

TOP TIPS FOR SECURING GREAT BIG GREEN WEEK MEDIA COVERAGE

With the Great Big Green Week on the horizon, it's very likely that many of you will be looking to speak to local journalists about the details of your own events. You know the details about what's going on in your area the best, but you may also be talking about why Great Big Green Week is happening across the country, what it is, and why it exists.

This document 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.

To Do List:

- Adapt the press release**
Use [our press release](#) to share information about your Great Big Green Week event(s).
- Find contact details of your local media**
Make sure you think about all forms of media - TV news, radio & newspapers.
- Send your press release to local media**
Meeting with local media might be over email, phone or face-to-face but make sure they get a copy of your press release.
- Follow up with your media contacts**
Make sure you follow up with your contacts to check they'll be reporting on your Great Big Green Week event(s). They might want to come along and take pictures or footage of your event too!
- Send pictures of the event afterwards**
If your local media contact doesn't attend your event(s), make sure to send them photos and videos that they could include in their coverage.

Read on for more details about how to complete this to-do list...



5 Steps to Getting Media Coverage

Getting media coverage is a fantastic way to tell your story, boost local awareness, catch the attention of your local decision-makers, and ensure that as many people as possible in your community hear about your campaign.

Working with the media is straightforward, and local media especially is interested in community stories like yours.

The following 5 steps are a straightforward method to try and secure media coverage for your activities:

- 1. 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 for others to get on board. You can also have a quote from someone in your group, or yourself to bring some personal flavour to the story. [Our template](#) includes examples of suitable quotes and how long they should be.
- 2. 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 at the end of the email too, as these are key if you want a good showing in the paper or on a website.
- 3. Adapt [our template diary note](#) and send it to your local media outlets to put your event/s in journalists' and editors' schedules.** The template can be found below the press release. Diary notes let journalists and editors know about an upcoming event, whether it's a notable meeting with your MP, a big town fayre, or another event as part of the Great Big Green Week. The goal of a diary note is to grab the journalist or editor's interest and make them want to come. What is it about this event that they can't miss? Make sure not to get caught up in long and wordy descriptions. That means keep it to one page and as short as possible, this is more of a teaser. You should send this 10-14 days before the event, and follow it up with your press release.



4. 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.

5. Send it off...then check it has been received! Now you just need to send it off to your local media outlets. Make sure you've covered all forms of local media e.g. ITV or BBC local TV news, local BBC radio or commercial radio and local and regional Newspapers.

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.



Top Tips When You're Talking to Media

Prepare

- Decide in advance what you do (and if there's anything you don't) want to say.
- Think about three main points you want to get across.
- Write down your key points, examples, and supporting facts in advance to help you prepare. These should be able to fit on the back of an envelope as you will probably find you have less time to speak than you think, and you want to get a simple, clear and effective message across.
- Your key points will come across well if they speak to the audience's compassionate side and help to bring them on a journey with you. Remember, they might not know as much as you and that's fine, it's an opportunity to teach and get people on side.

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.



Photography:

Think about photographs and images to illustrate your story that could be attached to your press release. 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, high-quality, 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.



Key Messages

When writing about Great Big Green Week, there are some key messages we really want to get across to the local people attending events, the media, our decision makers and people across the UK. The focus this year is on creating a better world, for us now and for the next generation. Here you can find a breakdown of the key messages to remember when you're writing or speaking about Great Big Green Week.

1) We all have hopes and dreams for ourselves and for the next generation.

- *We all want to be safe, get on in life, and be happy - and we owe that to our children and grandchildren too.*
- *We want children to walk to school breathing fresh air instead of dangerous fumes, and parents want to think about their future with hope instead of fear. We want to hold our heads high in the knowledge that the UK is doing its fair share to stop climate change, and helping the hardest-hit. We want to look at our mountains, forests and seas with wonder, not worry.*

2) To have the lives we want and the next generation deserves, we need to tackle the climate crisis and protect nature today.

- *We're experiencing floods, fires, storms and rising sea levels as a result of the climate crisis. Children today are already in the middle of it - and if we don't do something, this will only get worse as they grow up.*
- *They'll be set back by more extreme floods and super-storms that put their homes and safety at risk, even more energy bill hikes, more unstable jobs, more empty shelves in supermarkets and more expensive food.*

3) This fierce hope is why people are stepping up to take part in Great Big Green Week to show their support for safer, greener lives.

- *We have hope because the solutions exist to restore the balance: cutting emissions, protect nature and wildlife, and play our part overseas to protect people from the worst effects of climate change.*
- *Hundreds of thousands of people will be taking part in Great Big Green Week to stand up for a safer climate and celebrate nature in all its glory.*
- *It'll show that people across the UK have one big thing in common: we're ready to go green to keep the next generation safe.*

4) Now the government needs to follow suit and deliver on their promises to protect us and the next generation.

- *The government needs to replace polluting fossil fuel energy with affordable renewables, support those hit hardest by climate change around the world, and protect and restore nature in the UK and abroad.*



Key information about Great Big Green Week

You may also want to include some general information about Great Big Green Week, such as:

1. Great Big Green Week is a UK-wide celebration of climate action from 24 September - 2 October 2022. (add a bit more info)
2. 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.
3. It's the UK's biggest ever celebration of community action to tackle climate change and protect nature, and everyone's invited

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



Template Press Release

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.

Taking place between 24 September - 2 October, 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. Creating a better world, for us now and for the next generation.

[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 24 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

Template Diary Note

Send a diary note roughly 10-14 days before your event and you can follow it up with your press release (above), and even a phone call to really pitch your event a couple of days beforehand to be sure journalists have enough time to include it in their schedule.

It should include:

- Who is organising the event/activity, including what makes them interesting
- What the event or activity is, including your hook (for example: Your Green Week! Street theatre! Students and elderly people riding bikes together! A local report release!) If pitching to TV or radio, make sure to give a description of what might be interesting in terms of visuals or sounds and who may be available to interview.
- Where the event is (just the name and address is great)
- When it is (date and time)
- Why it’s newsworthy (re-state hook, why it matters, brief background and why this is happening now)

