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THE COMMUNICATOR
The USAID PHN Newsletter for CAs
Volume 3 Number 1
March 2004

The Communicator's Goals:

- * To increase the flow of information between USAID's Bureau for Global Health and CAs engaged in communications and public relations work
- * To enhance awareness of the need to disseminate news about our work and to show why it is important

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If you would like back issues of The Communicator, e-mail lchomiak@usaid.gov.

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SHARING YOUR MOST EFFECTIVE COMMUNICATION TOOLS

Throughout the past year we have asked you to share with us success stories, write letters to the editor, and let others know about your Web site updates, all in order to showcase the importance of our work. We are now asking you to share your most effective communication tools with us in order to continue increasing awareness about our work. How have you been able to successfully spread the word about your programs? What audiences have you been able to reach? Sharing different communication approaches is crucial, and it allows us to build upon already existing techniques.

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FAMILY PLANNING/HIV INTEGRATION: PUBLICATION COORDINATION EFFORT

A one-day meeting was held on February 10, 2004, for USAID Office of Population/Reproductive Health CAs that have published, are currently publishing, or plan to publish materials on FP/HIV integration. Approximately 40 to 45 individuals representing some 24 organizations/projects

and USAID staff attended. The objective of the meeting was to develop a process for collaboration and coordination among the organizations in identifying and meeting the field's information needs in the area of FP/HIV integration. Through a series of small and large group activities, the group identified key audiences and key information needs, reviewed current information resources, and identified gaps.

The group divided into smaller groups to begin the actual collaboration process.

Each subgroup selected one or two point persons to call the first meeting of the group together and, at least initially, act as coordinators. All groups agreed to meet together initially at Advance Africa on March 4, 2004, from 9 to 11 AM. The listings below show each group with members and contact information.

1. Advocacy and Communication

- * Message
- * Delivery
- * Key stakeholders
- * Buy-in

Rachel Lucas - USAID
Sandra Jordan - USAID
Erin McGinn
Peggy D'Adamo - JHUCCP
Lois Schaefer - USAID

2. Process for Coordination

- * Identification/prioritization

Ward Rinehart - JHUCCP
Beth Robinson - FHI
Bill Finger - FHI

3. Product/Collaboration

- * Developing products
- * Synthesis

Nina Pruyn - Advance Africa
Jude Griffin - MSH
Beth Robinson - FHI
Laura Lorenz - MSH
Peter Twyman - EngenderHealth
Chris Wright - JSI

4. Evidence

- * Mining/capturing
- * Topics

Kathleen Shears - FHI
Laura Raney - Population Council
Karen Hardee - Futures Group

5. Dissemination

- * Packaging
- * Evaluation

* Use

Steve Goldstein - JHUCCP
Laura Lorenz - MSH
Lori Rosman - JHUCCP
Samantha Ender -Advance Africa
Jude Griffin - MSH

If you were unable to attend the meeting, are interested in finding out more about this collaborative effort, or would like to join one of the interest groups, please contact Peggy D'Adamo at mdadamo@jhuccp.org or Rachel Lucas at rluca@usaid.gov.

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TARGETING NEW AUDIENCES VIA AUDIO NEWS RELEASES (ANRs)

Pitching a story to your target audience is a PR pro's dream. Consider working with radio, an enormously extensive media relations market. There are 13,500 registered radio stations that currently air in the United States, and, according to the Radio Advertising Bureau (RAB), 96% of Americans age 12 and older tune in every week. Most importantly, these radio stations have a wide range of formats, audiences, and regional variations, which means that audio news releases (ANRs) or pre-produced news stories can reach very specific audiences such as teens, urban adults, political conservatives, and so on. Tammy Lemley, VP at the radio media relations company North American Networks, stresses that radio is a very intimate medium as listeners don't see or witness anything.

Interestingly, the RAB reports that multicultural audiences constitute the highest percentage of listeners. However, many news outlets do not reach them, even though their respective radio stations are often starved for news items. You do have to demonstrate why your information is important for the target demographic, and you also have to find the appropriate outlet. For instance, Lynn Medcalf, co-founder of the radio PR company News Generation, recently handled an ANR for a faith-based initiative in African-American churches to raise awareness about diabetes by targeting oldie-format, gospel, jazz, and religious stations.

Some good hits for pitching multiculturally targeted ANRs are the American Urban Radio Networks, HBC, and CNN Noticias.

DOs and DON'Ts:

- DO include specific statistics about your targeted demographic
- DO listen to stations you are going to pitch
- DO consult a native speaker when translating a story to get your point across

- DON'T rely on public directories for contacts, keep your own database
- DON'T mail out ANRs in press release format
- DON'T just translate an ANR, cater it to your audience

[SOURCE: PRWEEK, "Tuning in to your multicultural audiences" September 22, 2003, pg.20]

additional items should be included. We also encourage you to become a contributor - pass along stories about your program, including poignant accounts, major accomplishments, new publications, awards received, or upcoming conferences, to lchomiak@usaid.gov.

Also, if you know people who should get this newsletter, let us know so we can add them to our subscribers list.

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