

Tips for Gaining Media Coverage

for your National Environmental Education Week Activity

- 1. Use the provided template:** There is a standard format in which most press releases are usually written. See the sample release below and templates attached for a good example. Fill in your own event information and details in specified areas, and adapt the release to fit your own needs and reflect creativity.
- 2. Grab the Reporter's Attention Immediately:** The introduction and title is the most important part of the release. Often times, an editor will determine whether or not to write a story within the first ten seconds of reading your press release. Write in language that is upbeat and positive, and always use the present tense. Spend time coming up with a catchy headline at the top of the release. Be sure to add the name of organization, date, location, time, webpage, and any other important event details before the end of the second paragraph of the release. Determine what the most important point would be and make sure it is included in the first sentence of your release.
- 3. Keep it short and easy to follow:** Press releases are only one page or maybe two, at the most. Use bullets for any parts of the release that may seem long or difficult to explain. Bold, italicize, or increase the font of any points of major importance.
- 4. Tell a story:** If you have an interesting story to tell about your activity, make sure it goes in the press release. Include people, numbers, statistics, or any relevant, local or newsworthy information.
- 5. Use quotes:** A typical press release will contain at least one quote that states the goals of your activities. The quote comes from an established spokesperson or the director of your organization. This quote is sometimes run in a published article verbatim, so make sure that your quote demonstrates your message well.
- 6. Have a mission:** Insert your mission statement at the bottom of the press release. This creates credibility for your organization and allows the reporter to learn more about who you are. Perhaps you may even want to include a logo of your organization at the top of your release next to the National Environmental Education Week logo.
- 7. Use a picture:** Many reporters are very visual, so if you are a teacher, for example, you may want to include a picture of your class participating in an activity at the top of the press release.
- 8. Distributing the Press Release:** Contact local newspapers, radio stations, television stations by calling the main number and asking for local reporters who would cover this issue. Pay attention to reporters who write about these topics often or who have strong ties with your organization previously, and be sure to approach them.
- 9. If you have any questions, Contact Patricia Charles at (440) 506-9564 or Karen Schultz at (202-261-6484).**



Media Advisory

Contacts: (CONTACT NAME), (PHONE NUMBER)

For April 15-22, 2007

Save your energy for National Environmental Education Week

(NAME OF ORGANIZATION) in ***(CITY, STATE)*** participates in the largest organized national environmental education event in U.S. history

Washington, D.C. – As part of third annual National Environmental Education Week April 15-22, ***(ORGANIZATION NAME)*** is ***(ONE SENTENCE ABOUT ACTIVITY)***.

(Insert a few lines describing activities that will be done during EE WEEK. Be sure to include who is participating, number of people involved, in addition to location, date, time of activities, and organization webpage.)

(QUOTE ABOUT EVENT GOALS AND PARTICIPATION FROM ACTIVITY LEADER OR SPOKESPERSON)

EE Week is launched by the National Environmental Education Training Foundation, in partnership with the Alliance to Save Energy, the National Arbor Day Foundation, the North American Association for Environmental Education and dozens of other non-profit organizations and local, state, and federal agencies, sponsored by Canon U.S.A., Inc.

Over 3 million students and 100,000 educators are anticipated to participate in the national program, culminating in over 5,000 Earth Day service projects and 50 million hours of learning by April 22, 2007. Additional energy activities, curricula, and other resources and information for EE Week can be found at www.EEWeek.org.

National Environmental Education Week will increase the educational impact of Earth Day by creating a full week of educational preparation, learning, and activities in K-12 classrooms, nature centers, zoos, museums, and aquariums. The focus of EE Week this year is on making students aware of energy: where it comes from, how much they use, and how they can take charge of its impact on the environment. Students will get involved activities much like those of ***(ORGANIZATION NAME)*** that will encourage them to get out in nature, learn about the environment, and preserve natural resources.

Schoolchildren from across the United States will be encouraged to explore how energy is used in everyday life – from charging their iPods and cell phones and displaying favorite websites, to

keeping the house comfortable, getting to school, and eating food transported from far away. Because young people are “plugged in” more than ever they now play a critical role in the consumption of energy. According to the U.S. Department of Energy, up to 10 percent of energy used in homes comes from cell phone chargers, iPods, and always-on appliances. Students can also take the Alliance to Save Energy’s 6 Degrees of Energy Efficiency Challenge, www.sixdegreechallenge.org, to assess their own energy intelligence, and learn that simple lifestyle changes can save a great deal of energy.

For details and more information about local events, including how to register, see www.EEWeek.org.

(INSERT MISSION OF ORGANIZATION)

The National Environmental Education & Training Foundation is a private non-profit organization chartered in 1990 by the U.S. Congress to advance environmental education in America and abroad. For more information, see www.neetf.org.

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The company is listed as one of Fortune's Most Admired Companies in America and is on the BusinessWeek list of "Top 100 Brands." Its parent company, Canon Inc. (NYSE:CAJ), is a top patent holder of technology, ranking third overall in the U.S. in 2006†, with global revenues of \$34.9 billion. For more information, visit www.usa.canon.com.

The Alliance to Save Energy is a coalition of prominent business, government, environmental, and consumer leaders who promote the efficient and clean use of energy worldwide to benefit consumers, the environment, economy, and national security. For more, see www.ase.org.

The National Arbor Day Foundation is an organization dedicated expanding awareness of the need for tree planting and care and promoting the planting and maintenance of trees through education and outreach. More at www.arborday.org.



