

# How to get media coverage for your school's eco activities

Why not share and celebrate your school's successes by getting some coverage in your local media? Here are our top tips for making the most of the opportunity



## Getting your school in the media

If you are working on eco projects around your school then it's worth shouting about them! Maybe you've involved your local community in a school project, you're improving your school grounds or your students have achieved something special.

Most regional daily and weekly papers have an education section. When schools do well, the papers like to celebrate it – providing it makes a good story. That goes for television and radio too: a school story is always a nice local issue they'll want to cover.

## Tips for targeting the media

- Have something for the media to photograph or film. You need something happening on a particular day to entice them to turn up. For instance, you might be organising a big litter pick or have a celebrity coming into school to work with the children.
- Give the media plenty of warning – let them know what's happening at least a week beforehand. Do this by contacting the news or planning desk of your local radio and television stations, as well as the press.
- If you want a photographer to attend, then speak to the picture desk of your local paper so they can send a photographer to cover your event. Alternatively, take your own photographs in case they cannot make it, as newspapers always like photos to accompany stories.

**Don't forget...**

**You'll need permission from parents for children to have their photograph taken.**

- If possible, have your photo shoot in the morning – the media are more likely to turn up first thing!
- Restrict the number of people who will feature in the photograph. This makes it easier for the school and photographer to manage.

## Tips for writing a press release

The key bits of information to include in your press release are:

- **Who** is taking part
- **When** the event is happening
- **What** will be going on
- **Where** exactly it is and at what time
- **How** has this been achieved.

Present the information clearly and concisely, and remember to include the correct contact details for your school.

### Breaking news...

If the media decide not to cover your story, don't be disheartened. Other news stories may break on the day which take precedence over yours, but keep on trying.

And remember there are other ways to share your good news. Why not include your Eco Club news in your newsletters, notice boards outside the school, or in your school's blog, tweets or Facebook posts?



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