

**PRESS
RELEASE**

What is a **press release**?

A press release is...

- A short, compelling news story written by organizations to inform the media about events, new reports and other relevant issues
- It aims to attract the interest of a journalist or a publication and make it easier for the journalist to easily produce his/her own story

Why do we need a press release?

- To provide background about a particular event or issue
- To say your message to the public clearly
- To help the journalist get the right information



Press release structure

Parts of a press release

PRESS RELEASE TEMPLATE	
	1. Organization Logo 
FOR IMMEDIATE RELEASE	2. Release Time
Ten Organizations Receive Red Ribbon Award for Outstanding Community Leadership on AIDS 3. Headline	
4. Dateline	5. Lead DURBAN, 19 July 2016 —Ten exceptional community-based organizations have won the 2016 Red Ribbon Award for their inspiring work towards ending or reducing the impact of the AIDS epidemic. They were presented with the prize in a special session at the 21st International AIDS Conference (AIDS 2016) in Durban, South Africa.
<p>"Across regions and cultures, communities are showing the world that ending AIDS is possible. Their courage, innovation and leadership is helping us overcome barriers and better respond to the needs of those most affected by the epidemic." said UNAIDS Executive Director Michel Sidibe.</p> <p>The 2016 winning organizations are from Burundi, Mexico, Belize, Kenya, Nigeria, Iran (Islamic Republic of), Nepal, Chile, and New Zealand. Almost 1,000 nominations were received from more than 120 countries, for the Award, which is hosted by UNAIDS in partnership with AIDS 2016, the Global Network of People Living with HIV, the International Community of Women Living with HIV/AIDS, the International Council of AIDS Service Organizations and Irish Aid.</p>	
6. Body	

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6. Body

"Community-based organizations are taking the lead in shaping the course of the AIDS response. The organizations here today - recipients of the 2016 Red Ribbon Award - are examples to us all of what it truly means to fast track the AIDS response, and to do so in a way which is inclusive, and that advances human rights and gender equality", Jan Beagle, Deputy Executive Director, UNAIDS

The Red Ribbon Award was first presented in 2006 and since then has been awarded every two years at the International AIDS Conference. This year there were five award categories.

Contact

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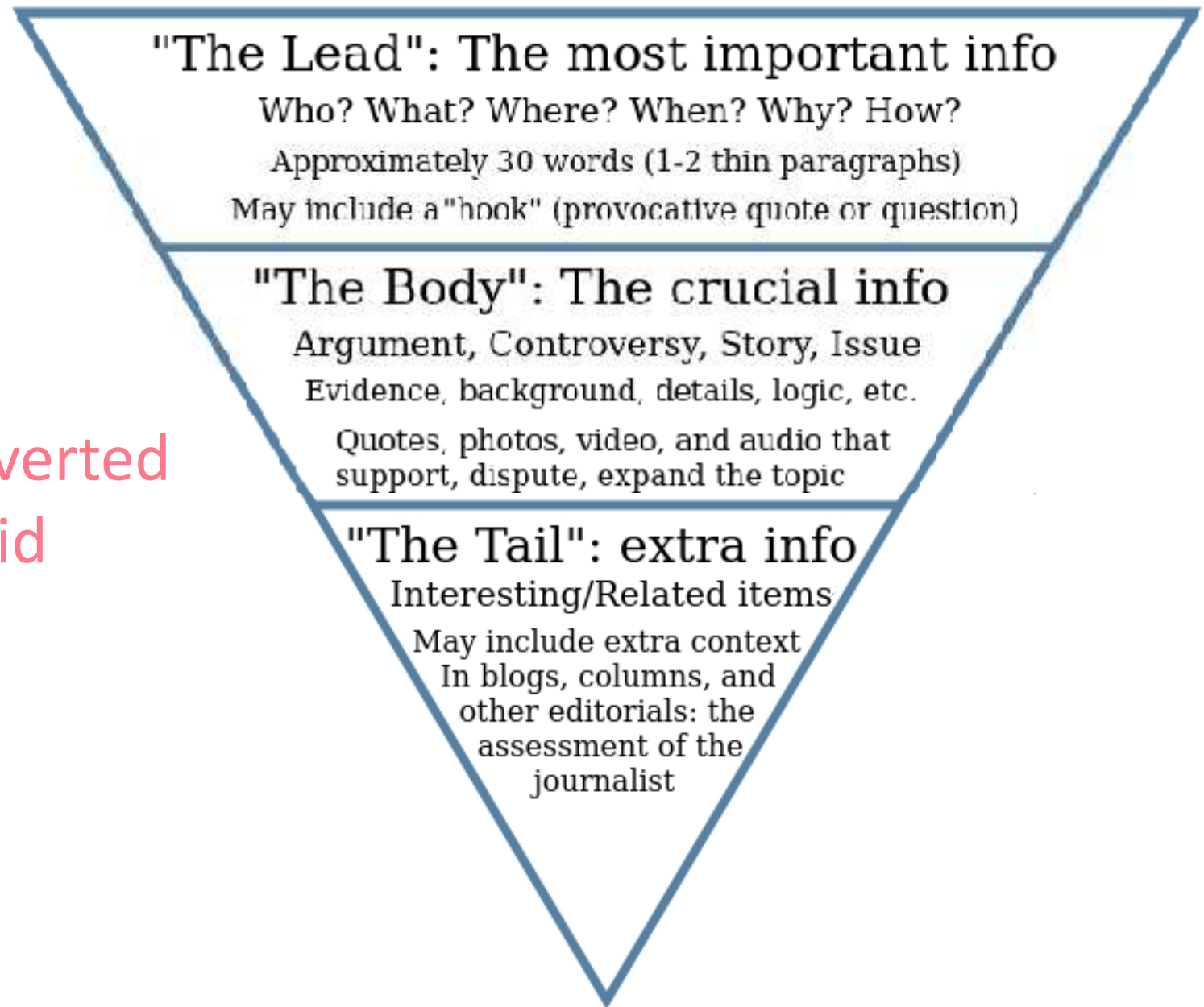
7. Contact Info