Media Advisory

Contacts: (CONTACT NAME), (PHONE NUMBER)

For April 15-22, 2007

Local Organization Encourages Students to Explore Nature

(NAME OF ORGANIZATION) in ***(CITY, STATE)*** participates in the largest organized national environmental education event in U.S. history

Washington, D.C. – As part of third annual National Environmental Education Week, ***(ORGANIZATION NAME)*** is ***(ONE SENTENCE ABOUT ACTIVITY)***.

(INSERT NAME OF ORGANIZATION) is just one group participating in National Environmental Education Week April 15-22, but over 3 million students and 100,000 educators are anticipated to participate in the national program culminating in over 5,000 Earth Day service projects and 50 million hours of nature and environmental education by April 22, 2007.

National Environmental Education Week is a full week of educational activities in K-12 classrooms, nature centers, zoos, museums, and aquariums April 15-22. Students from across the U.S. will get involved activities like ***(INSERT ACTIVITY)*** that will encourage enthusiasm for nature. (Insert a few lines describing activities that will be done during EE WEEK. Be sure to include who is participating, number of people involved, in addition to location, date, time of activities, and organization webpage.)

(QUOTE ABOUT EVENT GOALS AND PARTICIPATION FROM ACTIVITY LEADER OR SPOKESPERSON)

There has never been more of a need for environmental education for our nation's youth. A recent MTV Poll conducted in June of 2006 (http://pressroom.greenmediatoolshed.org/attached-files/0/93/9300/mtv_environment_poll.doc.html) reports teens think the environment is the most pressing problem they think they will have to face in their lifetime. EE Week provides a platform for teachers to discuss these issues with their students, and allows teens to take positive action in an area where there is so much concern for the future. EE Week provides tips and for getting

involved in nature including:

- **Planting trees:** The National Arbor Day Foundation has an online tool to help you put the right tree in the right place at www.arborday.org/trees/righttreeandplace/.
- **Taking a group to your local zoo, aquarium, or nature center.** Enter your state at www.aza.org/FindZooAquarium/ for links to members of the American Zoo and Aquarium Association.
- **Taking the Energy Hog Challenge:** The Alliance to Save Energy provides an interactive guide for students to learn good energy-saving habits, help their families save money by reducing home energy bills, and protect natural resources for future generations

Additional energy activities, curricula, and other resources and information for EE Week can be found at www.EEWeek.org.

EE Week is launched by the National Environmental Education Training Foundation, in partnership with the Alliance to Save Energy, the National Arbor Day Foundation, the North American Association for Environmental Education and dozens of other non-profit organizations and local, state, and federal agencies, sponsored by Canon U.S.A., Inc.

For details and more information about local events, including how to register, see www.EEWeek.org.

(INSERT ORGANIZATION MISSION)

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The National Arbor Day Foundation is an organization dedicated expanding awareness of the need for tree planting and care and promoting the planting and maintenance of trees through education and outreach. More at www.arborday.org.

SAMPLE PRESS RELEASE



Media Advisory

Contacts: (CONTACT NAME), (PHONE NUMBER)

For April 15-22, 2007

Local Zoo throws “Party for the Planet”

The Cosley Zoo in Wheaton, Illinois participates in the largest organized national environmental education event in U.S. history

Washington, D.C. – As part of third annual National Environmental Education Week, the Cosley Zoo will host a “Party for the Planet” on Sunday, April 22 from Noon-3:00 pm.

Cosley Zoo is just one of several hundred organizations participating in National Environmental Education Week from April 15-22. Over 3 million students and 100,000 educators are anticipated to participate in the national program culminating in over 5,000 Earth Day service projects and 50 million hours of nature and environmental education by April 22, 2007.

National Environmental Education Week consists of a full week of educational activities in K-12 classrooms, nature centers, zoos, museums, and aquariums. Students from across the U.S. will get involved in activities like “Party for the Planet” that will encourage enthusiasm for nature. “Party for the Planet” will teach zoo-goers to make their own backyard more wildlife friendly, while at the same time teaching students about conservation. The zoo plans to have animal food, water and shelter stations set up throughout various locations during the party.

“Party for the Planet” is an effort to teach students about the relationships between humans, animals and the outdoors environment.” says Tami Orendorff, Education Supervisor at the Cosley Zoo.

There has never been more of a need for environmental education for our nation’s youth. A recent MTV Poll conducted in June of 2006 (<http://pressroom.greenmediatoolshed.org/attached->

files/0/93/9300/mtv_environment_poll.doc.html) reports teens think the environment is the most pressing problem they think they will have to face in their lifetime. EE Week provides a platform for teachers to discuss these issues with their students, and allows teens to take positive action in an area where there is so much concern for the future. EE Week provides tips and for getting involved in nature including:

- **Planting trees:** The National Arbor Day Foundation has an online tool to help you put the right tree in the right place at www.arborday.org/trees/righttreeandplace/.
- **Taking a group to your local zoo, aquarium, or nature center.** Enter your state at www.aza.org/FindZooAquarium/ for links to members of the American Zoo and Aquarium Association.
- **Taking the Energy Hog Challenge:** The Alliance to Save Energy provides an interactive guide for students to learn good energy-saving habits, help their families save money by reducing home energy bills, and protect natural resources for future generations, which can be found at <http://www.energyhog.org/>.

Additional energy activities, curricula, and other resources and information for EE Week can be found at www.EEWeek.org.

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For details and more information about local events, including how to register, see www.EEWeek.org.

The Cosley Zoo promotes understanding of the relationship among humans, animals and the environment through recreation, education and wildlife conservation.

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