not include wider information related to HIV/AIDS, but mentioned it in the context of as part of a wider news story, or within other information regarding health

issues. The range of topics included was wider than that of Primary Articles; articles were divided according to topic as follows: Global News, News from South Eastern Europe, News from Bosnia and Herzegovina, International Celebrities, O. P.^{xxx}, Science and Society and Media Events/Outputs.



- **Global News**
105 Secondary Articles (33.8%) mentioned HIV/AIDS in the context of international actions/events, including politics, economics and social news.
- **Celebrities**
58 Secondary Articles (18.6%) mentioned HIV/AIDS in the context of stories regarding a range of international celebrities, including charity events and fundraisers. Included in this category were 18 articles specifically concerned with Hollywood actress Angelina Jolie, and her adoption of a baby whose mother had reputedly died from AIDS.
- **O. P.**
48 Secondary Articles (15.4%) mentioned HIV/AIDS in the context of the case of O.P. The full name of O.P. was written in all articles.
- **News from Bosnia and Herzegovina**
35 Secondary Articles (11.3%) mentioned HIV/AIDS as part of a wider story or information related to Bosnia and Herzegovina.
- **Science and Society**
31 Secondary Articles (10%) mentioned HIV/AIDS within articles related to society, science or health in general.

- **Media Events/Outputs**

23 Secondary Articles (7.4%) mentioned HIV/AIDS as part of an article reporting about other media events and/or outputs.

- **News from South Eastern Europe**

11 Secondary Articles (3.5%) mentioned HIV/AIDS as part of a story related to South Eastern Europe, including crime stories.

b. TELEVISION OUTPUTS FOCUSED ON HIV/AIDS IN 2005

Methodology

Television outputs throughout 2005 were analyzed in order to identify any specific commercials or programme series specifically dedicated to HIV/AIDS. The programmes and commercials shown on television channels BHT, FTV, RTRS, OBN, PINK BH, NTV HAYAT and Mreza Plus were all assessed throughout 2005 under this research. Identified outputs were recorded by Mareco Index Bosnia for further analysis by IOM Sarajevo.

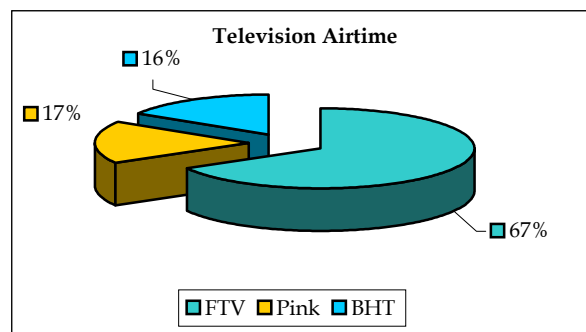
Unfortunately, due to the short timescale of the research and the high demands of such investigation, a more in-depth television analysis could not be conducted throughout 2005.

Results

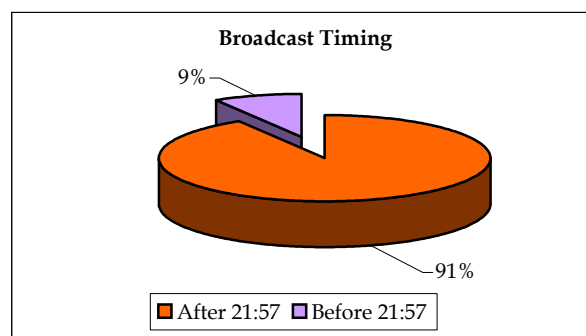
It was found that just one relevant output, which was solely concerned with HIV/AIDS, could be identified among the targeted channels throughout 2005. The broadcast was a specific commercial regarding HIV/AIDS, devised and commissioned by Mladi protiv SIDE, a sexual health organization based in the Republika Srpska. The campaign was a 43-second awareness raising broadcast entitled 'Stop AIDS'.

There were 81 showings of the 'Stop AIDS' commercial, which ran for a total of 3,483 seconds, 58.05 minutes, between 7/07/05 – 31/08/05. Three television channels aired the commercial, and airtime was divided as follows:

- FTV: 54 showings (66.67% total airtime)
- BHT1: 13 showings (16.05% total airtime)
- Pink BiH: 14 showings (17.28% total airtime)



The majority (91.36%) of showings were aired after 21:57 in the evening. The remainder of broadcasts (8.64%) were screened before 21:57.



In terms of audience ratings for the commercial, the total Gross Rating Point (GRP) for all channels was 269.28. This means that the average viewer watching the three television channels which were airing the commercial at this time was likely to have seen the commercial three times^{xxxi}.

c. WORLD AIDS DAY (1ST DECEMBER 2005) ANALYSIS

Print and broadcast outputs mentioning HIV/AIDS/SIDA were analyzed and recorded during World AIDS Day (1st December 2005).