UNAIDS

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030. Learn more at unaids.org and connect with us on Facebook and Twitter.

8. Boiler Plate or overview of the organization

The Inverted Pyramid



The Lead: 5Ws and 1H

- The opening of a news story (First 2 paragraphs)
- Summarizes the news story
- Should try to answer as much as possible the 5Ws and 1 H: Who, What, When, Where, Why, How



The Lead: 5Ws

Miss Myanmar Htet Htet Htun (who) won the best national costume award at the 65th Miss Universe competition (what) on Monday (when) at the SM Mall of Asia arena. (where)

Htun brought her costume on stage (how)— a big backdrop depicting the tourist attractions in Myanmar, the Shwedagon Pagoda and the Bagan temples. She performed as the traditional Myanmar puppet in her costume, to the delight of the crowd. (why)

The Lead

- WHO:** Miss Myanmar Htet Htet Htun
- WHAT:** won the best national costume award at the 65th Miss Universe
- WHEN:** Monday
- WHERE:** SM Mall of Asia arena
- WHY:** She performed and delighted the crowd
- HOW:** She brought her costume

Lead Sample

For the first time in the pageant's history, a contestant from Burma won the award for the best national costume at the Miss Universe beauty pageant.

Miss Burma Htet Htet Htun won the award at the Miss Universe 2016 – the 65th annual event– which was held on Monday in Manila, Philippines . Her costume theme was a “puppet princess”, and it was inspired by a traditional Burmese puppet show.

Make your own lead

- WHO:** A young man
- WHAT:** A young man died
- WHEN:** A young man died early Monday morning
- HOW:** A young man died early Monday morning when fire raged through his home
- WHERE:** A young man died early Monday morning when fire raged through his home in Yangon
- WHY:** A young man died early Monday morning when fire sparked by faulty wiring raged through his Yangon home.

Dos and Don'ts for Writing Leads

- Dos
 - Write simply and clearly
 - Try to keep it short
 - Try to read the lead to yourself out loud to check
 - Avoid jargon and acronyms
 - Write in the past tense
- Don'ts
 - Don't try to include too much
 - Don't bury the lead
 - Don't write lengthy leads

Why is the lead important?

- Summary of the story
- Hook readers in to read the rest of your story
- If the reader doesn't have time to read whole story they will at least know its summary



Headlines

- Should be concise and informative
- Must be correct
- Must connect to ordinary readers
- Must attract attention



Bad Examples of a Headline

High-level discussion around the impact of strong health systems on global security and prosperity

- *What the meeting was actually about:
You want a better world? Build better hospitals*

Bad Examples of a Headline

- **A woman in a sumo-wrestler suit assaults her ex-boyfriend in a club on Halloween after she saw him with a new girl**
- **The epidemic**

