



Appendix B: Publicity Ideas

This appendix contains *sample* flyers, announcements, and a confirmation letter. PLT logos, which you can use in designing your own workshop announcements, are available electronically from the State Coordinator.

- To Tell the PLT Story Locally...
- Sample News Release
- Sample Flyers
- Sample Confirmation Letter
- Sample Photo Release Form

To Tell the PLT Story Locally....

First, what's your goal?

- Most PLT facilitators want to publicize an upcoming workshop so that interested people can sign up and/or they want to create a “buzz” so that the community (parents, businesses, others) knows about the program.
- Your goal helps decide the best way to contact the media and what information to include. See the next pages for sample press releases for a workshop. The introduction and title is the most important part of the release. Often times, an editor will determine whether or not to write a story within the first ten seconds of reading your press release. Determine what your most important point is and include that in the first sentence and title of your press release. For example, you may want to highlight the training and resources provided to get kids learning outdoors; professional development for educators; eligibility for *GreenWorks!* grant funding, etc. What you choose for your “hook” will depend on the media outlet you are using to disseminate your news.

If you want to publicize an upcoming workshop to get attendees

- Figure out which newspapers, magazines, e-mail lists, association newsletters, and other media are read by your target attendees.
- Learn the deadlines and how to provide them information. Some publications require a mailed announcement; others accept e-mails. Some publish instructions about how to submit calendar listings. In other cases, you will need to make a few phone calls. A monthly magazine will have a long lead time, while an e-mail list, of course, is almost instantaneous.
- Repeat yourself! People often need to see the same information in a few different places before they take action. For example, if someone learns about your workshop through a school district training calendar, the local newspaper, and on a website, you have a much better chance that they will sign up than if they see it in just one place.

If you want media to attend a workshop or generally cover PLT

- Call to obtain the names of reporters in the press, TV, and radio who are most likely to cover stories on education and/or the environment. Media in larger cities will have someone who specializes in these areas. Smaller places may have a reporter or editor who covers a wider range of topics.
- Combine press releases with more personal contacts. You can send a press release about your PLT activities or an upcoming event, but chances are you will get a reporter interested through a phone call or visit.
- Look for opportunities to make that personal connection. You may find yourself at a School Board meeting, local fair, etc. that a reporter is covering. Great! Briefly introduce yourself and PLT, and say you will follow up with some information. (Don't talk too long--remember they are probably focusing on this other assignment!)
- Work the local angle. A local newsletter is less interested in the national program than the participation of close-by teachers and children in the program. Concentrate on PLT activities in local schools, youth groups, parks.
- Take advantage of websites, blogs (a type of interactive journals in which others can post comments), e-mail lists, and other online ways to connect with people.

*[SAMPLE PRESS RELEASE: Mailed/Faxed version
Use your state PLT logo or your organization's letterhead]*

For Immediate Release
(DATE)

Contact: (YOUR NAME)
(YOUR PHONE)
(YOUR E-MAIL)

Learn to Teach Kids about the Environment at Project Learning Tree Workshop

(YOUR TOWN, STATE)---Teachers, youth group leaders, home school parents, and others who want to educate children about the environment can attend a Project Learning Tree (PLT) workshop, (DATE), from (TIME) at (PLACE).

PLT is an international, award-winning environmental education program for kids in grades PreK through 12. Through participation in PLT's engaging activities, students gain knowledge and develop critical thinking skills.

Participants in the workshop will learn how to use the activities and receive copies of PLT curriculum guides and other materials. They should bring lunch but other refreshments will be provided. Cost is only (XX) per person. **(ADD SENTENCE ABOUT CONTINUING ED CREDIT, IF APPLICABLE)**

For more information or to sign up for the workshop, contact (NAME) at (PHONE NUMBER) or (E-MAIL).

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*Project Learning Tree® (www.plt.org) is the environmental education program of the American Forest Foundation. PLT provides educators with comprehensive environmental education curriculum resources that can be integrated into lesson plans for all grades and subject areas. Developed in 1976, PLT has an international network of more than 500,000 trained educators using PLT materials that cover the total environment.
The Tennessee Forestry Association serves as the state PLT sponsor in the state of Tennessee.*



Project Learning Tree PreK-8 or Secondary Educator Workshops

- ❖ Become a Project Learning Tree certified educator.
- ❖ Engage in a hands-on workshop.
- ❖ Learn how to integrate environmental education, while also focusing on reading, technology, or differentiated instruction.
- ❖ Investigate local and global environmental topics with indoor and outdoor activities.
- ❖ Receive resources to help you take your students outdoors (www.learnoutside.org).
- ❖ Receive PLT's *PreK-8 Environmental Education Activity Guide* or topic specific secondary modules (on forest ecology, forest issues, solid waste, risk, biodiversity, and community/place-based issues), correlated to national and state academic standards. Go to www.plt.org and click on "Curriculum" for more.
- ❖ Become eligible (all PLT educators are eligible) to apply for a GreenWorks! environmental, service-learning grant (www.plt.org, click on GreenWorks!).

Call Dave Walters (615-837-5470) at the TN Department of Agriculture Forestry Division, for more information on setting up a workshop for your school or a group of educators. Administrators, staff, and nonformal educators are welcome.

Project Learning Tree® is the environmental education program of the American Forest Foundation and sponsored in Tennessee by the Tennessee Forestry Association.





Project Learning Tree (PLT) is an award-winning environmental education program designed for educators working with youth from Pre-Kindergarten to Grade 12. **PLT** is a source of interdisciplinary instructional activities and offers professional development training for teachers and other educators.