Media outputs on television stations (BHT, FTV, RTRS, OBN, PINK BH, NTV HAYAT and Mreza Plus) and print media (Dnevni Avaz, Oslobodjenje, Jutarnje,

Nezavisne novine, Dnevni list, Slobodna Bosna, Dani, Novi reporter, Azra, Max magazine and Gracija) were examined for mention of HIV/AIDS/SIDA on World AIDS Day (December 1st 2005). Media outputs were then compared to annual trends to note possible differences in reporting on this day.

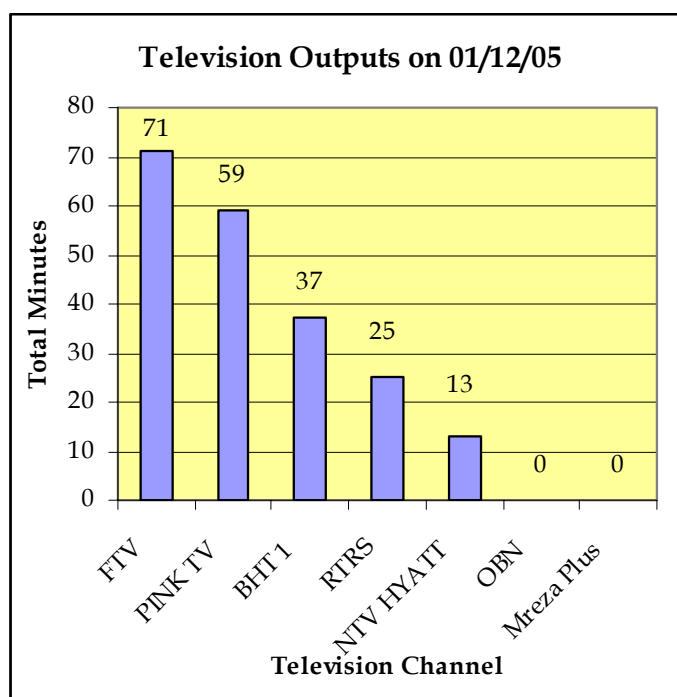
i TELEVISION OUTPUTS ON 1/12/05

The broadcast outputs of television channels BHT 1, FTV, RTRS, OBN, PINK BH, NTV HAYAT and Mreza Plus were analyzed for keywords throughout World AIDS Day 2005. Five channels (BHT 1, FTV, RTRS, PINK BH and NRV HAYAT) showed features or reports featuring the keywords HIV/AIDS/SIDA. However, two channels which were targeted through the research (OBN and Mreza Plus) were found to have made no reference to HIV/AIDS throughout the day's programming.

Programme Details

Features/reports/programmes regarding HIV/AIDS which lasted for at least one minute totaled 205 minutes (3 hours and 42 minutes in total). Three additional incidences lasted less than one minute. These programmes included one 52 minute programme entitled 'Child Rape'^{xxxii}, and one 40 minute 'Balkan Net' feature regarding HIV/AIDS^{xxxiii}.

Reports/features related to HIV/AIDS were found in the morning, throughout the day and in the early evening.



PINK BiH

Six programmes featured information about HIV/AIDS.

The total output regarding HIV/AIDS on PINK BiH was 59 minutes:

- BALKANNET:
09:10 - 09:50 (40 minutes) Programme about HIV/AIDS
- SARAJEVO ONLINE:
13:08 - 13:13 (5 minutes) Programme about HIV/AIDS
- MADE IN BANJA LUKA:
13:21 - 13:22 (1 minute)
- SARAJEVO ONLINE:
15:09 - 15:15 (6 minutes) Programme about HIV/AIDS
- MADE IN BANJA LUKA:
15:26 - 15:31 (5 minutes)
- INFOTOP:
18:07 - 18:09 (2 minutes) Report

BHT 1

Three programmes on BHT 1 included features/reports regarding HIV/AIDS.

The total output regarding HIV/AIDS on BHT 1 was 37 minutes:

- JUTARNJI (MORNING) PROGRAMME:
06:59 (under 1 minute) Report about HIV/AIDS, HIV/AIDS mentioned in the news
07:35 - 07:48 (13 minutes) World AIDS Day reports followed by a studio guest
08:00 - 08:02 (2 minutes) Report regarding World AIDS Day in the News
- NEWS
13:08 - 13:13 (5 minutes) Reports about HIV/AIDS, featuring promotional materials and interview with doctor about HIV/AIDS
- IN PULS
17:27 - 17:44 (17 minutes) Programme about HIV/AIDS, studio guest

RTRS

Two programmes featured information about HIV/AIDS. The total output regarding HIV/AIDS on RTRS was 25 minutes:

- JUTARNJI (MORNING) PROGRAMME:
07:00 - 07:01 (1 minute) Report
08:00 - 08:00 (under 1 minute) Mention of children in Africa
08:21 - 08:30 (9 minutes) Studio guest
08:36 - 08:41 (5 minutes) Studio guest
- P.S. O SVEMU
18:00 - 18:10 (10 minutes)

