green ambassadors

Real Curriculum

Earth+ Public Relations: Finding Media Contacts

Look through at least 6 local newspapers/magazines. It may be easiest to do this with the online versions of the publications. Find articles that relate to the environment, or that relate to education. For each article, find out who wrote it, and see if you can find the email address for that person.

If you can't find the email address for that journalist, find the email address for the editor of the publication, or a web page where you can submit a press release. Write down also the phone number of the publication, so you can call them after you send the press release to be sure they have received it and ask them to publish it.

Publications	Names of Journalists	Email addresses (or web page url's), phone #'s	Date press release sent	Date of follow-up call