



YouthNet

YouthNet and the Media: A Brief Overview

Hally Mahler

AED/T-MARC

Former YouthNet Associate Director, Behavior Change
Communication/Youth Participation



USAID
FROM THE AMERICAN PEOPLE



YouthNet



Media as Global Technical Leadership (GTL)

- How to provide GTL in media?
- Is there youth-specific GTL in media?





Media and YouthNet

- Media for Behavior Change
- Information Dissemination via Media
- Media and Advocacy
- Media and Research



Voice of America

- In nearly every country we target
- Always looking for show topics
- Pushed VOA to address youth RH/HIV topics in their programming
- Appeared on several TV and radio programs



Afrique No 1



- Regional Francophone West African radio station
- Recorded PSAs
- Provided training
- West Africa – not a priority



MTV Regional Efforts



**BRING EVEN MORE HOME
TO YOUR AUDIENCES**

A catalogue of compelling HIV/AIDS prevention programming is available @GHTS, FREE and COST FREE to any broadcaster worldwide from MTV Networks International, Documentaries - Music Events - Discussion Programmes - News Specials - PSAs.

For more information contact:
info@staying-alive.org
T: +44 (0)20 7476 8024
W: www.staying-alive.org

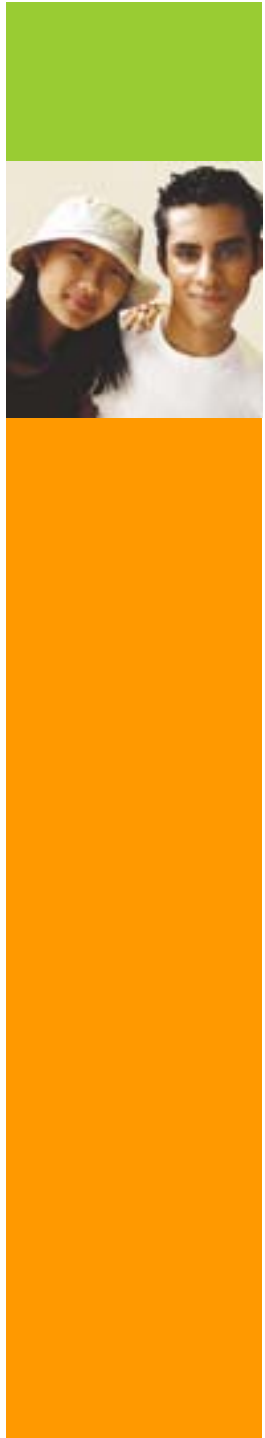




YouthForce

- Barcelona, Bangkok and Toronto
- Explicit media strategies
- Largely successful but still a tough fight in an environment not interested in prevention





In Tanzania

- Si Mchezo
- Ishi