FTV

Five programmes featured information about HIV/AIDS. The total output regarding HIV/AIDS on FTV was 71 minutes:

- EXTRA:
 - 11:35 - 11:37 (2 minutes) Report and survey on the street
 - 11:55 - 11:55 (under 1 minute) Announcement for Child Rape programme
- NEWS
 - 15:04 - 15:10 (6 minutes) Survey on the street
- CHILD RAPE
 - 15:10 - 16:02 (52 minutes) Programme about HIV positive children
- FEDERATION TODAY
 - 17:12 - 17:19 (7 minutes) Programme about HIV/AIDS
- DNEVNIK
 - 19:50 - 19:54 (4 minutes) Reports, doctors talk about HIV/AIDS

NTV Hyatt

Three programmes featured information about HIV/AIDS. The total output regarding HIV/AIDS on NTV Hyatt was 13 minutes:

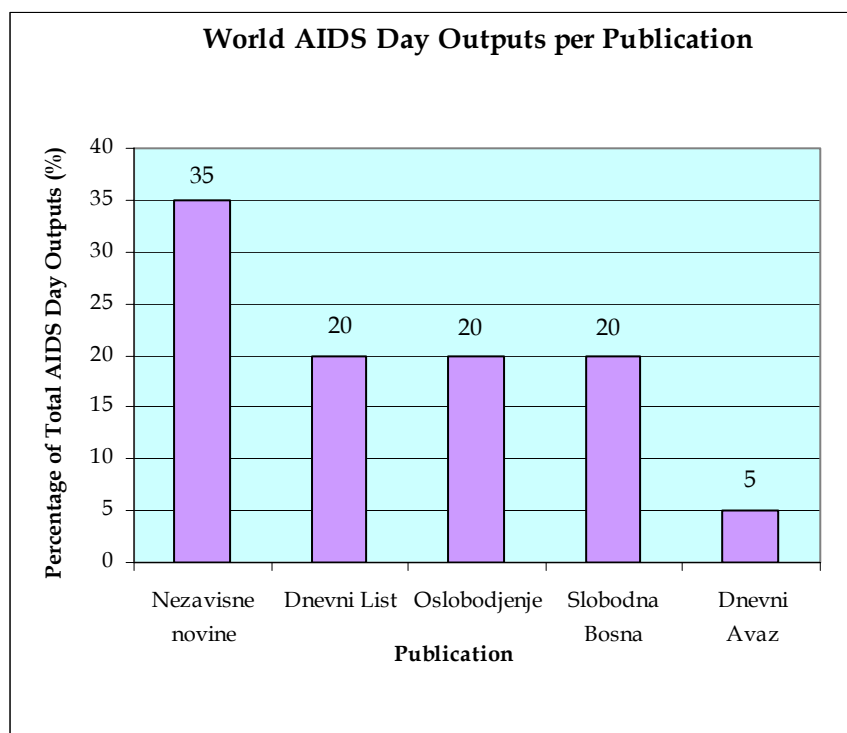
- NEWS
 - 17:06 - 17:09 (3 minutes) Reports about HIV/AIDS, promotional material
- NEWS at 7
 - 19:25 - 19:27 (2 minutes)
 - 19:30 - 19:33 (3 minutes) Survey on the street, promotional materials
- SPORT CENTER
 - 19:56 - 20:01 (5 minutes) Sign for HIV/AIDS as logo, HIV positive children

ii PRINT MEDIA OUTPUTS ON 1/12/05

Twenty articles, both Primary and Secondary Articles, containing the keywords HIV/AIDS/SIDA were published on 1st December 2005 among the publications which were targeted through the Mass Media Analysis (Dnevni Avaz, Oslobodjenje, Jutarnje, Nezavisne novine, Dnevni list, Slobodna Bosna, Dani, Novi reporter, Azra, Max magazine and Gracija)

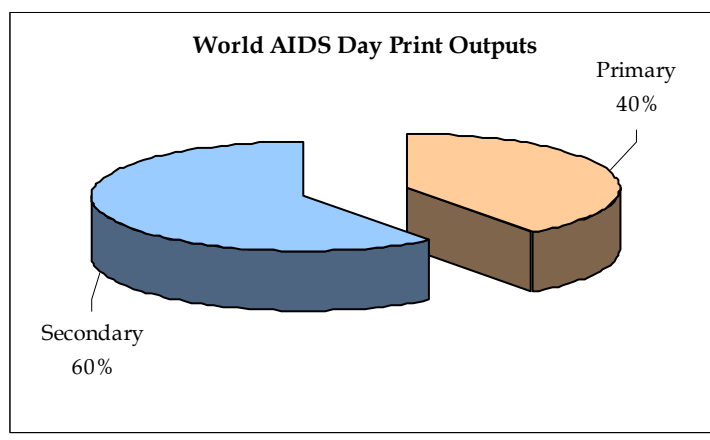
From these results it can be seen that 80% (n=16) of articles were from daily newspapers, and the remaining 20% (n=4) articles were from weekly publications.

