



GENERATING MEDIA ATTENTION

Media coverage of your Green Flag Team's actions and successes are a great way to boost support for your team, shed a positive light on your school, and highlight your team's concern with global issues, such as environmental health. Generate media attention around your Green Flag activities to include the community in your efforts, and around your award ceremonies (flag and patch presentations) to share news of your achievements.

✦ *Newspaper articles, TV interviews, or other media-related events that inform others about your issue area can count towards classroom activity or presentation requirements. Submit documentation to the Green Flag Office for credit towards Levels 2 and 3.*

Here are some tips on how to garner the attention of your school, community, and beyond...

- Start with your **school newspaper**. Tell them about your team and what you hope to accomplish. Provide them with statistics from your School Environment Survey (or Level 2 Survey) as well as some information on how your team's actions or policy will improve upon existing practices at your school, for example, switching from toxic pesticides and/or toxic cleaning products to non-toxic or less-toxic alternatives, improving upon or initiating recycling, or improving indoor air quality. Share information on the dangers of environmental contaminants with your school reporter. Invite a school reporter to attend an event to take some photos of the group in action.

- If your school has a **radio or TV station**, offer to be interviewed "live" in the studio, during a classroom activity, or while the team completes the School Environment Survey (or Level 2 Survey).
- Be energetic! Choose your most upbeat members to convey your team's enthusiasm.
- After gaining coverage around the school, move onto a **PTA newsletter or school district publication**. Parents, teachers, and administrators want to know what students are doing and are proud to display examples of their leadership and activism. Provide pictures! Offer to speak at a PTA or school board meeting. The more the community knows about your team's efforts, the more likely you are to get support, and educate others!
- Contact a **local public access or news TV station or your local newspaper**. Remember to be both professional and enthusiastic.