

Articles and Press Releases

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The outreach team advocates the propagation of articles and press releases on AguaClara. Increased publicity and awareness about AguaClara is always needed, but we also need to address the appropriate definitions and precautions for these mediums of public communication.

Articles are defined as pieces of literature written by authors/editors of independent publications (whether magazines, journals, newspapers, or other printed matter). Due to their nature, we do not have a great amount of control over the content of news articles; the information presented in articles will likely be drawn from our website (and perhaps from interviews) and interpreted through the view of the author. It is therefore essential that all information on our sites be presented accurately.

Press releases are essentially self-published articles that are written by AguaClara members, with the main purpose of notifying the public of a new development in our organization. We exercise full control over the content of press releases, but we do not have much influence over the amount of people who read them. Since press releases are not distributed through major channels (like newspapers and TV), their reach is relatively small.

The following attachments show examples of press releases and articles of AguaClara in the past.

Attached:

For literature created by AguaClara: [AguaClara Press Release](#)
For literature about AguaClara: [AguaClara in the Press](#)