



Communicating your AIDS Week action/s

To emphasize the global nature of the AIDS Week we need to communicate what has gone on around the world. It is therefore really important that you send through photos, reports and quotes from your actions as soon as possible so they can be uploaded onto the website and communicated globally. It is also important to highlight other countries' actions in your speeches, meetings and press releases.

Below is some information to help you communicate what took place at your action/s clearly, as well as details of where to send your information, to make your action/s global.

Communicating within the AIDS Week

***Nominate a person responsible for communicating information to the Aids Week Coordinator.** This person should send through photos, quotes from people involved and reports of what went on, as soon as possible – ideally immediately after your action/s have taken place, so that the information is as current as possible.

Information should be sent to info@globalaidsweek.org The information will then be displayed on the global website www.globalaidsweek.org

>>Writing Tips<<

*Less is more! Ensure when you write up what took place you include the 6w's –

- * *What* is it all about
- * *Why* it happened
- * *When* it happened
- * *Who* was there
- * *When* it happened
- * *Where* it happened

*To make your activity report stand out, also **include the outcomes of your action** as well as the practical details. For example, as well as stating the number of people who took part also cover what people demanded and the final outcomes, such as a government or agency response to your action.

*Don't forget to **include quotes from people involved**, this helps to bring a personal touch to your action/s and shows what people who took part felt.



>>Getting good images<<

*Photos are an essential part of communications. They communicate the mood, action and draw people in. It tells people that you were actually there and that you are not just reporting about something which did not happen.

*A **digital camera** could be sensible investment, as high resolution pictures make higher quality images, which can be used on websites.

>>Photo Tips<<

*Situating your subjects within the frame. Try not to leave a lot of space above, below or sideways, it is best to bring your subject closer to the viewer.

***Include people in your photos**, rather than have images of empty buildings or banners without people. Even if you want to capture a building or writings ensure there is at least some action.

*Photos of people doing things are good as they communicate energy, which is better than images of people sitting in meetings. If your planned action is a meeting, photos of people delivering a presentation or being actively involved in the meeting will make better pictures.

*Capture collectiveness: many faces together to help the number of people involved in your action/s

*If possible use a professional photographer. Good quality images are priceless and can be used again and again to illustrate the work that you do.

Communicating with the media

*The media is effective for influencing public opinion and mobilizing public pressure. Most governments act on pressure from its own people.

*If you are contacting the media make sure you **get in touch with journalists/reporters well before your planned action/s**.

*Try to build relationships with your contact media/journalist by keeping them informed of your news, any research on the subject so they are well informed. The more they understand, the more they will engage with the issue.

* In all your meetings, speeches and press work it is also important to **mention that your action is happening as part of a global event** and that other countries are also organizing actions at the same time. For your reference and for use in your media work, 'the AIDS Week 2007 involves over 25 countries across the world, activists will be



organizing actions to demand their government does more in the fight against HIV&AIDS’.

>>Key questions the media may ask <<

What is the Global AIDS Week?

The Global AIDS Week involves activists mobilizing in countries around the world. Together they will demand action from their government and the international community to step up the fight against HIV&AIDS. Activists are making calls for access to treatment, an end to violence against women, investment in health care and more money for the fight against HIV&AIDS.

Who is involved?

Activists from across the globe! Groups will be working together to raise awareness of the HIV&AIDS needs in their countries. There is a wide range of groups involved including groups representing positive people, youth/student organizations, women’s groups, trade unions and NGOs - although of course these groups will vary country to country. Take a look at the list of projects on the website to see which groups are involved in your country.

Where to find out more information?

There is a global website which includes details of activities planned in different countries. If you would like to find out more about a particular action please get in touch with the contact point for that action. On the website you will also find a ‘Charter of Demands’, listing the key message which campaigners are calling for. If you can’t find the information you are looking for on the website please contact the AIDS Week Coordinator on info@globalaidsweek.org and we will try to assist with your query.

Please remember that we need you to communicate information about your action/s to make the Global AIDS Week a success. Please send your photos, reports and quotes to info@globalaidsweek.org on the same day as your action. Thank you!