

Complex challenge - Is the message getting across?

The red ribbons on channel logos and the back to back special programming on December 1 each year affirm that media in general is alive to its role in fighting HIV-AIDS. But is the message evolving as the contours of the problem evolve, and is it reaching everybody it should reach? With the dimensions of the pandemic promising to get grimmer, how can the media strengthen its own hands? [Read more...](#)