- **Nezavisne novine** 7 keyword articles (35% print articles on 1/12/05) published
- **Dnevni List** 4 keyword articles (20%): published
- **Oslobodjenje** 4 keyword articles (20%): published
- **Slobodna Bosna** 4 keyword articles (20%): published
- **Dnevni Avaz** 1 keyword article (5%): published



The majority of keyword articles on World Aids Day were Secondary Articles (60%/n=12); 40% (n=8) were Primary Articles. Five Primary Articles on World AIDS Day covered global news in relation to HIV/AIDS, two Primary Articles concerned HIV/AIDS in Bosnia and Herzegovina, and one was related to science and HIV/AIDS.

As only 20 keyword articles in total, both Primary and Secondary, were found on 1/12/05 in the sampled media, it can be concluded that World AIDS Day is not heavily reported in the BiH media. However, these findings can be compared to the average daily output regarding HIV/AIDS in the mass media in BiH. Article output on 1/12/05, although a small number in total, increased by 13.3% from the average daily output during 2005^{xxxiv}.



3. FOCUS GROUPS

In order to lend qualitative depth to the technical analysis of mass media outputs related to HIV/AIDS during 2005, two focus groups were carried out in Bosnia and Herzegovina regarding mass media and the availability of information about HIV/AIDS. The focus groups intended to ascertain the perceptions among the public in both the Republika Srpska and the Federation of Bosnia and Herzegovina regarding issues of the mass media and HIV/AIDS.

Aims

The focus groups intended to gather information regarding participant perceptions of:

- their own knowledge regarding HIV transmission, treatment and prevention methods.
- HIV/AIDS as a concern in South Eastern Europe and BiH in particular.
- the accuracy of information regarding HIV/AIDS in BiH
- whether information received through the mass media in BiH regarding HIV/AIDS is considered to be satisfactory.
- whether information received through the mass media in BiH regarding HIV/AIDS is associated with particular social groups or rather with types of behaviour.
- whether they receive information on HIV/AIDS through other sources as well as the media.
- whether participants were aware of World AIDS Day (December 1st 2005).
- whether information received by participants in general regarding HIV/AIDS is satisfactory for their interests or to affect their attitudes or behaviour in any way.
- whether participants are aware of general HIV/AIDS services in their communities.
- feelings regarding the targeting of HIV/AIDS by local politicians or NGOs.
- what they feel could be done, on a national or local level, to tackle HIV/AIDS issues.

a. Methodology

Two focus groups were held in the two largest cities in the Federation and Republika Srpska in BiH, Sarajevo and Banja Luka. Groups comprised, as far as possible, a representative cross section of the population and actors related to HIV/AIDS and the mass media. The focus groups were carried out by Mareco Index Bosnia (MIB), according to criteria and outline provided by IOM Sarajevo (See Annex 2). Consultations were carried out prior to the research in order to ensure that activities would closely follow the structure and aims specified by IOM Sarajevo. A focus group guide outlining key questions on which to direct the discussion was produced for the focus group moderator, in English and Bosnian language.

Participants did not receive financial remuneration for their participation – however, each participant was provided with an information booklet entitled: ‘Overview of HIV/AIDS in South Eastern Europe’, produced by IOM in cooperation with UNICEF.

Additionally each participant received a notebook produced under the Counter-Trafficking awareness-raising campaign PARC run by IOM Sarajevo in 2005. All discussions were held on appropriate premises, with audio and video recording. A full transcript was provided to IOM Sarajevo by MIB.

It was found that the discussion among participants from both groups produced extremely similar discussions, and that participants from both groups gave similar answers to the questions. The results of both focus groups have therefore been compiled in order to clearly present the outcomes of group discussions.

Focus group discussions were held during the period 3 – 4 February 2006. Composition of the two groups was as follows:

Banja Luka

- 13 participants
- 4 males and 9 females
- participants comprised:
 - 2 female secondary school pupils (aged 16 - 19)
 - 1 male secondary school pupil (aged 16 - 19)
 - 2 female students (aged 20-25)
 - 2 male students (aged 20-25)
 - 1 employed female (aged 35-40)
 - 1 unemployed male (aged over 50)
 - 1 female TV journalist¹
 - 1 female print media journalist¹
 - 1 female pharmacist¹
 - 1 female doctor¹¹

Sarajevo

- 8 participants
- 5 males and 3 females
- participants comprised¹:
 - 1 male student (aged 20 - 25)
 - 1 female student (aged 20 - 25)
 - 1 unemployed male (aged 25 - 26)
 - 1 female teacher (age 25 - 40)
 - 1 male radiologist (aged over 50)
 - 1 male TV journalist¹
 - 1 female pharmacist¹
 - 1 male NGO educator¹

b. Results

1. Knowledge about HIV/AIDS

Participants generally answered that their knowledge about HIV/AIDS was 'medium'. It was stated that if people want to find information about HIV/AIDS they could look at related Internet sites. It was also noted that NGOs play an extremely important role in informing the public about HIV/AIDS. A secondary school pupil (Banja Luka) indicated that the Ministry of Health also gives information on these issues. Following this, a discussion began among participants regarding possibilities for further information regarding HIV/AIDS education among the public. Participants concluded that people think that "such a thing simply can't happen to them". Participants noted that their concern grew when they heard about the case of O.P. from Mostar.

