

**ON THE FRONT LINES OF THE EPIDEMIC:  
COVERAGE OF HIV/AIDS THEMES IN RUSSIA**  
Training for journalists and  
representatives of governmental and non-governmental  
AIDS-service organizations

**PROGRAM**

*Tuesday, August 30<sup>th</sup> 2005*

Perm

*Hotel Ural Business Center*

- 9:30 – 10:00                   **REGISTRATION AND BREAKFAST**
- 10:00 – 10:05               **GREETINGS AND OBJECTIVES OF THE MEETING**  
**WHY SHOULD JOURNALISTS WRITE ABOUT HIV?**
- **Elohov Yuriy**, *Legislative Assembly of Perm Oblast, Vice-chairman of the commission on social politics*
  - **Knorre Olga**, *Transatlantic partners against AIDS, Journalist Training Coordinator*
- 10:05 – 11:00               **THE STATUS AND PREDICTIONS OF THE DEVELOPMENT OF THE AIDS EPIDEMIC IN THE WORLD AND IN RUSSIA**  
*What are the present-day situations and predictions of the development of the AIDS epidemic? What is the status and prognosis for Russia? What are the fundamental problems in the fight against HIV/AIDS in the world and in Russia? What are the key social aspects of the epidemic?*  
Moderator: Genadiy Syrkov, FNR, producer  
Presentations and discussion with participants:
- **Bidordinova Asya**, *Joint UN Program on HIV/AIDS in the R.F. (UNAIDS), program specialist working with civil society organizations and initiatives of people with HIV*
  - **Feldblum Irina**, *Perm State Medical Academy, manager of the department of epidemiology, professor*
- 11:00 – 13:00               **HIV/AIDS THERAPY: MYTHS AND REALITY (VIEW FROM WITHIN AND OUTSIDE)**  
*Significance of HAART for the solution of the problems created by the expansion of the HIV epidemic? What is the situation with HIV/AIDS treatment in the world and in Russia? What complications do people with HIV face when requiring therapy? What is the situation with therapy in Perm Oblast? What are the most common errors when covering themes about access to treatment?*  
Moderator: Genadii Syrkov, FNR, producer
- **Andrei Poliakov**, *GlaxoSmithKline Russia*
  - **Gennadiy Roshchupkin**, *AFEW, consultant for questions about HIV/AIDS prevention*
  - **Naumova Liudmila**, *MUZ municipal infectious-diseases hospital №1, deputy chief doctor*

13:00 – 14:00

## **BREAK**

14:00 – 15:30

### **Group I Journalists**

#### **COVERING THEMES OF HIV/AIDS: HOW TO MAKE AIDS PROBLEMS FRONT-PAGE MATERIAL**

*What concrete contribution can journalists bring to the fight against AIDS? How does coverage of HIV/AIDS take place in the mass media? How do we maximally strengthen our impact for a specific audience? What effective means of presenting social information can we use? What obstacles do journalists face when covering AIDS? Why do people with HIV-positive status refuse to give interviews? How do we make the problem of AIDS front-page material? What manners of prejudices affect coverage of HIV/AIDS in the mass media? How do we approach disputed questions in covering AIDS?*

Moderator: **Olga Knorre**, TPAA, Journalist Training Coordinator

- **Nikolay Nedzelskiy**, Educational center "INFO-Plus," director
- **Genadiy Syrkov**, FNR, producer

### **Group II**

#### **Representatives of governmental and non-governmental AIDS-service organizations**

#### **AIDS-SERVICE ORGANIZATIONS AS A PRIMARY SOURCE OF INFORMATION FOR JOURNALISTS**

*Why is it necessary for NGOs to collaborate with the press? A review of the mass media in Perm Oblast. What kind of information about HIV can representatives of AIDS-service organizations provide to journalists? Plusses and minuses of joint work with GOs, NGOs, the mass media. Why do myths about HIV emerge?*

Moderator: **Gennadiy Roshchupkin**, AFEW, consultant for questions about HIV/AIDS prevention

- **Bidordinova Asya**, United program OON for HIV/AIDS in the R.F. (UNAIDS), program specialist working with civil society organizations and initiatives of people with HIV
- **Olga Sedurina**, Echo of Moscow Radio in Perm, editor

15:30 – 17:45

### **Group I Journalists**

#### **COVERING THEMES OF HIV/AIDS: INTERACTION WITH SOURCES OF INFORMATION**

*Which sources of information do we use? How is the experience of interacting with experts from AIDS-service organizations? What expectations do journalists have of AIDS-service organizations as information sources? What difficulties arise when searching for information?*

Moderator: **Genadiy Syrkov**, FNR, producer

- **Nikolay Nedzelskiy**, Educational center "INFO-Plus," director
- **Olga Sedurina**, Echo of Moscow Radio in Perm, editor

**Group II**  
**Representatives of AIDS-service organizations**

**AIDS-SERVICE ORGANIZATIONS AS A PRIMARY SOURCE OF INFORMATION FOR JOURNALISTS**

*What is an informational cause? How to create a front-page story, choosing styles and heroes for your story. What is a principal audience? How do we maximally strengthen our influence for a principal audience?*

- **Gennadii Roshchupkin**, IMC, consultant for questions about HIV/AIDS prevention
- **Bidordinova Asya**, United program OON for HIV/AIDS in the R.F. (UNAIDS), program specialist working with civil society organizations and initiatives of people with HIV

17:45 – 18:00

**BREAK**

18:00 – 18:45

**EFFECTIVENESS IS IN UNIFICATION OF EFFORTS. AIDS-SERVICE ORGANIZATIONS AND THE MASS MEDIA – WORKING TOGETHER.**

*How do we make the attitudes of journalists and AIDS-service organizations mutually beneficial? Why do journalists rarely write about the work of AIDS-service organizations? How can the activities of social organizations become a theme of front page articles? Examples of cooperation between AIDS-service organizations and the mass media: action on the Day of Memory for those who have died of AIDS and the actions of Bereznikovskaya television company.*

18: 45 – 19:00

**REVIEWING THE RESULTS**