

Prepare for the Media

Have the answers to these and any other questions you think the media may ask:

- What is the Envirothon? Is the competition growing here and nationally?
- Why is the Envirothon curriculum important? Long-term value?
- How do cities, counties and the state benefit from wide-spread participation in the Envirothon?
- What we are doing to engage and encourage teachers to teach the Envirothon curriculum?
- What needs to happen in the school system to allow the Envirothon curriculum to be taught in schools as an environmental science class, perhaps as an elective? (Does the Envirothon curriculum follow the NC Standard Course of Study?)
- How are teams established, how is the curriculum obtained and how does a team sign-up for an Envirothon event?

Things to make sure the media knows:

- This is an interesting, fun and engaging event....and be able to tell them why.
- Times available to interview, photo and video students, teachers, mentors, resource professionals and volunteers
- Is the event open to the public?
- Any corporate sponsors

Things to prepare in advance:

- Gather list of possible radio, television and news papers who are known to cover the environment or education (online research is probably easiest) – send media advisory 3-5 days in advance of the event (sample included in this media kit)
- Let the team advisors know you are looking for names and contact information for students, parents, teachers, local citizens, resource professionals, etc. who have a great personal story to tell about how the Envirothon made a difference in their life. No facts and figures here, just a story of how this event touched a life. Contact these people and listen to their story. If you can appreciate what they have to say, ask if you can give the media their contact information and determine whether they will be available for interview on the day of the event. Choose 3-5 names to give to the reporter and make sure at least a couple are at the actual event.
- A written background of Envirothon (include something about Envirothons in general, and something specific to your local event.)
- Something pictorial: <http://www.ncaswcd.org/Programs/Education/education.htm> (at this link, click on the “Envirothon Information and Pictures” – allow the document time to download since it is photo intensive. Print if desired, and give to media.
- Refer media to the association website, and to Canon’s website at www.envirothon.org/

News - For Immediate Release

Date:

Phone Number:

Contact:

Email:

Local students participate in environmental science competition

The _____ (team) from _____ (school) in _____ (city) participated in (or list what place they won) _____ (day or date) regional Envirothon event held at _____ (location) in _____ (county). Team members are: name, name, name, name and name with team advisor _____ and coordinator _____.

More than _____ (number of participants) middle and high school students competed in five-member teams at the event, vying for _____ (cash, prizes, trophies, etc.) The top seven middle school teams and the top seven high school teams advance to the state competition on April 23-24 at Cedarock Park in Alamance County. The winning high school team from the state level advances to the national competition with an all-expense paid trip.

Envirothon is the most widely recognized hands-on environmental education program in the nation. Middle and high school students immerse themselves in a year-long learning process that combines in-class curriculum with hands-on field experiences facilitated by resource professionals such as soil scientists, foresters and wildlife specialists. This intense training culminates in a competition where teams are tested in five subject areas: Soils/Land Use, Aquatic Ecology, Forestry, Wildlife, and a current environmental issue. Scores determine winning placements.

“Envirothon students often become serious stewards of our natural resources and advocates for a healthy planet” said John Peeler, North Carolina’s Envirothon Committee Chair. “What bigger legacy can we leave?”

Locally, the Envirothon competition is coordinated by soil and water conservation districts and sponsored by the North Carolina Association of Soil and Water Conservation Districts.

For more information on how to participate in local, regional and state Envirothons, please visit <http://www.ncenvirothon.org> or contact your local soil and water conservation district at _____ (phone number). Steve Bennett, with the Division of Soil and Water Conservation, is available for information on the state level Envirothon and may be reached at 919-791-4307.

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