

The **PUSH**
Journal



news service for journalists

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Background

- In 1999, the Rockefeller Foundation identified a need for a tailored, vetted news service to target journalists specializing in reproductive health and related international development issues.

Background

- Feedback from journalists gathered by InterScience indicated that:
 - They could not cover reproductive health issues because they did not get enough good, newsworthy material.
 - The same was true when complex scientific data was presented to them academically.
 - Journalists also indicated that at times they were uncomfortable reporting on a story unless there was evidence that others would too.

Background

- Using this feedback, the London-based organization *InterScience* spent two years developing the PUSH Journal—a **Web-based information hub**, meant to function as a central repository of information for journalists.

The PUSH Journal

- The core technology is Internet based, and a customized HTML email, containing **full-text articles** on issues chosen by the user, is delivered daily.
- The topics and geographical preferences can be changed as frequently as the user desires.

Registering
online

The **PUSH** Journal Periodic Updates of Sexual and Reproductive Health Issues Around the World

Login
Register
Password Reminder
Contact

The **PUSH** Journal 
Periodic Updates of Sexual and Reproductive Health Issues Around the World

 Register

Choose your username:

-- you can use mixed case, but it must be a single word

Choose your password:

-- keep this private!

Enter e-mail address:

-- we need this in case you forget your password

First Name

-- enter your first or given name

Last Name

Enter country

-- choose from list

Enter Company

-- enter company or institution.

Enter your job title

-- enter your job title or department

Choosing topics and geographical preferences

Topics	Areas
<input type="checkbox"/> All Topics	<input type="checkbox"/> All Areas
<input type="checkbox"/> Adolescents & Youth	<input type="checkbox"/> Africa--ALL
<input type="checkbox"/> AIDS & HIV Care; Policy; Prevention; Treatment	<input type="checkbox"/> Eastern Africa
<input type="checkbox"/> Demographic Trends	<input type="checkbox"/> Middle Africa
<input type="checkbox"/> Economic Development	<input type="checkbox"/> Northern Africa
<input type="checkbox"/> Environment	<input type="checkbox"/> Southern Africa
<input type="checkbox"/> Girls' Education	<input type="checkbox"/> Western Africa
<input type="checkbox"/> International Conference on Population & Development (ICPD)	<input type="checkbox"/> Asia--ALL
<input type="checkbox"/> International Family Planning	<input type="checkbox"/> Eastern Asia
<input type="checkbox"/> Men's Role in Reproductive Health	<input type="checkbox"/> South Central Asia
<input type="checkbox"/> Refugees & Migration	<input type="checkbox"/> South Eastern Asia
<input type="checkbox"/> Religion & Culture	<input type="checkbox"/> Western Asia
<input type="checkbox"/> Reproductive Health & Rights, including abortion	<input type="checkbox"/> Europe--ALL
<input type="checkbox"/> Reproductive Technology	<input type="checkbox"/> Eastern Europe
<input type="checkbox"/> Safe Motherhood, including fistula & preeclampsia	<input type="checkbox"/> Western Europe
<input type="checkbox"/> Sexually Transmitted Infections--not HIV/AIDS	<input type="checkbox"/> Latin America--ALL
<input type="checkbox"/> UNFPA, the United Nations Population Fund	<input type="checkbox"/> Caribbean
<input type="checkbox"/> Urbanisation Trends	<input type="checkbox"/> Central America
<input type="checkbox"/> Violence against Women	<input type="checkbox"/> South America
<input type="checkbox"/> Women's Equality	<input type="checkbox"/> Northern America--ALL
	<input type="checkbox"/> Northern America
	<input type="checkbox"/> Oceania--ALL
	<input type="checkbox"/> Australia & New Zealand
	<input type="checkbox"/> South Pacific Islands

Sample of Articles

HIV/AIDS:

- Black Life Expectancy in Cape Town Drops as AIDS Takes Hold: The life expectancy of black people in Cape Town is expected to plunge to an average of 40 because of the AIDS epidemic. (*Associated Press*)
- China Expects to Have an AZT Drug Ready to Sell by the Fall, Costing \$300 a Month. (*China Daily/China*)
- Women Embrace Memory Box: Mothers dying from AIDS in sub-Saharan Africa make a treasure chest of family photographs, letters, stories and history. (*BBC News/ UK*)
- One million Kenyan Girl Guides will get training on AIDS prevention by 2003, hoping to curb the epidemic which is hitting hardest at Kenyan girls and women aged 15-24. (*The Nation/Kenya*)
- The South African health ministry moves to give free condoms to women to help curb AIDS epidemic. (*Bua News/South Africa*)

Sample of Articles

Reproductive Health, Rights, and Services, including Abortion:

- Explosion of sex infections overwhelms health service. (*The Independent/London*)
- British barbers give teenage boys condoms with their haircuts. (*The Independent/ London*)
- All Australian schools should begin to include safe-sex education (*Canberra Times/Australia*).
- A Chinese province allows second children for some families, including those whose first child was a girl. (*Xinhua General News Service/China*)
- A new software targets U.S. reproductive endocrinologists and fertility specialists. (*Women's Health Weekly/USA*)

Sample of Articles

Environment:

- Half the world's population will not have enough water by 2025 unless governments put water atop their development and investment priorities, a senior official of the World Water Council said Monday. (*Agence-France Presse*)
- Dirty water causes diseases that kill 2-5 million people each year, causing illnesses in 76 million, most of them children in the poorest of developing countries. (*San Francisco Chronicle/USA*)

Full Text and No Commentary

- Each day's edition carries story headlines at the top and complete versions of each story below. PUSH adds no text or commentary.
- Journalists receive full-text news stories in one email; do not need to click through online to reach the story.
- Those working with slow or unpredictable Internet connections can choose to receive the full-text news stories in plain text version.

Strategic Communications

PLANETWIRE.org:

- Coordinating outreach to press to raise awareness of issues through PLANetWIRE.org
- Correcting mistakes and combating negative press

PUSHJournal.org:

- Maintaining an ongoing relationship with reporters to shape the story
- Tracking coverage for future evaluation

Partnerships with NGOs

- Follow up to NGO-sponsored journalist workshops (e.g., PRB, Panos)
- Outreach to international fellowships (e.g., Pew, Nieman International Fellows, The International Women's Media Foundation)

PUSH Membership

About 1,000 journalists

- Countries represented by region:
 - Africa: 25
 - Middle East: 2
 - South America: 6
 - Central America: 4
 - Central Asia, including China: 10
 - West Asia and Pacific: 9
 - Eastern Europe and NIS: 10
 - Western Europe: 13
 - U.S. and Canada: 2