2. HIV/AIDS in South Eastern Europe and Bosnia and Herzegovina

Participants from both groups indicated that HIV/AIDS is not only a growing concern in South Eastern Europe but also in Bosnia and Herzegovina and across the world. They indicated that it is an area of growing concern in this region as these countries are in transition and as a result there is corruption, human trafficking and other related problems. They were aware that the number of infected individuals increases each year.

Participants mentioned that HIV/AIDS is a growing concern in BiH. Discussing the reasons why, participants mentioned the different ways in which HIV/AIDS can be transmitted, including blood transfusions. A female journalist from Banja Luka indicated that people are thinking about HIV/AIDS because of their children, or young people when they start a new relationship. However, she noted that the dominant mentality of people in BiH precludes their asking their boyfriend or girlfriend "Please go and test yourself".

3. Information about HIV/AIDS

Participants generally indicated that they found themselves to be well informed about HIV/AIDS. Most of the participants were involved in some project related to HIV/AIDS in some way.

A journalist from Sarajevo said that citizens in BiH are not well informed about HIV/AIDS and that they do not distinguish between AIDS, HIV positive and HIV negative. A woman from Sarajevo said that she had started to think and inform herself about HIV/AIDS following the death of a friend from the disease: "After my friend died from AIDS I started to search for information in books, on the Internet, to talk with my friends and I became aware that this happens to us and it is not presented only in movies with Richard Geer as the main actor".

Participants in Banja Luka indicated that they had received statistical data regarding the number of people infected and what the effects of AIDS are on people. A print media journalist from Banja Luka said that they publish the information that they receive from their sources, which is usually just statistical data. She emphasized that it was sad that they did not often receive the 'life stories' of people who are HIV positive. It was significant, she said, that people who were HIV positive did not want to talk about it although their identity would be protected. "Infected people do not want to share their story with the public and to explain what they are going through, to describe to people their life". The journalist from Sarajevo stated that it was very important to bring infected people onto the television to talk about their experiences.

A female secondary school pupil said that she was involved in some projects of the Red Cross Youth Club and that she considered herself to be well informed about AIDS. She had also participated in the delivery of some materials regarding AIDS on World AIDS Day in the main

square in Banja Luka. A mother of a teenage girl said that children in school are usually well informed about drug addiction issues, but not about HIV/AIDS. In her opinion children should be more informed about this issue.

Participants from both groups said that the Internet is the main source for receiving information about HIV/AIDS. Similarly, participants from both groups underlined that teachers and headmasters do not want to allow projects or lectures in their schools regarding HIV/AIDS. A student of pharmacy said that there had been a survey among professors at the Medical Faculty of the university and even they had not been aware of the meaning of all terms related to HIV/AIDS.

Participants mentioned World AIDS Day and noted that information about HIV/AIDS had increased on this date.

4. Routes of HIV/AIDS Information

Key methods of receiving information regarding HIV/AIDS which were noted included:

- Through the school or City library
- NGO stands in public places
- Information provided by XY NGO, including information leaflets regarding prevention and general details about HIV/AIDS

Suggestions and negative comments made by participants included:

- They would like to receive more information on HIV/AIDS, specifically on transmission/treatment methods and prevention.
- The education of young people is extremely important, as is the role of parents in education about HIV/AIDS. Further information about sex and sexually transmitted diseases should be provided through schools and educational institutions
- It was noted by a pharmacist that information must not be forced as it can have the opposite effect to that which is desired
- It was noted by a male secondary school pupil from Banja Luka that

the media only present statistical data that did not seem important or relevant to him.

5. Accuracy and Adequacy of Media Outputs regarding HIV/AIDS

Participants generally indicated that the media releases information that they receive from their sources, but that this information is questionable. They felt that the number of registered infected people is larger than is indicated in the media. However, participants also said that this issue is sensationalized in the mass media, for example in the case of O.P. However, participants mentioned that sensationalism could be positive in order to raise fear and concern regarding HIV/AIDS. Participants also mentioned that there must be more information in the media regarding HIV/AIDS, especially for the sake of informing children about the disease.

A lady from Sarajevo said that the death of her friend from AIDS was sensationalized: "In Dnevni Avaz they had the story of his death, him and his family for five days. I, as his friend, had to answer a hundred questions and phone calls a day". A journalist from Sarajevo informed other participants: "I know about an example of a man from Great Britain who was HIV positive and later he became HIV negative".

