

The Caribbean Radio Programming Workshop on HIV/Aids, Trinidad. January 2007.

Areas to look for story ideas:

- 1) Your local Aids organizations. Ask about trends they're seeing. New bits of information. Seeking personal profiles.
- 2) International newspapers and journals, the internet. Localize stories such as the importance of exclusive breastfeeding for HIV positive mothers.
- 3) Political accountability. How much does your government spend on prevention programmes? Is it increasing, decreasing? How often does your Prime and Health ministers mention HIV/Aids? In what context? If not mentioned much beyond World Aids Day, that's a story?
- 4) Does your country have Access to Information legislation? If so, this can be used as a 'fishing' tool to see what bites. You apply by asking, for instance, how often has 'HIV' been raised in correspondence within Health Ministry during specific dates (six months is a good period). The ministry must send the reporter all correspondence, memos, emails, phone messages, relating to HIV within that period. Depending on what comes back could form the basis of a story.
- 5) Talk to ordinary people, family, friends, cab drivers. Listen to what people are saying about HIV and Aids.
- 6) Churches, What are they saying, doing, or not around HIV messages, support etc.
- 7) Billboards. Look at messages, language used. Look at specific groups being targeted and for what reason. Which are the groups experts are worried about.
- 8) Universities. Are any local experts involved in any research or taking part in upcoming conferences/workshops?
- 9) Health professionals. Are there professionals who are themselves infected who'd be willing to speak out?
- 10) Is there a journalist who's HIV positive willing to host a column on your airwaves?
- 11) Businesses. Which ones have workplace policies on HIV/Aids for their staff. Which ones are leading this, which ones are lagging behind?
- 12) Spend time investing and grooming contacts/sources. Build relationships.
- 13) Remember positive stories. HIV and Aids are not about doom and gloom. Profile people who are living positively.
- 14) Ask, ask, ask questions.

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