

## **New South-South Media Initiative Links ZAMCOM with the Media Institute of Southern Africa**

The Twinning Center launched in April a new partnership linking the Zambia Institute of Mass Communication Educational Trust (ZAMCOM) in Lusaka with the Botswana chapter of the Media Institute of Southern Africa (MISA) in Gaborone.

This south-south partnership is designed to strengthen the capacity of journalists in Botswana to effectively disseminate accurate, timely, and relevant information about the country's HIV/AIDS epidemic.

Partners will select key focus areas—such as HIV stigma and discrimination, gender issues, or women and HIV—and conduct at least two practical, skills-based training workshops to improve the reporting skills of 40 journalists in Botswana. Each workshop will include classroom sessions and intensive field work and production components.

An initial assessment visit was conducted by ZAMCOM staff April 23-27. Botswana partners traveled to Lusaka May 27-June 1 for their first professional exchange.

**Changes in media coverage about HIV/AIDS have been slow to come throughout most of the world, particularly in developing countries.**