



MEDIA TOP TIPS - ONE WEEK TO GO!

With just one week until the Great Big Green Week begins, it's very likely that many of you will be speaking to journalists about the details of your own events. You know those details best but you may also be talking about Great Big Green Week in general- what it is and why it exists.

This document so this is to give you some pointers on things to remember when you speak to the media, a note about photography, as well as a refresher on the main messages for Great Big Green Week.

Photography:

Also think about photographs and images to illustrate your story. If you have any already (obviously not from your event yet, but from previous events or climate- or environment-based gatherings you have held), you may want to choose a small number of the best ones to share with journalists to illustrate your story. Choose images that are clear, positive and, if possible, that go some way towards telling the story of your event and why your community is coming together.

Do be aware that you must ask permission of anyone identifiable in the picture to use their image for publication in the media or on social media. The same will be the case of photographs taken during Great Big Green Week itself that you intend to publish on websites, social media or in the local media.

Messages:

1. Great Big Green Week is a UK-wide celebration of climate action from 18 to 26 September, 2021.
2. More than 2,500 events are taking place across the country giving people the opportunity to stand up against the effects of climate change and show their support for taking urgent action to help protect people, nature and places across the world.
3. We are sending a clear message to the Prime Minister ahead of the United Nations COP26 climate talks in Glasgow in November: we care about climate change, and we need you to deliver a clear plan to limit a rise in temperatures and to stop floods, heatwaves and droughts getting even worse.

4. Great Big Green Week is spearheaded by The Climate Coalition, the UK's largest group of people dedicated to action against climate change. Its members include the National Trust, WWF, Women's Institute, Oxfam and RSPB.

Don't forget to remind people to visit www.greatbiggreenweek.com to get more information and find events that are taking place near them.

Some pointers to help you when you're talking to media:

Prepare

- Remember that it's your interview, not the journalist's
- Decide in advance what you do (and if there's anything you don't) want to say
- Decide on three main points you want to get across
- Write down your key points and examples or supporting facts in advance to help you prepare

Clear and simple

- Don't use jargon or acronyms: it's best to stick to language you'd use when talking to a friend
- Be prepared to explain the background to a story/your event in simple terms if it helps get your points across
- If you don't know the answer to a question, don't worry and don't make it up! Just tell the journalist you'll get back to them with an answer...and then do that once you've found the answer

Take care

- Remember that things you say outside an 'interview' can find their way into a story

Read on for our four step guide to getting media coverage

THE 4 STEP GUIDE TO GETTING MEDIA COVERAGE

Getting media coverage is a fantastic way to tell your story, boost local awareness and ensure that as many people as possible in your community hear about your event or local green week.

Working with the media is straightforward. The local media is interested in community stories like yours - you are a local person who wants to raise a concern. The most important thing to remember is: be yourself.

The following 4 steps will make securing media coverage quick and easy:

1. **Adapt our press release template.** The template at the bottom of this guide can be edited to fit your particular event. Remember, the media will be interested in hearing about local people and the particular interests of those taking part in the action. The press release should be no more than two pages including quotes. **Add in some pictures too, as these are key if you want a good showing in the paper or on a website.**
2. **Get quotes.** An excellent press release includes quotes from a range of spokespeople, from park rangers helping to organise the event, to choir singers looking forward to taking part. The quotes should be personal, people want to hear about why the event or festival is important to that business, place of worship or local group, and why it's important others get on board.

Our template includes examples of suitable quotes and how long they should be.

3. **Let your MP know about your press release.** It's useful to send them your press release before you send it to the media and ask if they want to add a quote. MPs can be excellent allies in helping to spread a message - use them! Give them enough time to respond before you're wanting to send your press release to the media, and follow up by email or over the phone if you haven't heard back.
4. **Send it off...then check it has been received!** Now you just need to send it off to your local media outlets. The email address you need to send it to can always be found on their website, usually in the 'contact' or 'send us your story' section.

Once this is done, give them a little less than a week to get back to you and if they



don't, follow up! Journalists get so many press releases they often miss some, so the follow-up phone call is important.

Boost your chances of getting media coverage: Talk to your main local paper or radio well in advance to get the 'Green Week' in their diaries. Check the paper for the name of journalist/s who seem to cover most green stories and ring them up - or even call the editor. They might run a story on your plans well in advance, or they might even take part by running their own climate-themed story during the week.

Don't forget to buy a copy of your local paper or check their website to see whether you got coverage and send copies of the article to campaigns@theclimatecoalition.org

Please find the sample press release below, to edit and amend with relevant information to your local area.

[STARTS]

Climate action coming to [insert place name] as part of nationwide campaign

Residents in **[insert place name here]** are taking part in a nationwide campaign this September to highlight the need for urgent action on climate and nature ahead of COP26, the United Nations Climate talks, later this year in Glasgow.

Taking place between 18-26 September, the climate action campaign known as the Great Big Green Week will see thousands of people across the UK organising local festivals and events. The campaign aims to draw attention to climate change, destruction of the natural world, while also making a connection with these issues in communities like **[insert place name here]**, at the same time as showcasing actions to tackle climate change.

[insert some information here about the local event or festival i.e. In [place name], [xyz community group/organisation] is hosting a community fayre featuring local climate and conservation organisations on 20 September, while residents are also encouraged to join a community tour of the local solar farm.]

The Great Big Green Week is being organised by The Climate Coalition, the UK's largest group of people dedicated to action against climate change, whose members include the National Trust, WWF, Women's Institute, Oxfam, and RSPB. Other organisations supporting the campaign included BT, British Mountaineering Council, and the Manchester United Foundation.



INSERT A SHORT QUOTE OR TWO:

EXAMPLE QUOTES:

[A - insert name, age and location], organising the **[event]** said: “I want to see progress on tackling climate change because I care about **[my children/ a local nature reserve/ those in other countries that are feeling the worst effects of climate change... add what you love]** and I think we need to do all we can to protect them....”

[B - insert name, age and location], attending the **[event]** said: “We’ve seen how climate change can affect us directly **[include detail of local landmarks that could be affected or other local impacts e.g. flooding, or a regional/ national example of recent impacts]**. We need to tackle climate change now and we need our MP to lead the way...”

[ENDS]

CONTACT: *[Name of media contact and mobile phone number/email address]*.

Notes to Editors:

- Add information about the local groups involved in your event, e.g. *[xx group name]* meets *[monthly]* to *[add in information about what your group does]*.
- The Climate Coalition is the UK’s largest group of people dedicated to action against climate change. Along with our sister organisations Stop Climate Chaos Cymru and Stop Climate Chaos Scotland, we are a group of over 140 organisations — including the National Trust, WWF, Women’s Institute, Oxfam, and RSPB — and 22 million voices strong.
- For further information about the Great Big Green Week, including details on how to get involved and take part, please visit greatbiggreenweek.com