Man sues Uber for \$45M after app's glitch leads to divorce



*Includes WHO, WHAT and WHY

UNAIDS calls for 20 billion condoms by 2020



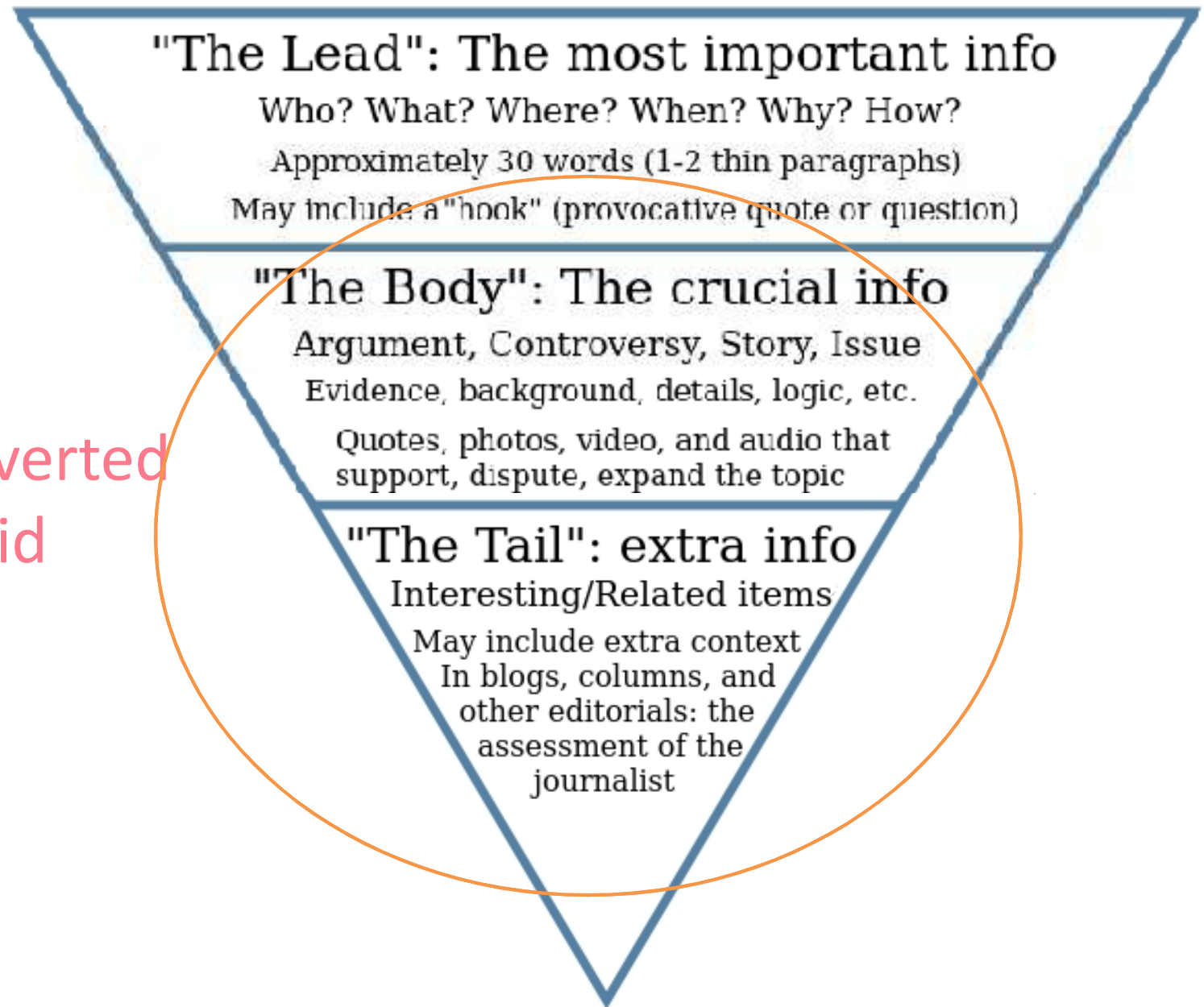
*Use of numbers can make the headlines more interesting

No confirmed human cases of bird flu yet – DOH

DOH: No confirmed human cases of bird flu yet

**DOH launches Quitline to help Filipinos
quit smoking**

The Inverted Pyramid



The Body

- More details about the story
- Statistics (Latest figures and data)
- Quotes – Make quotes for your organization

The Tail

- Extra details
- Other interesting/related items

Quotes

- Keep sentences short
- Use conversational language
- Don't use jargon or acronyms
- Don't use quotes to provide information. They should be used to provide insight, opinions or call to action

Sample Quote


“HIV changed my life, but it doesn’t keep me from living.”

- Magic Johnson



Quotes

- *“It is bad enough that people are dying of Aids, but no one should die of ignorance.”*
– Elizabeth Taylor
- *“One of the best ways to fight stigma and empower HIV-positive people is by speaking out openly and honestly about who we are and what we experience.”*
- – Alex Garner, HIV Activist



“MONEY ALONE DOES NOT BUY
BETTER HEALTH. GOOD
POLICIES THAT PROMOTE
EQUITY HAVE A BETTER
CHANCE.”

- Margaret Chan, director-general of
the World Health Organization

devex
Do Good. Do it Well.™

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http://www.flickr.com/photos/who_europe/1079402470/

Tips in Writing Press Releases

- Make sure that the story is newsworthy
- One page is best and two is the maximum
- Write good headlines
- Ask yourself, “How are people going to relate to this and will they be able to connect?”
- Use plain language. Avoid excessive use of adjectives and fancy words
- Include contact details
- Have a call to action

When to send the release?

- If you have an event, send a media advisory or invitation to the media a week before
- Send the press release on the same day of your event
- Morning – before 12 noon (Journalists need to have stories filed by the afternoon so better to send the release in the morning)

Press Kit

- Press release
- Fact sheets/brochures
- Bio of speakers
- Hi-res Photos
- Promotional Materials: Shirts, stickers, notebooks etc

Activity: Make a Quote

World AIDS Day

World Heart Day

World Immunization Week

Thank You!