



This is your moment. Don't lose what you love to climate change just because no-one knew you cared

TOP TIPS ON GETTING IN THE MEDIA

HOW TO EMAIL LOCAL MEDIA

Your school may already have a contact with the local press. If not, it's easy.

Google the newspaper, radio station or local TV station and add 'newsdesk' to the search

e.g.
'Manchester Evening News Newsdesk'.

This will find you the email address for the newsdesk so you can send them a press release about your activities using this [DRAFT PRESS RELEASE](#)

HOW TO TWEET LOCAL MEDIA

Search for the title/station on Google and add 'Twitter' to the end to find their Twitter @handle

e.g.
'Manchester Evening News twitter' will be @MENnewsdesk.

Write your tweet - you can even attach pictures and film - and include the @handle of the publication/station (@MENnewsdesk.)

Don't forget to include [#ShowTheLove](#) so we see your tweets too. They might contact you directly or they might just retweet your message to their followers.

PHOTOCALL:

The press might want to come to the school to take some pictures, so BE PREPARED and ensure that your school's Safeguarding Policy is taken into consideration.

It's always worth having a pupil briefed as spokesperson and ready to answer any questions - maybe even have a few confident pupils so they can bring the project to life too.

Think about the photo you want to see in the paper and plan where it will be taken - it might be worth talking to the photographer or journalist before they come so you can have a space set up.

THREE KEY MESSAGES TO MENTION WHEN SPEAKING TO THE PRESS

- 1 SHOW THE LOVE - this is the name of the campaign so we want people to mention it
- 2 Don't lose what you love to climate change, just because no-one knew you cared - this is the rationale for the campaign
- 3 If you love it, show it. Wear and share green hearts - this is what we want people to do

Remember please include [#ShowTheLove](#) on any social media so we can track your amazing activity and ensure your school is part of something bigger this Valentine's Day.





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DRAFT PRESS RELEASE

EMBARGOED UNTIL: 9th February 2015

Over *[insert number]* children from *[insert name of your school]* will bring real heart to Valentine's Day.

This February the children, teachers and parents at *[insert the name of your school]* will help kick start a campaign to get people making, wearing and sharing GREEN hearts to celebrate the things they love but could lose to climate change.

QUOTE FROM HEAD TEACHER:

Write your own quote a bit like this...
'Many of the things we love could be changed forever by climate change from bees and butterflies, to chocolate and our coastlines. The science has been proven and we need to act soon to protect all we hold dear.'

So *[name of school]* will be joining schools from across the country and over 100 charities and groups to SHOW THE LOVE this Valentine's Day to raise awareness of what we stand to lose from climate change.

You can add in more detail about what your school has been doing here...

QUOTE FROM CHILDREN:

Add your own quote along these lines...
'We are all wearing green hearts because if nobody knows we love these things and we don't want climate change to take them from us, then nothing will be done.'

2015 is a critical year for global deals which could change the course of history so if you love it, show it. *[insert the name of your school]* are asking you to support the campaign. Make a green heart, wear it and post a 'selfie' to your social media using #ShowTheLove. Don't forget to say what you love that climate change could change forever.

Make what you love part of something bigger this Valentine's Day. Help us SHOW THE LOVE

For more information on the campaign visit: www.ForTheLoveOf.org.uk

To contact the school:

[insert your details]

INFO ON THE CLIMATE COALITION:

The Climate Coalition – the UK's largest group of people dedicated to action on climate change - brings together over 100 organisations including Oxfam, the RSPB, WWF and Christian Aid. We are asking people to show their love for the things that climate change could change forever in February 2015. Artists, thought-leaders, supporters, organisations, community leaders, students, corporates, politicians, and more will be making public declarations to show their love and ask for action on climate change – from giving gifts of love to wearing and sharing green hearts.

