

# 2012

## Media Guide

**NATIONAL  
WEEK OF  
PRAYER  
FOR THE  
HEALING  
OF AIDS**

A Vision of  
Unity and Faith  
from

**THE  
BALM  
IN  
GILEAD**  
INC.  
HEALING THROUGH PRAYER,  
EDUCATION, ADVOCACY & SERVICE



# The End Of The AIDS Epidemic Is In Sight

With Prayer, Education,  
Testing & Treatment

**MARCH 4-10, 2012**

[www.NationalWeekofPrayerfortheHealingofAIDS.org](http://www.NationalWeekofPrayerfortheHealingofAIDS.org)

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## Get Noticed! How To Publicize Your Week of Prayer

Obtaining media coverage for your local activities during the *National Week of Prayer for the Healing of AIDS* encourages people to get involved in AIDS education; to attend your programs and it motivates more faith institutions to address HIV/AIDS.

The overall National media campaign for the National Week of Prayer for the Healing of AIDS is conducted at the headquarters of The Balm In Gilead.

You are responsible for getting **local media** for your activities. The Balm In Gilead is prepared to assist you in obtaining local coverage for your activities by providing advice and a listing of your local media.

### Important Keys to Getting Local Media Coverage

- ❖ **List your activities and submit** your press release on the corporate site of the National Week of Prayer for the Healing of AIDS at [www.NWPHA.org](http://www.NWPHA.org).
- ❖ **Identify a person** to coordinate the local media campaign.
- ❖ **Identify someone** from your faith community or committee to be spokesperson for media interviews. This might be your faith leader, committee chair or someone else.
- ❖ When speaking to the press, the spokesperson should **speak succinctly about:**
  - ✓ Why and how your faith institution is observing the National Week of Prayer for the Healing of AIDS.
- ❖ **Identify persons who are living with HIV/AIDS and/or persons who are affected by this public health crisis** who are willing to be interviewed. Include a diversity of people: mothers, fathers, teens, seniors, singles, heterosexuals, gay persons, people in recovery, physicians who treat persons with HIV/AIDS, etc. The goal is to let your community know that your faith institution is open to ALL people affected by HIV disease.

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- ❖ **Make HIV education and prevention** central to your week's activities.
- ❖ **Take photographs** during your worship service and/or weekly activities. These should be a variety of shots that include your faith leader, persons affected by HIV/AIDS, volunteers, etc.

## What is The National Week of Prayer for the Healing of AIDS

### Purpose

The purpose of **The National Week of Prayer for the Healing of AIDS** is to bring national attention to the AIDS epidemic in the United States and the extraordinary role faith communities can and are playing in AIDS prevention, education, service and advocacy.

*The National Week of Prayer for the Healing of AIDS* will promote the continuous national mobilization and education of faith communities to take an even greater role in the implementation of AIDS education and services within their local communities and across the nation.

### Program Goal & Objectives

The goal of the campaign is to strengthen the capacity of our nation's faith communities to influence social norms and thereby contribute to the prevention of HIV disease and provide compassionate support to those who are affected.

Program objectives are:

1. To promote a week of AIDS awareness activities through faith institutions to educate the people of the United States about HIV/AIDS.
2. To raise awareness of faith communities to support HIV testing, health education, prevention interventions and give unconditional love and support to all those who are affected by HIV/AIDS.
3. To bring national, regional and local attention to the critical role faith communities *are playing* in the AIDS epidemic in the United States.

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## Contacting the Media

Use the following strategies, sample press release and public service announcement to contact the media. Always follow-up your press release(s) with a phone call.

### Daily Newspapers

- ❖ Send press release to editor or to religion/health column. Follow-up with a call.
- ❖ Send to the community calendar at least two weeks beforehand. Follow-up with a call.

### Weekly Ethnic and Culture-based Newspapers

- ❖ Fax the press release to the editor two or three weeks beforehand. Follow-up with a call.

### Radio and Television Stations

- ❖ Send public service announcement to the PSA director at least two weeks beforehand.
- ❖ Send press release to the public affairs director and/or to the producer of any talk show you feel would cover the story. Follow-up with a call.
- ❖ Send the press release to the local TV news shows two or three days before your program.

