

THE GREAT BIG GREEN WEEK

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

