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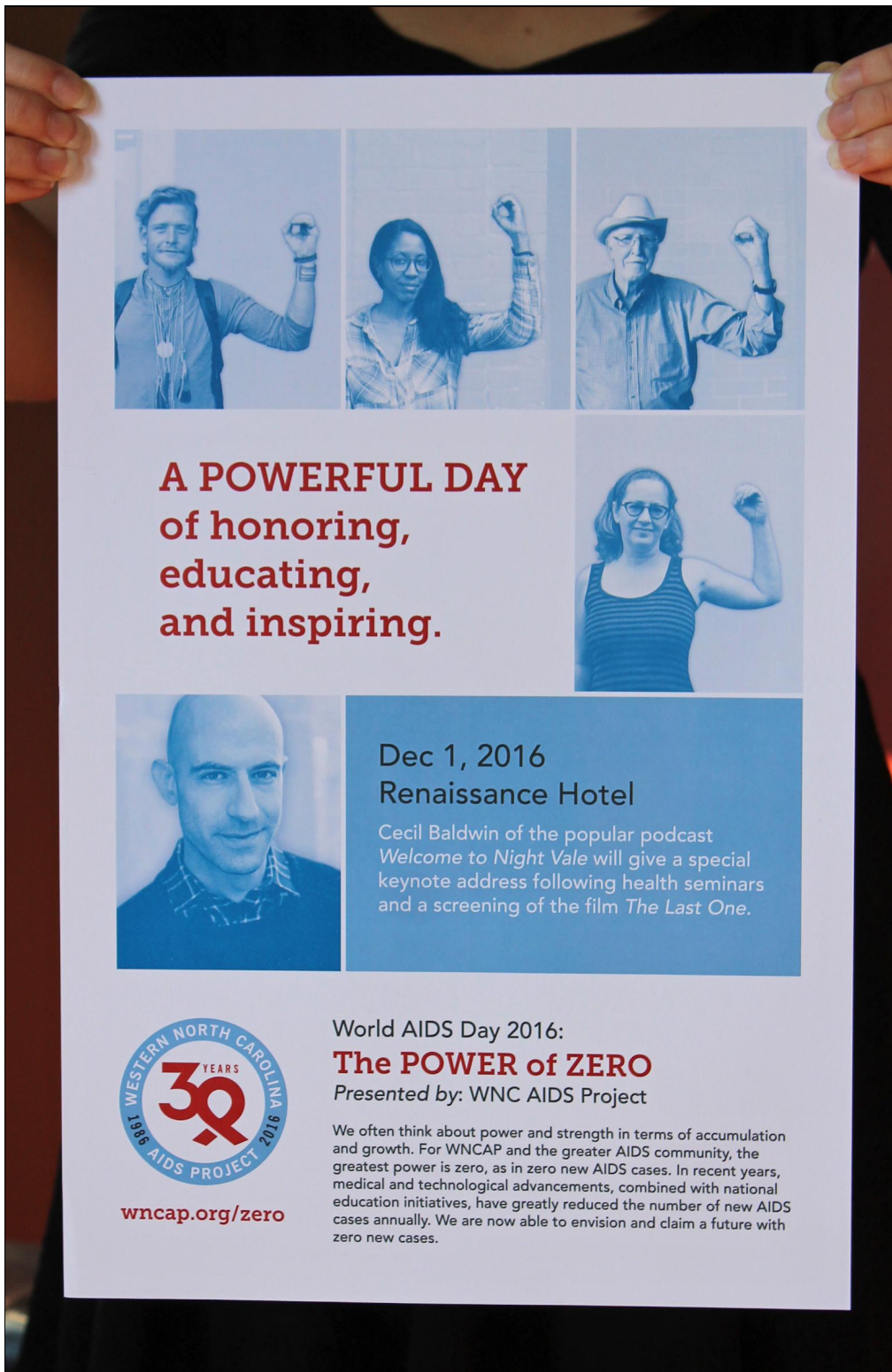
WNCAP's World AIDS Day 2016

Campaign Strategy & Copywriting

Western North Carolina AIDS Project (WNCAP) hosted a comprehensive day of events on World AIDS Day 2016, culminating in a keynote address from the actor, LGBTQ rights, and AIDS advocate Cecil Baldwin. I served as the brand strategist and copywriter for the project. I worked with the organization to name and brand the event, develop optimized web copy, create ad strategies, and identify and engage target demographics.

The primary aim of this campaign was to direct people to a landing page and Facebook event page to register for the event. I reached targeted audiences through social media, print posters, newspaper ads, and media engagement and created sponsored Facebook posts for Cecil Baldwin and WNCAP.

A. Print poster



B. Press Release

WNCAP World AIDS Day 2016: The Power of Zero to feature “Welcome to Night Vale” Host, Actor, and LGBTQ Advocate, Cecil Baldwin

Where: Renaissance Hotel in Asheville, NC

When: December 1, 2016

Ticket Info: This is a free event open to the community

On December 1, 2016, the Western North Carolina AIDS Project (WNCAP) will offer a poignant and resourceful space for locals to connect on one of the most pressing issues of our modern society: the fight against HIV and AIDS. In recent years, medical and technological advancements, combined with national education initiatives, have significantly reduced the number of new AIDS cases annually. We can now envision a future with zero new cases, inspiring the debut of WNCAP’s ***World AIDS Day 2016: The Power of Zero.***

On the internationally recognized World AIDS Day, WNCAP will host various events leading up to an appearance by Cecil Baldwin, best known for his work as the host of the podcast “Welcome to Night Vale.” In addition to his acclaim as an actor, Baldwin is HIV positive and a well-known outspoken advocate for LGBTQ and HIV issues.

Other events of the day include CEU accredited educational seminars on Health Literacy (from 10 am to 12 pm) and HIV, STDs, and Harm Reduction (from 1 pm to 2:30 pm). There will also be a screening of the documentary, “The Last One,” about the hopeful last square to be placed on the AIDS quilt before Baldwin’s highly anticipated talk.

The primary aims of this event are to raise awareness of the ongoing prevalence of AIDS, eliminate stigmatization of the issue through education, and work towards a future where there are *zero* new AIDS cases.

The affair also marks WNCAP’s 30th year as a service provider for HIV-related client support, prevention, education, and advocacy. Guided by the belief that all people are entitled to equal access to health care and disease prevention, WNCAP began formally in 1986 in response to the community’s needs in the early years of the AIDS epidemic.

Though we have made great strides, AIDS is still prevalent today. Over 50,000 new cases occur annually in the United States, and one in four of these recent cases fall into the age group most susceptible, individuals between the ages of 13 and 29. The south has the highest rates of HIV and AIDS cases.

In the days just before December 1 event, the Asheville public is invited to attend the Asheville AIDS Memorial Quilt Exhibit from November 20th-27th, featuring the largest quilt display in the state and honoring those lost to AIDS.

WNCAP invites all members of the Asheville community to attend the December 1st events, whether they are seeking to remember a lost friend or loved one or to support WNCAP's efforts to reduce HIV diagnoses worldwide.