**GLOBE 20th Anniversary: TIPS FOR MEDIA OUTREACH**

Here are some general tips for conducting outreach to the media that can help you generate interest in your GLOBE event around the 20th anniversary of the program:

* **Be proactive in your outreach**. When conducting media outreach, plan ahead and take advantage of upcoming newsworthy opportunities, such as your GLOBE event and Earth Day.
* **Engage reporters who cover relevant topics,** such as education, science, or local community events. Reach out to outlets including relevant:
  + Regional and local daily newspaper
  + Regional and local blogs
  + Regional and local news radio stations
  + Regional and local television news stations
* **Think big and small.** While sometimes you may have something major to announce that may warrant a full-scale press conference, you don’t need to have a press conference in order to conduct news media outreach. Sometimes the small stories are more interesting to reporters anyway, and a simple phone call or email to a media contact will spark their interest.
* **Be flexible.** While it’s important to plan ahead, also stay on the lookout for unexpected newsworthy items that are worth sharing throughout the year. For example, if teachers attend a training offered by GLOBE, it may be worth conducting some outreach around that. You can highlight how your schools’ students are conducting fieldwork activities that are grade level-appropriate and align with national and state educational standards. Again, it can be as simple as an email to a reporter, a tweet at their Twitter handle, or a quick phone conversation to share background information.
* **Have spokespeople.** While prepared materials are helpful, reporters will want to hear the perspective of real people. Identify your spokespeople, ensure they’re comfortable with the talking points, and make sure they have ample availability to talk with reporters. In many cases, it may be helpful to have several spokespeople who can offer multiple perspectives, such as a student, teacher or administrator.
* **Use available resources.** The materials in this toolkit contain valuable information and resources that can help focus your efforts and tailor your message. Use these materials in the process of planning your outreach and developing materials.
* **Don’t forget social media promotion.** Twitter and Facebook are another opportunity to amplify earned media efforts. You can also use these platforms to engage with journalists, many of whom have relevant followings on Twitter. GLOBE will be promoting the 20th anniversary through Earth Week, so join the conversation online on [Facebook](https://www.facebook.com/TheGLOBEProgram) and [Twitter](https://twitter.com/GLOBEProgram/).

**MEDIA OUTREACH TIMELINE:**

* **More than one week before event:** Build your list of email addresses and phone numbers for local media, using their websites as resources.
* **One week prior to event:** Send media your news advisory, using the template in this toolkit. Post an invitation to the event on social media channels, if appropriate.
* **Day of event:** After your event begins, send your press list the press release using the toolkit template provided. (You don’t want to send the release earlier in the day, and risk them writing a story without attending.)
* **After the event:** Follow up with media who did not cover the event with photos, video, additional quotes, or social media “shareables.” Promote photos or video on your social media channels as well.
* **Share your success with GLOBE:** Send stories, pictures, videos, and coverage from your media event to [communications@globe.gov](mailto:communications@globe.gov). Don’t forget to join the conversations online on [Facebook](https://www.facebook.com/TheGLOBEProgram) and [Twitter](https://twitter.com/GLOBEProgram/).