

TOP TIPS FOR SECURING GREAT BIG GREEN WEEK MEDIA COVERAGE

With the **Great Big Green Week** taking place from **8th - 16th June**, 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. If you have any questions on anything mentioned in the guide, please get in touch at contact@greatbiggreenweek.com.

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**
Think about all forms of media - TV news, radio and 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 tips to help you complete the checklist...

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 or activity. 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. **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/regional paper or check their website to see whether you got coverage and send copies of the article to contact@greatbiggreenweek.com.

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 inform and get people on side.
- You can find some [key messages for Great Big Green Week here](#).

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.

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. This year, we want to show that communities across the UK are making swaps every day to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

Here you can find a breakdown of the key messages to remember when you're writing or speaking about Great Big Green Week. We don't expect you to try and use every line in the key messages below when speaking to the media, they are there to guide any comments or interviews rather than be read out line for line.

Key message: What is the Great Big Green Week?

- *The Great Big Green Week is the UK's biggest celebration of community action to tackle climate change and protect nature. Between 8th and 16th June 2024, communities, schools, businesses, churches, mosques and more will join together again in a wave of support for action to protect the planet.*
- *Communities across the country will take actions together that will show our support for a safer, greener, fairer future. From neighbours swapping skills in repair cafes or allotments, to businesses swapping fossil fuels for solar panels, to friends swapping fast fashion for second-hand finds - every swap will add together to make a big difference.*
- *The Great Big Green Week will show that people across the UK are making swaps today to help create a better tomorrow - and now we urgently need politicians to step up and play their part.*

Key message: Why take action this Great Big Green Week?

- *We can create a country and a world where parents think about the future with hope instead of fear. Where our children walk to school breathing fresh air instead of dangerous fumes and enjoy healthy, sustainable food. Where the natural landscapes and wildlife we love are protected and thriving. Where all communities have the resources to build back from floods, fires or droughts. Where our homes are cosy, warm and powered by affordable, clean energy.*
- *Across the country, people are already making swaps for a greener, fairer, safer society, and we need politicians to do the same. The decisions we make now - like swapping expensive, polluting energy sources for clean, more affordable ones - mean we can hold our heads high in the knowledge that the UK is doing its fair share to address climate change, protect nature and help the hardest-hit in communities around the world who are on the front lines of the climate crisis.*
- *If we work together to keep people safe, the climate stable and nature protected, we have the chance to swap in a better future.*

Key message: What impact will Great Big Green Week have?

- *By taking action together at the same time in every corner of the country, politicians will be unable to ignore that their constituents care about tackling climate change and protecting nature - and this is crucial in a year where we will likely see a general election.*
- *Collectively, we will show decision makers there is a public mandate for policies that create a cleaner, greener, fairer future. The solutions already exist: we need to protect and restore nature in the UK and abroad, swap polluting fossil fuels for affordable renewables, and support those hit hardest by climate change around the world. And these same solutions will help tackle the cost of living crisis and create a safer, stronger economy.*
- *We need to get back on track to a world that works for everyone. Let's swap together, for good.*

Key information about Great Big Green Week

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

1. The Great Big Green Week, taking place between 8th and 16th June 2024, will see people across the country join together in a nationwide celebration of action to protect the planet with events being held across the country.
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 greatbiggreenweek.com to get more information and find events that are taking place near them.

Preparing your press release

Photography

Think about photographs and images to illustrate your story that could be attached to your press release. If you have any already (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.

Bold, strong and big pictures are best. Smiling faces, a close up of one or two of people in "action" and "doing" work well, for example, a group photo of children holding spades or litter pickers in the air.

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.

We have some [hero Great Big Green Week images for media use](#) that you can use, but your story may be more likely to be picked up if you include images showcasing your local area and its residents.

Quotes

Quotes are a great way to bring your story to life and make it stand out. It's a chance for people to talk about what they're doing, share why they care and bring colour to the press release.

Make sure there your press release features a good mix of quotes, with different people talking about different things. For example, someone from a local community group expressing why their group cares about tackling the climate crisis, a school kid sharing what activities their school is running during the week, and a local councillor talking about why it's important we all take action.

Focus on the people, the energy and momentum behind Great Big Green Week, and try to avoid all the quotes sounding too prepared. Make quotes engaging, talk up the benefits and what has been achieved and how it will help make a difference. Every word counts. Focusing on the positives adds colour and feeling to the story, but be sure to be concise and be clear on the message you want to get across.

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]** are taking part in the Great Big Green Week this June to highlight the need for urgent action on climate and nature.

Taking place between 8th and 16th June, the climate action campaign known as the Great Big Green Week will see thousands of people across the UK organising local festivals and events. Now in its fourth year, the campaign events will draw attention to climate change and destruction of the natural world, while also making a connection with these issues in communities like **[insert place name here]**.

The Great Big Green Week will show that people and communities across the UK are making swaps every day to help create a better world, for us now and for the next generation.

[insert some information here about the local event or Green Week i.e. In [place name], [xyz community group/organisation] is hosting a community

fayre featuring local climate and conservation organisations on 10th June, 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, RSPB and more.

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 on the climate and nature crises. Along with sister organisations Stop Climate Chaos Cymru and Stop Climate Chaos Scotland, it is a group of over 130 organisations — including the National Trust, Women's Institute, Oxfam, and RSPB — with a combined supporter base of 20 million.
- 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)