

Jaipal Reddy urges media to rise to the challenge of HIV/AIDS

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The Union Minister of Information & Broadcasting and Culture, Shri S. Jaipal Reddy has urged the media to rise to the challenge of HIV and AIDS. Delivering the keynote address at 'Indian Media Leaders HIV/AIDS Initiative', Shri Reddy said that HIV/AIDS must be portrayed as an issue of intense social relevance and media is in a position to correct the damage by changing the stereotyped reporting on the issue. Media leadership is critical in tackling the pandemic of HIV/AIDS, he said.

The Minister said, in helping people understand what is best for them, media can play a catalytic role to foster social change. Only knowledge and awareness about the disease can check its spread since this epidemic breeds on ignorance, silence and inaction. Reporting about what is happening at the regional level would help formulate an informed national policy response and co-coordinated national action, he added.

Shri Reddy said that our dynamic media environment offers new avenues for information flow. Community radio, new media tools, web, SMS etc., need to be fully tapped to reach out young people. The Ministry of Information & Broadcasting including Prasar Bharati, is at the forefront of the national fight against AIDS, he added. Shri Reddy said that media's role as agents of social change has never been more important than now.

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