

The RIGHT Foundation Publicity & Media Activities Guideline

This document provides a detailed guideline regarding grantee's publicity and media activities in accordance with the Publicity Clause in Terms & Conditions.

Grantee's publicity and media activities that include information about the grant, the project, and RIGHT Foundation's and its partners' name or logos require prior review and approval by the RIGHT Foundation. All information regarding the grant must remain confidential and should be announced publicly after the RIGHT Foundation has approved its external communication.

The RIGHT Foundation appreciates grantees' and grantees' organizations' efforts in following the guideline and looks forward to supporting various media activities.

Review Guideline and Process

Grantees

- As outlined in the grant agreement, the RIGHT Foundation reviews any publicity and media activities by the grantees that include information about the grant and the RIGHT Foundation name. Publicity and media activities include but are not limited to press releases, public announcements, news, featured articles, and websites.
- **Minimum of ten (10) business days prior to the projected distribution date, please submit the following information to PublicRelations@rightfoundation.kr.**
 - Email Title:
 - [Review Request] Investment ID, Grantee name
(i.e., [Review Request] RF-2000-V01, ABC Company)
 - Email Contents:
 - Investment ID and project title on Grant Agreement
 - Publicity manuscripts and/or media activity materials (xx attachments in total)
 - Publicity theme and purpose
 - Distribution methods and channels
 - Target distribution date
 - PR contact info: in-charge name / email address / phone or mobile (if available)
- RIGHT Foundation requests **ten (10) business days** to review and respond with suggested edits and/or approval.
- Delivery of accurate information of the above will support efficient review process.

Subgrantees or collaborating partners

- Subgrantees may *not* use the RIGHT Foundation's name in a manner that creates the impression that they are *direct* recipients of the grant funds.
- **Publicity from subgrantee that include information about the grant and the RIGHT RIGHT Foundation's and its partners' name or logos also needs the RIGHT Foundation's approval prior to distribution and is subject to the review process.**
- **Publicity materials from subgrantees should be submitted by the grantee for the RIGHT Foundation's approval.**

RIGHT Foundation and Partner Names Guideline

- The RIGHT Foundation logo will be provided upon request. Please submit your request for the logo to PublicRelations@rightfoundation.kr.
- For the initial reference and introduction of the RIGHT Foundation, please use its full-length legal name: The Research Investment for Global Health Technology Foundation. Following the initial reference and introduction, please refer as the RIGHT Foundation.
- When spelling out the RIGHT Foundation, please include its definite article 'the', capitalize the 'RIGHT', and add 'Foundation' as a separate word with the 'F' capitalized.
 - Correct: The RIGHT Foundation
 - Incorrect: rightfoundation, Right foundation, RIGHT foundation
- When addressing the RIGHT Foundation's partners, please spell each in its full-length legal name as follow:
 - Ministry of Health and Welfare
 - Bill & Melinda Gates Foundations (with ampersand, capitalized letters, and spaces)

Further Inquiry

- Please contact PublicRelations@rightfoundation.kr for further inquiry and details.