

# Sample Press Engagement Plan

This sample press engagement plan—for a PrEP program with a public launch—includes intensive press engagement before and during the launch, as well plans for journalist follow-up as the program scales up. This campaign heavily involves campaign allies (including PrEP users, advocates, civil society organizations, and researchers), including some who are prepared to serve as spokespeople for the press by joining radio or television broadcasts to show support for and communicate accurate information about PrEP.

While the overarching purpose of this kind of media engagement is accurate and supportive coverage of PrEP, this program presents PrEP in the context of the broader HIV response in the country.

## Phase 1: Initial engagement with press

1. Host a 1-day press symposium with experienced and known journalists, presenting PrEP in the context of broader HIV response. Guests will include 12-15 journalists; the event will include presentations by PrEP users, advocates, and other allies; a visit to a clinic; and informal sessions for discussion.

Goal: Journalists will leave prepared to report on the launch, with knowledge about the launch and timing, as well as specific contacts for follow-up questions. (Note, no stories expected from this engagement).

2. Host an editors “briefing breakfast,” convened by a known editor who is already familiar with the campaign; the breakfast will present PrEP in the context of broader HIV response. Guests will include 5-6 editors, to interact with senior government and program spokespeople (including 1-2 PrEP users and advocates).

Goal: Editors leave with knowledge and reason to support journalists in reporting on PrEP

3. Publish a series of “op-eds” (or opinion pieces, published in a newspaper but written by an external expert), and book spokespeople for broadcast appearances; both of these will position PrEP as part of the broader HIV response. These will build support for the PrEP program and prevent misinformation.

Goal: 2-3 op-eds published and 2-3 spokespeople appearances in broadcast, starting 2-3 weeks before and continuing through the first days of the launch.

## Phase 2: Launch press

1. Develop a press release and press kit for journalists. Share it electronically with wide list of journalists, and make print copies available to journalists who attend specific launch events (for example, additional clinic visits arranged).
2. Develop and brief media spokespeople on key messages; spokespeople to include at least 1 PrEP user, 1 PrEP advocate, and 1 clinician as resources for journalists.
3. Track and access media coverage each day; identify, follow-up, and correct any misinformation.

### **Phase 3: Ongoing press engagement**

- 1.** Maintain contact with journalists. These include all symposium and briefing attendees, as well as additional journalists who report on PrEP or HIV as appropriate. Send a monthly email to all journalists including program updates, reminders of key contacts, and other useful information.
- 2.** Continue to track media coverage of PrEP and quickly follow-up and correct any misinformation
- 3.** Hold additional media trainings/symposia/site visits tied to project milestones, World AIDS Day or other significant events.