### Post-Event Publicity

- ❖ Send photos in a jpeg format, with brief captions, to daily and weekly newspapers. Follow-up with a call.

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## How to Use the Samples

Cut and paste the samples into your word processing software. Fill in the appropriate information and then delete the sample text. Print on an appropriate letterhead or the letterhead for your faith institution.

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## Sample Press Release

### For Immediate Release

Contact: [Your Name]  
[Your Phone Number]  
or  
The Balm In Gilead  
804-644-2256

### **[Name Of Your Faith Institution] Acknowledges The Severity Of The Aids Epidemic In The United States And Observes The National Week Of Prayer For The Healing Of Aids Beginning March 4**

[City, State] - [Name of Faith Institution] will mark the National Week of Prayer for the Healing of AIDS with special worship and educational programs beginning Sunday, March 4. The [name of Faith Institution] joins thousands of faith communities across the nation observing the *National Week of Prayer for the Healing of AIDS* in an effort to bring attention and awareness to the AIDS epidemic here in the United States and to encourage a national dialog on AIDS education, treatment and care.

The programs will take place at the [Name of Faith Institution, address, phone number].

The Center for Disease Control (CDC) reports that more than one million people are living with HIV in the U.S. (an estimated 1,106,400 adults and adolescents), and approximately one in five of those (21 percent) are unaware of their infections. Despite increases in the total number of people living with HIV in the U.S. in recent years, the annual number of new infections has remained relatively stable. However, HIV infections continue at far too high a level, with an estimated 56,300 Americans becoming newly infected with HIV each year. On average, that's one new infection every 9 1/2 minutes. More than 14,000 people with AIDS still die each year in the U.S. Men account for roughly three-quarters of individuals living with and newly infected with HIV. HIV has a severe impact on all regions of the country. Areas hardest hit include Miami; New Orleans and Baton Rouge, La.; Washington, D.C.; Baltimore; New York City; San Francisco; and Jackson, Miss. (reported from [www.cdc.gov](http://www.cdc.gov) - HIV and AIDS in America.)

According to (Rev/Rabbi/Iman/. \_\_\_\_\_) of [name of faith institution], every faith community in America has the power and responsibility to change the course of the AIDS epidemic within the United States. "Our goal is educate every person about this disease and provide prayer, leadership, compassion and information to help the families in our congregation and community who are facing HIV/AIDS."

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Beginning with a special Sunday morning worship service, **[name of faith institution]** will host a series of programs related to AIDS issues. **[Insert program highlights]** The programs are free and refreshments will be served. To register call **[contact name and number]**.

Co-sponsors of our activities for the *National Week of Prayer for the Healing of AIDS* include **[list all sponsors and organizations you are collaborating with]**.

For more information about the **[Name of Institution]** *National Week of Prayer for the Healing of AIDS* activities, contact **[insert name, phone number and email address]**.

###

## Sample Media Alert

*Send the media alert out a few days before your event  
as a reminder of your activity.*

### For Immediate Release

Contact: [Your Name]  
[Your Phone Number]  
or  
The Balm In Gilead  
804-644-2256

***[name of your faith institution] Invites the Public to  
[name of your activity]***

- Who** [Name of your faith institution or organization]  
**What** [Describe the event]  
**When** [Day, Date and Time of your activity]  
**Where** [Give detailed information on the location of your activity including the address and phone number]  
**Why** [Briefly explain the purpose of your activity]  
**Contact** [Give the name, address, phone number and email address for the main point-of-contact for the activity]  
**Status** [Indicate if this event is open to the public and/or Free]

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**Sample Calendar Listing  
or PSA for TV, Radio or Newspapers**

**For Community Calendar: Week of Sunday  
March 4, 2012**

Contact: [Your Name]  
[Your Phone Number]  
or  
The Balm In Gilead  
804-644-2256

**The National Week of Prayer for the Healing of AIDS** will be observed at **[name of institution]** with worship, prayer and educational programs to address HIV/AIDS in the United States. Highlights include a workshop for women on the front line of HIV/AIDS on March 9 at 7 p.m. and a gospel concert March 10 at 8 p.m. The **[Name of Faith Institution]** is located at **[address]**. For more information, call **[contact name and number]**.

