



Promoting Your National Women and Girls HIV/AIDS Awareness Day Event

Promoting your National Women and Girls HIV/AIDS Awareness Day event is important for creating awareness of HIV/AIDS among women and girls and encouraging people to attend the event. Here are suggestions for how to promote your event.

Select a spokesperson

Choose a spokesperson to be the face of your organization and conduct interviews. The spokesperson should be familiar with your organization, its mission, and the purpose of your National Women and Girls HIV/AIDS Awareness Day activity. He or she should also be comfortable speaking to reporters and doing television and radio interviews if needed. Create a list of important items (called “talking points”) to help the spokesperson talk about your key messages.

Create a media list

Create a list of local newspapers and TV and radio stations in your area. Go online or call the station or publication to identify the best contact person. For newspapers, it will most likely be the health editor or reporter. For TV or radio stations, contact a producer or the news assignment desk. Your organization’s communications department may already have a list of local media, so check there first.

Let the media know about your event

There are several ways to reach out to the media. Start by sending a media advisory via fax or email to alert reporters to the event. A media advisory briefly states what the event is, why it is being held, who is attending, and when and where it will take place. It is usually sent to the news desk or news assignment editors who are in charge of assigning stories to reporters. A template media advisory is available at 1.usa.gov/vBpc1l.

A press release can be sent instead of a media advisory or when a reporter requests more information. Press releases are more in-depth than media advisories. They should explain your event, detail how HIV/AIDS impacts your community, and include a quote from your organization’s spokesperson. The press release should be sent directly to the reporter, editor, or producer who covers health topics or community events. A press release template is available at 1.usa.gov/vBpc1l.

After sending the media advisory or press release, follow up with a phone call. Reporters and editors are often busy working against deadlines, so briefly state the “who, what, where, when, and why” of your event.

A few pitching tips:

- When you call or email a reporter, it is called “pitching.” Make sure your pitch is interesting and creative, but short and to the point. You want to spark the reporter’s interest within the first sentence or two of your email or phone call.
- Use data in the press release that shows the impact of HIV/AIDS in your community. Quick Health Data Online, a free and easy-to-use statistics database, is a great resource and is available at womenshealth.gov/quickhealthdata.

Create a press kit

Create a press kit that includes fact sheets, bios of key spokespeople, women’s health and HIV/AIDS information, and other useful materials about your organization and the upcoming event. Send the packet, folder, or CD of information to reporters and have the kits available on the day of the event. A fact sheet about National Women and Girls HIV/AIDS Awareness Day is available at 1.usa.gov/vBpc1l.

Let other organizations know about your event

Local businesses, grocery stores, health clubs, hospitals, shopping malls, libraries, retail stores, women’s groups, and other organizations can promote the event by hanging posters or fliers or sending information through their listservs or newsletters.

Utilize community calendars and websites

Ask local newspapers and TV and radio stations to include information about your event in their community calendars and on their websites. Look for submission rules to make sure the event information is posted correctly and in a timely manner.

Use social media

Social media is a great way to promote your event. Create a Facebook page and Twitter account and post information about the event. If your organization has a blog, write an entry encouraging followers to attend the event. Contact other bloggers in your community and ask them to post information, too. For more social media ideas, visit 1.usa.gov/vBpc1l.

Follow up with the media

Follow up with any reporters who attended the event and/or wrote a story. Send a thank you note or give them a call and encourage them to contact you if they need information or quotes for future stories.