Participants later mentioned the case of two girls from Croatia, thought to be HIV infected, who experienced discrimination as a result. The participants did not blame the media for inaccurate information, but thought that media resources should provide more information. A TV journalist said: "if anything important happens, the media will inform the public about it".

The participants agreed that information regarding prevention is adequate, but statistical information received through the media is questionable. Again, they stated that the media releases only the information that they receive from their sources. In addition to the example of O.P., participants also said that they had heard from the media about the case of a girl from Croatia, whose whole school

rejected her as she had AIDS. A doctor said that she saw a story on RTL (TV channel) about a man who probably was HIV positive: "he presumes that he became infected through a 'one-night stand' with a married man who has children".

Participants thought that there should be more information in the media about the consequences of the disease. A doctor said "Information affects me, but there must be more information about the consequences of the disease".

6. Associations with HIV/AIDS in Media Outputs

During both discussions the opinion emerged that HIV/AIDS is associated with drug addicts. A doctor said that drug addicts, in addition to taking drugs, do many other things which could cause risk of infection. A journalist from Sarajevo said that people usually make the mistake of thinking that HIV/AIDS is related to special social groups: homosexuals, drug addicts and so on, and that this is not true because it is related to people who often change their sexual partners.

Participants generally thought that HIV/AIDS was more related to behavior than with particular social groups in the media. However, they also thought that promiscuous people who don't use protection, and drug addicts, are social groups who are at a higher risk of infection.

The participants agreed that information given in the media can be judgmental. A newspaper journalist said that journalists can't be objective and more often than not they are judgmental. A television journalist, during the introduction of the session, said that infected individuals and their families are usually discriminated against by society. A television journalist thought that the media must be objective and without emotion, although some tabloids do present information from different perspectives. Other participants indicated that they felt there was no emotion and nobody either supported or judged people living with HIV/AIDS.

7. World AIDS Day (1st December 2005) and Media

The participants were aware of December 1st 2005 and noted that the information in the mass media had increased on this day. Additionally, Banja Luka participants noted that in the main square of Banja Luka, some NGOs had organized meetings where they provided promotional material about HIV/AIDS issues to the public. Participants from Sarajevo said that they had appreciated BH Telecom sending messages to citizens on this date to remind them of it.

In both groups the respondents thought that 1st December was the date when everybody talked about HIV/AIDS. However, both groups of respondents asked the question "but what about all the other dates in the year?".

8. Other sources of information on HIV/AIDS (including NGOs and politicians)

Participants emphasized several times that NGOs play a huge role in informing the public about this issue. A doctor said that people must be interested in HIV/AIDS and then search for information themselves. A school pupil said, "NGOs do a lot of things individually but they could do much more if they united themselves". A TV journalist responded that "They were united on 1st December - 10 organizations were united".

Participants said that they had heard of 'Zdravo da ste' ('Health for You') - they had had some lectures on it and also received information from the organization XY. Also they had heard that the Red Cross runs an organization for reproductive health. A female student said that there had been a free information line about sexually transmitted diseases, but that the phone line didn't exist any longer. Participants thought that politicians were not doing anything to further disseminate information regarding HIV/AIDS. "They do things only before elections".

A number of school pupils said that school was a very important source of information. However, the difficulties of

including such information in schools were noted: a doctor said that he had prepared some lectures for students - however, teachers and headmasters did not allow him to teach students and he was supported only by religious leaders. The experience of the pharmacist was rather different: "We (Apoteke Sarajevo) prepared some promotional material about AIDS and schools were very interested in it".

9. Suggestions for future information on HIV/AIDS

Participants gave the following suggestions regarding HIV/AIDS in the future:

- To educate children and parents.
- To prepare some TV programmes to be broadcasted on Sunday when the whole family is together.
- To conduct a survey.
- To raise the quality of everyday life because low standards of living cause risk behaviour.
- To produce magazines about this topic.