**Sample Community-Wide  
Collaborative Program**

*The National Week of Prayer for the Healing of AIDS  
Lincoln Corner, South Carolina*

*March 4-10, 2012*

**Schedule of City-Wide Events**

- Sunday, March 4, Special candlelight Services and Prayers for the healing of HIV/AIDS (List all participating faith institutions and organizations) 6:00 pm
- Monday, March 5, Noon Day Bell Chime Memorial  
All participating faith institutions

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Tuesday, March 6,

Noon Day Prayer  
Mt. Zion Church of God  
395 MLK Boulevard

Wednesday, March 7,

Bible Study -- Why are so Many People Sitting by  
the Pool?  
St. Luke's Baptist Church 7:00 PM  
434 North 80th Street

Thursday, March 8

Seminar: The Role of Parenting in the future of  
HIV/AIDS  
The Lighthouse Resource/ Community Center  
7:00 PM  
25 Pacific Street

Friday, March 9

Health Fair Free HIV Testing and Counseling  
The Islamic Temple  
354 Putnam Circle 11AM- 7PM

Saturday, March 10

Special Readings from the Torah for the Healing of  
HIV/AIDS  
Concert of the Bells  
The Synagogue 6:00 PM  
552 Bedford Place

Saturday, March 10

Moncks Corner City-Wide Gospel Concert  
Convention Center 7:00 pm

For more information about these events, please contact **[name]** at **[telephone number]**.

Special thanks to the Central City Department of Health, the Harriet Tubman AIDS Resource Center and Central Gas and Electric Company.

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Celebrating over 23 years of service, The Balm In Gilead develops educational and training programs specifically designed to meet the unique needs of African American and African congregations that strive to become community centers for health education and disease prevention.

The Balm In Gilead is known throughout Africa and the United States for its insightful understanding of religious cultures and values and extraordinary ability to build strong, trusted partnerships with faith communities. With these unique partnerships, The Balm In Gilead has been entrusted to build the capacity of national faith structures to utilize their existing tentacles that reach into every urban center and rural village to deliver comprehensive health services.

The Balm In Gilead, Inc. is an international NGO based in Richmond, VA (USA) and Dar es Salaam, Tanzania (Skyway Building).

## **Our Vision**

Faith institutions serving people of the African Diaspora are fully engaged in preventing diseases and improving the health status of those they serve and eliminating diseases, such as HIV/AIDS, cervical cancer, diabetes and other health disparities.

## **Our Mission**

The mission of The Balm In Gilead is to prevent diseases and to improve the health status of people of the African Diaspora by providing support to faith institutions in areas of program design, implementation and evaluation which strengthens their capacity to deliver programs and services that contribute to the elimination of health disparities.

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## Our Guiding Principles

- We believe that all people facing health challenges are welcome at the table of grace by the unconditional love of God and that their voices must be heard and respected.
- We believe that faith leaders are a powerful voice for change and must be intentionally at the forefront of addressing the health challenges of the people they serve.
- We believe that faith institutions are uniquely positioned to play a major role in efforts to improve the health status of people living in the communities they serve.
- We believe in the Power of Prayer and its role in lives of all people of faith.

## History of The National Week of Prayer for the Healing of AIDS

**The National Week of Prayer for the Healing of AIDS** is the inclusive, expansion of the highly successful Black Church Week of Prayer for the Healing of AIDS, which concluded its 20<sup>th</sup> year anniversary in 2009. The Black Church Week of Prayer for the Healing of AIDS was the nation's FIRST national mobilization campaign that specifically focused on HIV/AIDS. The campaign has provided AIDS information to well-over 5 million African Americans through the engagement of Black congregations of every sector across the United States.

The Black Church Week of Prayer for the Healing of AIDS was the expansion of a community-wide initiative in New York City known as The Harlem Week of Prayer for the Healing of AIDS. The successful engagement of Harlem's Christian, Muslim, Jewish, and traditional faith communities brought national attention to the critical and urgent need to engage faith communities in addressing HIV/AIDS, especially in the African American community. Pernessa Seele, Founder/CEO of the Balm In Gilead, is also the visionary and founder of the Week of Prayer for the Healing of AIDS.

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**The National Week of Prayer for the Healing of AIDS** in 2012 is calling America's faith communities of all races, creeds and cultures to prayer and to educate their congregations and others about the ever-alarming AIDS epidemic in the United States.

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