**GLOBE 20th Anniversary: TIPS FOR STAGING A SUCCESSFUL MEDIA EVENT**

A media event involves inviting the media to something as formal as a news conference, or as informal as a classroom of students conducting a GLOBE protocol to celebrate Earth Day.

***GLOBE Wants to Hear From You!*** *Don’t forget to share stories and coverage from your media event with* [*communications@globe.gov*](mailto:communications@globe.gov)*. You can also join the conversations online on* [*Facebook*](https://www.facebook.com/TheGLOBEProgram) *and* [*Twitter*](https://twitter.com/GLOBEProgram/)*.*

Below is a check-list to run through each time you plan a media event:

* **What:** A media event should highlight GLOBE protocols, during Earth Week (April 20 – 24) or Earth Day (April 22). A larger event is more interesting to media, but any group of students learning about the Earth during Earth Week is helpful. Events don’t need to feature formal speakers, and should be in a setting where GLOBE protocols are able to be conducted. A group of students doing projects while adults are available for comment counts as an event so long as it’s scheduled and media are invited!
* **When:** If possible, your event should take place in the morning. In general, the best times to schedule a media event are between 10:00 AM and 1:00 PM on a Tuesday, Wednesday or Thursday. These times and days tend to generate the most media attention. Update the media advisory (provided as a template in the Earth Day 2015 toolkit) to send to relevant reporters in advance and follow up by telephone. It’s important to try to invite the media between April 13th – 17th, which is week before Earth Week.
* **Where:** Pick a location relevant to GLOBE, a place where you can best showcase and illustrate students learning about the Earth. Ideally, the location will add relevancy, such as around the school building, community park, local waterway that can be accessed safely, or other relevant outdoor spaces. If you are thinking about holding your event outdoors, consider the weather and plan for a back-up location in case of inclement weather. Choose a location that is easily accessible for your participants and to the media you hope to attract. A room slightly smaller than you need is better than one that is too large, which could look empty at the time of the event. If the event is indoors, consider having a conference call line for reporters to listen, which can help increase attendance by eliminating the need to physically attend. Also consider shooting video footage of the event and making it available to reporters who can’t attend (as well as to the GLOBE team, who can help promote your efforts afterward). If you collect photos or video, have all attendees sign the provided personal release in advance of the event. (Parents must sign for students under age 18, so sending it home several days early is recommended.)
* **Who:** Choose lively and/or prominent participants who best illustrate your GLOBE project and bring it to life. GLOBE, science and student involvement should be the focus of the event. Other organizations and partners can help to demonstrate a community-wide effort. The media often takes an interest in the human side of an issue, so look for a student or teacher that has a positive story to tell about their experience with GLOBE, such as how it got them interested in science or helped them become interested in the environment. Consider inviting community leaders, including the mayor or school superintendent.
* **Why:** A media event promotes your local efforts and also provides families, schools, partners, and other target audiences, with information about GLOBE’s 20th anniversary. While it is important to draw the media to your event, it is also important that the attending cover GLOBE and its anniversary accurately. Remember, your audience is NOT the news media. It is their readers, followers, viewers, fans, and listeners.
* **Follow-up:** After a media visit to your GLOBE school, call the news organization to make sure they have all the information they need. If there are significant inaccuracies in the story, you should politely notify the news organization of the errors and provide the correct information.
* **What is my Event Trying to Say?** 
  + **Messages:** It is important to clearly define what messages you want your event to convey to your target audiences. This message will help frame the event—including where it’s held, whom you invite to attend, and whom you select as spokespeople. Since the event is focused on promoting students’ GLOBE projects, your message could focus on how they’re learning hands-on science, heightening their passion in STEM, and increasing their understanding for how your local environment connects to the whole world’s environment. The students are going outside and getting their hands dirty, while using activities that are developed by scientists and tested by educators. The activities align with national and state educational standards, which easily integrated into the curriculum. Don’t forget to show that these students are having fun, and perhaps connecting with other classrooms around the world.
  + **Spokespeople:** Assign one to three spokespersons to communicate the message at the event. Make sure that your spokespeople have reviewed the talking points beforehand. Set a specific time and specific goals for each speaker and offer to help draft their remarks. Your representatives should rehearse for the event, if possible. During the event, keep the proceedings as tight as possible, leave time for questions from the media, and remember to convey your key points as well as the GLOBE messages. Remember that student stories can be especially compelling, as can first-hand stories from teachers who are working to help students learn about the local environment and how it connects to the global environment.