



## **MEDIA TALKING POINTS:**

*Congratulations on your National Wildlife Week Project! Your local media will be interested in hearing about your impressive accomplishments. Please fill in the blanks on the media advisory and press release, delete the instructions, and submit to your local newspaper, TV and radio stations, and any websites that carry local news in your area.*

### Please note:

*\*Media Advisory template goes to TV/radio/print to cover your event. Send out 2-3 days before your project date.*

*\*Media release template goes to print and online outlets to write about your event. Send 4-10 days before event.*

### **How to talk about your National Wildlife Week event:**

This is an opportunity to raise the profile of your work, inspire other people, and affirm your own efforts. Because you are an inspiration to other people it would be very helpful if you mention National Wildlife Week/National Wildlife Federation so others who have similar ideas can get involved and apply to join the movement of people who are planting trees to help the environment.

### **Program: National Wildlife Week**

#### **All about us:**

National Wildlife Week is NWF's longest running education program designed to teach kids about the wonders of nature and inspire their interest in spending more time outside. As today's indoor childhood becomes more of a reality, National Wildlife Week also plays a key role in NWF's three year goal of getting [10 million more kids outdoors](#) on a more regular basis.

#### **For More Information:**

National Wildlife Week – [www.nwf.org/nationalwildlifeweek](http://www.nwf.org/nationalwildlifeweek)

#### **Sound bites: Always make up your own, but here are a few ideas...**

- “National Wildlife Week is a great opportunity for families, youth organizations, and communities to come together to celebrate the many ways trees help sustain local wildlife and enhance the environment.”

- “This year, [National Wildlife Federation](http://www.nwf.org) will feature **trees**. *Branching Out for Wildlife* will educate children on the importance of tree sections from roots to leaves, the benefit of trees to ecosystems, and how people and wildlife depend on trees.”
- “During National Wildlife Week, and into the spring, kids and youth will be planting 75,000 trees all across the U.S. – creating wildlife habitat and contributing towards NWF’s goal of reconnecting 10 million kids with nature in the next three years.”
- “To learn more about National Wildlife Week, check out [www.nwf.org/nationalwildlifeweek](http://www.nwf.org/nationalwildlifeweek).”

## **National Wildlife Federation**

[www.nwf.org](http://www.nwf.org)

All about us: National Wildlife Federation is America’s largest conservation organization inspiring people to protect wildlife for our children’s future. NWF focuses its education and policy work on connecting children to nature for a nation of happier, healthier kids.

[www.nwf.org](http://www.nwf.org)

## **How to talk to the media about your project:**

First and foremost, this opportunity or any media opportunity is a chance to tell an audience and a large audience in some cases about your planting - thus you need to think beforehand about what is the message you want to get across.

### **What to convey:**

- In a short compelling way you need to convey: what are you doing and why are you doing it. Think about the "point" of what you are doing. It helps to think about what the message of your work is. What is the most important thing you want people to know?
- Also think about: What you have learned from your experience and how it feels when you are involved in service to your community. Oftentimes interviewers want to know the answers to these questions.
- Write down what you want to say and practice it – in a sense you are "selling" your idea.
- Do not feel obligated to answer questions you don’t feel comfortable answering and should refer to National Wildlife Federation.
- What you say is reported so think of this: Only tell the interviewers what you want them to know. **The most important thing is to talk about your own event and what you want the audience to know about it.**

### **Speaking tips – Getting geared up:**

- Get excited! This is an opportunity to get wide recognition and support.
- **SPEAK CLEARLY!** Identify yourself with your full name, organizational affiliation to National Wildlife Week and National Wildlife Federation, and your hometown or school.

- Speak with enthusiasm about your event and the issues you care about.
- Be colorful and visual in the description of your event.
- Keep it positive! If a member of the media asks you a negative question, respond briefly and politely and then continue to explain why you are excited about your event.
- Relax. Have fun! The best way to do this is think about and have ready what you are going to say beforehand.