



NATIONAL CONVERSATION MEDIA OUTREACH TIPSHEET

One of the goals of the National Conversation on Climate Action is to raise awareness of and support for local climate action in your community. A means to that end is media coverage of your event. We've provided sample press materials at www.climateconversation.org. Below you will find a suggested timeline for implementing various media strategies.

Advanced Planning:

- Consider inviting one or more local media outlets to be a “Media Partner” or “Media Sponsor” for your event.
- Ask a well-known reporter or media personality to participate in the event as a speaker or moderator.
- If you are trying to make the public aware of your event and boost attendance, contact your local media, especially newspapers and radio, to encourage them to announce the event in the appropriate “community events” section.
- Find out if any local media outlets are developing special Earth Day or “green” calendars, features or issues; if so, pitch the story to them well in advance.
- Post information about your event, including the agenda, on your website and at www.climateconversation.org.
- Research options for Public Service Announcements (PSAs) on public radio or television.
- If your local government runs a cable access station, find out whether they will promote the event in advance and tape the event for airing on and after Earth Day.
- As part of your National Conversation planning, determine whether there are other events or announcements happening prior to Earth Day that should be packaged together as a series.

Early April:

- Compile (or update if they already exist) local press lists. Be sure to include newspaper, TV and radio reporters. These will be the people you send your advisory and press release to the week of the event.
- Consider calling your newspaper's editorial board to schedule an informational meeting for your key event presenters (suggestion: pair up a climate scientist or economist with an elected official) with the editorial writers.
- Draft an opinion editorial (“op-ed”) and pitch it to your local newspaper.

Friday, April 17 and/or Monday, April 20:

- Send out a media advisory to local press contacts alerting them to your event so that it is on their calendars. For help, see our template press release and media advisory at www.climateconversation.org.

- Make a round of “pitch calls” to ensure that your targeted reporters received the advisory and to encourage them to attend and cover the event.

Wednesday, April 22:

- Send the press release out to your local media contacts.
- Make a round of “pitch calls” that morning to remind them about the event.

Post-Event:

- Send out a follow-up email to local media about the success of your event, including any highlights and post-event action items.
- Ask participants to submit Letters to the Editor about the National Conversation and next steps for action at the community level.

More tips for media outreach are available via ICLEI’s Outreach and Communications Guide at www.icleiusa.org/outreachguide.

Please direct additional questions related to your National Conversation media outreach to Annie Strickler at annie.strickler@iclei.org or 510.844.0699.