ANNEX 1 – KEY POINTS FOR MEDIA ANALYSIS

1. Does the media text use 'correct' terminology : e.g. 'infected', 'HIV+'?
2. Does the media text use 'incorrect' terminology: e.g. 'sufferers', 'contaminated', 'polluted', 'dirty'?
3. Is the correct / complete information on the 3 main HIV/AIDS transmission routes and prevention methods given, as outlined below?
 - Sexual route - infection can occur through unprotected sexual intercourse, both vaginal and anal penetration in particular. Prevention - condoms alone can prevent infection during sexual intercourse. Monogamy and regular HIV/AIDS testing can also reduce chances of becoming infected with HIV/AIDS.
 - Blood/blood product route - especially for intravenous drug users, blood transfusion recipients and healthcare workers. Prevention - Usage of sterilised instruments in hygienic conditions and never sharing needles can reduce chances of becoming infected with HIV/AIDS.
 - Mother-to-child transmission - during the last weeks of pregnancy, *in utero* transmission from mother to child can occur. Prevention - Antiretroviral drugs can reduce chances of transmission of HIV/AIDS to unborn child.
4. Is the correct / complete information on HIV/AIDS treatment given as outlined below?
 - There is no vaccine against HIV/AIDS
 - There is no cure for HIV/AIDS
 - Infection with HIV leads to AIDS and ultimately death
 - There is an active antiretroviral therapy available (especially in developed countries) called HAART which can extend the lifespan of people with HIV/AIDS
5. Is HIV/AIDS linked to any particular social groups? (for example: homosexuals, drug users, prostitutes)
6. Are details of relevant treatment or prevention programmes given for further information or contacts?
7. Is the confidentiality of those infected with HIV/AIDS respected in media reporting?

ANNEX 2 - IOM HIV/AIDS MASS MEDIA FOCUS GROUPS: GUIDELINES & STRUCTURE FOR COORDINATORS

The guidelines and structure aim to assist the coordination of two focus groups regarding HIV/AIDS and the mass media in Bosnia and Herzegovina. The key purpose of the focus groups is to explore perceptions of media outputs related to HIV/AIDS in Bosnia and Herzegovina. In addition, wider issues must be explored, including participants' general knowledge of HIV/AIDS, other sources of information on HIV/AIDS, and ideas for future awareness-raising on HIV/AIDS issues in BiH.

General guidelines:

During the focus groups it is essential that the moderator fulfills as far as possible his/her role to:

- Clearly explain the purpose of the focus group at the beginning of the session and guide the participants accordingly throughout, in order to promote and maintain a focused discussion.
- Enable the free flow of a range of ideas, opinions and debate. The purpose of the session is to note the discussions and interactions **between group members**, rather than between moderator and participants.
- Use the prompt questions and structure given below to guide the group, but also allow new directions, ideas and questions to emerge within discussion, if relevant.
- Help people to feel at ease, and facilitate interaction between all group members on relevant questions/issues.
- Integrate group members sensitively, bearing in mind the wide range of ages and experiences in the group, which may affect the comfort of some participants in the discussion.
- Avoid giving personal opinions or influencing the participants towards any particular position.

It will be useful for the moderator to arrange the session into 3 main stages: 'Introduction', 'Main Discussion' and 'Final Evaluation', in order to control the discussion and cover all points. A guideline to structure and key prompt questions to be covered is below. Discussion should last at least 80 – 120 minutes, depending on group dynamic.

Guidelines/structure of Focus Group:

1. **Introduction:** Initial discussion involving all participants. The aim of the introduction is to come to a common understanding of what will be covered in the session, and the shared goal of comparing experiences and sharing ideas regarding HIV/AIDS in the mass media. The moderator must here clearly outline the purpose of the research to the participants. Participants can introduce themselves, and brainstorm some initial thoughts on:
 - How well-informed do they consider themselves to be regarding HIV/AIDS in general?
 - Are they aware that HIV/AIDS is a growing concern within the region of South Eastern Europe?
 - How do they each, in everyday life, come into contact with HIV/AIDS information or issues? Do they feel these issues are relevant to them?
2. **Main Discussion:** In this section the key issues of the focus group must be covered. The following prompt questions can be used to ensure that discussion is generated:
 - How do participants perceive their own general knowledge on HIV/AIDS transmission/treatment and prevention methods? Good? Poor? Medium?
 - Do participants perceive HIV/AIDS to be a concern in BiH?

- Do participants feel that the information in the mass media regarding HIV/AIDS in BiH is accurate? Do they think this issue is sensationalized? Do they think information in mass media is 'appropriate' (e.g. confidential)? Can they draw upon examples from the media regarding HIV/AIDS regarding outputs?
- How satisfactory is the information participants have received from the mass media in BiH regarding HIV/AIDS? Is it adequate? Can they again support this with examples from the media regarding HIV/AIDS regarding outputs?
- Do participants feel that information given in the mass media associates HIV/AIDS with particular social groups, or rather with types of behaviour? Is the information 'constructive' (regarding help available) or is it critical / judgmental?
- Were participants aware of World AIDS Day (1st December 2005)? If so, how? Did they notice an increase in information from the mass media or other sources at this time?
- Do they receive information on HIV/AIDS through other sources as well as the media? e.g. school / NGO projects / family / friends?
- Is the information they receive adequate for their interest/to affect their attitudes or behaviour in any way?
- Do they know anything about general HIV/AIDS services in their communities?
- Do they feel that local politicians or NGOs are targeting HIV/AIDS in any significant way?
- What do they think could be done, on a local or national level, to tackle HIV/AIDS issues? Should anything be different?

