



Attracting Press Coverage

Want to make a big impact? Your message will reach a much larger audience if you can convince local, state, and national media to report on your activities and publish your views. There's no limit to the points you can earn for press coverage, so use the tips in this guide to attract as much media attention as you can to your action plan and your Global Debates activities. The more noise you make, the better!

How many points can you earn?

200 points (no limit!)

How do you earn points?

Whenever a media outlet covers one of your climate change activities, submit those media clips to us, whether they are print, audio, or visual. First, ALL press clips should be sent with the following information:

- Name of the publication (if being submitted from another country, please provide the title in English)
- Location, including community, city, state, and nation
- Author or, in the case of radio and television, host, interviewer or reporter
- Date, including day, month, and year

If the newspaper is online, send us the URL over the [Upload form](#). You can also scan a copy of a news

article, save it as a PDF, and upload the PDF in the FILE UPLOAD field. Or, send us an original or photo-copy of the article by snail mail at:

The People Speak Global Debates
United Nations Foundation
1800 Massachusetts Avenue, NW
Fourth Floor
Washington, DC 20036

For audio and visual press coverage, send a DVD or VHS copy of the news coverage to the snail mail address.

What You'll Need:

- A printed and/or electronic press release! Read the toolkit guide Press Releases for help writing an effective press release
- Telephone, email account, and mailing supplies for distributing your press release
- Initiative, persistence, & resourcefulness!

How to Increase Your Coverage:

- **Notify as many different media outlets as possible about each of your activities.** Are you holding a debate? Cleaning up a community space? Inviting a speaker? Contact television, radio, local newspapers, regional newspapers, school newspapers, weekly magazines, community newsletters, and as many other sources of news and events listings as you can find. Keep letting the media know what you are doing, even if you don't get responses.
- **Ask your parents and friends if they know anyone in the media you might contact.** Personal references can help you attract attention.
- **Let the media know well in advance of your activity and write clear explanations and directions.** (See Press Releases in the toolkit).
- **Visit editors of local newspapers.** Tell them about this contest and the issues your team wants



to bring to the community's attention. Ask them how you can improve coverage of your events.

- **Send multiple press releases.** Send a release to every media outlet for each separate event.
- **Watch the news on local television.** Listen to local news on radio. Read newspapers. If you see a related story, contact that reporter.
- **Contact people who work in jobs affected by climate change.** Find out what publications their organizations produce. Contact those organizations to see if they want to cover your event.
- **Keep your school newspaper staff informed of your activities.** Find out if your school newspaper will accept news stories written by one of your team members. Provide them with pictures.
- **Invite officials to your events to increase visibility.** If officials confirm their plans to attend, notify the media that these officials will be attending your event.

Provide media with follow-up information to encourage them to write another story or invite media to attend the follow-up event. Plan your events for visible, easily accessed locations to increase the likelihood that the media will attend. Plan your activities on dates that are not already “booked” with events or celebrations. Keep trying! Sometimes your earnest and respectful persistence gains attention!