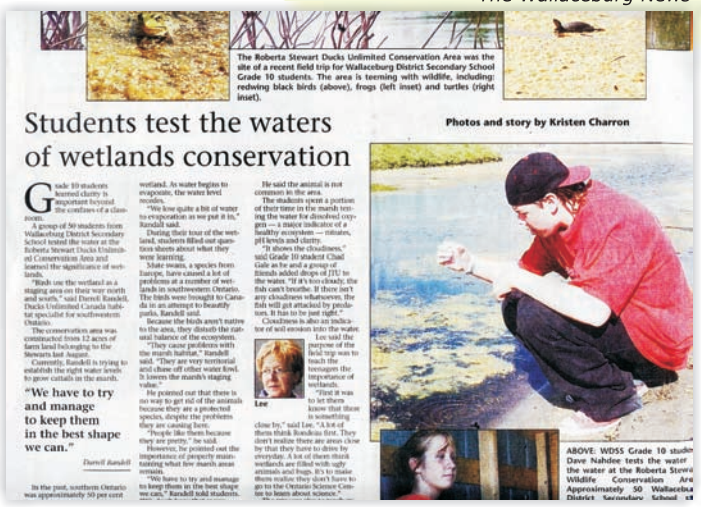
Connecting with Media

Media—newspapers, magazines, television, radio - can help you to get your message out. They can promote or cover your events, tell people about your concerns and get other people involved.

The Wallaceburg News



The Roberta Stewart Ducks Unlimited Conservation Area was the site of a recent field trip for Wallaceburg District Secondary School Grade 10 students. The area is teeming with wildlife, including: redwing black birds (above), frogs (left inset) and turtles (right inset).

Students test the waters of wetlands conservation

Photos and story by Kristen Charron

"We have to try and manage to keep them in the best shape we can."

Darrell Randell

Lee

ABOVE: WDSS Grade 10 studen Dave Nahdee tests the water the water at the Roberta Stew Wildlife Conservation Are Approximately 50 Wallaceb District Secondary School st

- Local newspapers, television and radio stations welcome stories about local people and local happenings. Let them know about your event or issue through a media release (see below).
- Some newspapers may print student-written articles that they think will be of interest to their readers.
- **Public Service Announcements** or PSAs are free advertisements for upcoming events. If you are planning a free wetland education day at your school or a fundraising event for your project, this is one way to get information out.
- **Letters to the editor** are published in many newspapers. If you are concerned about a specific issue, especially one that's in the news, a short letter to the editor may help to get your opinion out to others.

Writing a Catchy Media Release!

The media receive LOTS of messages every day from people who want them to cover their stories too. It takes a well-written media release and effort to make sure your event stands out. Your release needs to be interesting, brief and contain all the important facts.

- Capture their attention with a catchy title that sums up your event. "Students meet with mayor to present their plan to save a local wetland." "Grade 8 students roll up their sleeves to cleanup local wetland."
- Answers to basics—the five "W"s—Who? What? When? Where? And Why? They need to know what's happening, who you are, why you are doing it and when and where the event will take place.
- Make sure your information is clear and to the point. Always provide a contact name—a student or teacher they can reach and include their daytime phone number and an email address.

Who to Contact:

Ask your teacher, family and friends what newspapers they read. All newspapers include their contact information and provide it on their website. You will want to contact their editorial department. Some larger papers may have special editors for education, life, or community. Checking the stories in these sections will give you an idea of who might be interested in yours.

Local cable television networks and local news shows are good ways to get coverage for your events or to get your story out. They may send someone out to film your event or they may even invite one of you into their studio to tell your story.

Do some of the people you know read a paper or listen to radio or television in another language? Don't forget these—they might be interested in your story too.