3. Final Evaluation

The final stages of the session can be used to guide the participants towards any possible 'conclusions' regarding the following key questions (to 'wrap up'):

- Do they consider their knowledge of HIV/AIDS issues, transmission and treatments is adequate?
- Do they think that they receive adequate/accurate information from the mass media regarding HIV/AIDS?
- How could mass media information regarding HIV/AIDS be improved or altered?
- How can wider social actors contribute to a better informed society in BiH (e.g. politicians, NGOs, schools, doctors etc)? Are there any ideas for how spread of HIV/AIDS in BiH could be prevented?

ENDNOTES

ⁱ Indicated, for example, by the establishment of the Global Media AIDS Initiative, an international programme devised by the Kaiser Family Foundation and UNAIDS, which aims to secure the commitment of media companies in the fight against AIDS. Over 100 media companies from 62 countries are members, but at present no representative from Bosnia and Herzegovina has joined the Initiative.

ⁱⁱ Issues identified for research by IOM Sarajevo were based upon discussions with AIDS coordinators in Ministries for Health of Republika Srpska and Federation of BiH, UNFPA, XY and APOHA during December - March 2006. The research was additionally presented, prior to beginning analysis in February 2006, to the United Nations Thematic Group on HIV/AIDS for comments/suggestions.

ⁱⁱⁱ Press Code, Bosnia and Herzegovina, adopted 29th April 1999. In particular Article 9: 'Privacy', where it is outlined that "The press shall avoid intrusions and enquiries into an individual's private life, unless such intrusions or enquiries are necessary due to the public interest", and Article 5: Accuracy and Fair Reporting. "Journalists shall report only on the basis of facts, the origin of which is known to the journalist".

http://www.ohr.int/ohr-dept/media-d/med-recon/agreements/default.asp?content_id=385

^{iv} As detailed Television Analysis could only be carried out on 1st December 2005, this number cannot be compared with the annual average.

^v Although articles were analyzed regarding the use of correct terminology, this information was not used in the final analysis as categorization on this issue was unreliable.

^{vi} The trial of four men in connection with the sexual exploitation and human trafficking of O.P., a sex-worker in Mostar, was carried out through May and June 2005. The men were given prison sentences of varying lengths for related actions in September 2005.

^{vii} Dnevni Avaz, 30/03/2005

^{viii} Dnevni List, 02/12/05

^{ix} "Tone" of articles was judged under the following criteria:

- 'Negative': article presenting information whilst taking a destructive, disapproving, or accusatory tone towards the disease and/or those living with HIV/AIDS
- 'Neutral': article presenting information without indicating any personal opinion of the author towards the subject matter
- 'Positive': article presenting information whilst taking distinctly supportive or sympathetic tone towards those living with HIV/AIDS

^x The definition of South Eastern Europe (excluding BiH) used here included the following countries: Croatia, Serbia and Montenegro, Macedonia, Slovenia, Bulgaria, and Romania

^{xi} Dnevni Avaz 09-Jan-05 page 16

^{xii} Jutarnje novine 15-Mar-05 page 8

^{xiii} Nezavisne novine 15-May-05 page 52

^{xiv} Jutarnje novine 07-Oct-05 page 23

^{xv} Nezavisne novine 17-Mar-05 page 5

^{xvi} Dnevni Avaz 21-May-05 page 13

^{xvii} Dnevni Avaz 17-Jun-05 page 13

^{xviii} Dnevni list 20-Jun-05 page 7

^{xix} Nezavisne novine 13-Feb-05 pg 4

^{xx} Dnevni list 11-Jan-05 pg 56

^{xxi} Jutarnje novine 13-Jun-05 pg 27

^{xxii} Nezavisne novine 23-Feb-05 page 31

^{xxiii} Nezavisne novine 05-May-05 page 38

^{xxiv} Dnevni Avaz 15-Oct-05 page 6

^{xxv} Jutarnje novine 16-Feb-05 pg 30

^{xxvi} Jutarnje novine 08-Jul-05 pg 31

^{xxvii} Jutarnje novine 09-Aug-05 pg 23

^{xxviii} Nezavisne novine 18-Aug-05 pg 27

^{xxix} HAART (Highly Active Anti-Retroviral Therapy) describes a combination of three or more drugs used to treat the HIV virus.

^{xxx} O.P. was a victim of trafficking and a sex worker from the Ukraine, who died in Mostar during November 2004, reputedly from diseases including HIV.

^{xxxi} Gross Rating Point (GRP) indicates the percentage of the target audience which has been reached by an advert. It is the calculation of the ratings per program multiplied by the number of times the commercial is aired in each program time slot. It is a general 'rule of thumb' that an estimation of 100 GRPs indicates that the average television watcher will see the output once. 269.28 GRPs indicates the average viewer will have seen it just under three times.

^{xxxii} 'Child Rape', FTV, 01/12/05

^{xxxiii} 'Balkan Net', Pink BiH, 01/12/05

^{xxxiv} The average daily output of articles containing keywords HIV/AIDS/SIDA during 2005 in the sampled publications was 1.5.