Project Learning Tree's activities help to increase students' awareness and knowledge of the world around them, as well as their place within it. Students learn to use critical and creative thinking skills, develop informed decisions on environmental issues, and gain confidence to take responsible action on behalf of the environment.

PLT Is People! It is an international network of teachers, parents, students, community leaders, educational administrators, representatives of natural resource organizations, museums, agencies, and industries - *all working together!*



For a current list of PLT workshops, go to www.plt.org.



How Do You Get Involved?

You can obtain PLT activity guides by attending a workshop held at a nature center, school, or other location in your region.

You will become acquainted with PLT activities, meet and share ideas with educators and natural resource professionals, and learn more about the environment while expanding your teaching skills.

What Are The Benefits?

PLT activities can help you supplement your curriculum or develop thematic units. The activities are interdisciplinary, hands-on, and action-oriented. They require little special equipment or preparation time. Background information and instructional strategies - supportive of state academic standards and current educational reforms- are provided. PLT works well in urban or rural areas. Activities can easily be used with students learning English or having special needs. *Everyone learns and has fun!*

Workshops In Your Area

For more information visit PLT's website: www.plt.org or contact: **Dave Walters** (615-837-5470) at the TN Department of Agriculture Forestry Division *



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Natural Resources Education: **A look at water, weeds, and wildfire**

Get **Fired Up** this summer at a **Free**
2-day Workshop for Teachers and other educators

Using the “Five E’s” of inquiry-based learning (Engage, Explore, Explain, Elaborate, and Evaluate), this workshop will help educators (teachers, home school parents, youth group leaders) introduce Grade 4-12 students to many important concepts essential to the conservation of natural resources – our water, soil, and biodiversity. Participants will try hands-on and inquiry-based lessons, work with natural resource experts, explore technology and language arts connections, and more.

Learn:

- ❖ how to address **content standards** through engaging, interdisciplinary, hands-on activities
- ❖ **teaching techniques** to help students investigate water, soil erosion, fire ecology, and land management issues
- ❖ to use **technology** to support an inquiry approach to teaching
- ❖ how to spark students’ interest through investigating their own environment using multidisciplinary strategies—language arts, science, math, and history.

Get:

- ❖ 12-hours of professional development credit
- ❖ A variety of Project Learning Tree and Project WET curriculum and support materials including “Burning Issues” CD-ROMs.

July 26-27, 2006
9AM to 3 PM daily
Modoc County Office of Education
Conference Room
139 Henderson St., Alturas

For more information and to register, contact:

Kathryn Hall, The River Center (xxx) xxx-xxx kathrynahall@yahoo.com
Kay Antunez, Department of Forestry and Fire Protection (xxx) xxx-xxx, Kay.Antunez@fire.ca.gov
Brian Brown, Water Education Foundation (xxx) xxx-xxx, projectwet@watereducation.org

Project Learning Tree® is the environmental education program of the American Forest Foundation.

DEPARTMENT OF FORESTRY AND FIRE PROTECTION

P.O. Box 944246
 SACRAMENTO, CA 94244-2460
 Website: www.fire.ca.gov
 <phone number>



January 10, 2006

Dear

I am pleased to confirm your registration in the **Project Learning Tree workshop** to be held at the Sonoma State University's Environmental Tech Center in Rohnert Park (Sonoma County), January 20, 2006 from 9 AM to 3 PM. Please review the agenda below. A map of the SSU campus has been included in this packet, and you can also find it online at the www.sonoma.edu/university/maps/pdf/ssucampus.pdf. You will need to purchase a \$2.50 parking pass at the machine (exact change needed).

Wear comfortable shoes and casual clothes so that you can participate in activities both inside and out-of-doors. Lunch will be provided, but please bring your own mug for beverages. Please let us know if you have any special needs.

You will be provided with a new 2006 edition of the PreK-8 PLT Guide and a variety of other materials that will be useful in bringing environmental education into your classroom or work with children. Please take time to view the PLT website – www.plt.org.

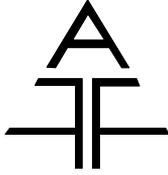
I look forward to working with you! Don't hesitate to contact me if you have any questions. You can reach me by e-mail at: Kay.Antunez@fire.ca.gov or by telephone at (xxx) xxx-xxxx.

See you soon!

Kay Antunez
 California PLT Coordinator

Agenda

9 AM	Welcome, icebreaker – review agenda Some background about PLT and environmental education How does PLT address the California academic standards? Let's try out some PLT activities that get students outside! Meet an urban forester – finding help in your community
Noon	Lunch and a tour of the gardens
12:30	PLT "On the Spot" – a quick look at how PLT activities address CA standards Hike through the guide Planning to use PLT with your students - pick one activity you can use tomorrow! GreenWorks! Helping students "take action" – grant opportunities
2:30	Q&As, evaluations, certificates – thank you!
3:00	End



American Forest Foundation

1111 Nineteenth Street, NW
Suite 780
Washington, D.C. 20036
www.forestfoundation.org



Photo Release Form

Individuals over the age of 18 may sign for themselves; those under 18 must have this release signed by their parent or guardian.

I hereby consent to the use of this photograph of my child/dependent/self and/or any copies of this photograph in any editorial and/or promotional material produced and/or published by the American Forest Foundation's (AFF) program Project Learning Tree (PLT) and the Tennessee Forestry Association (TFA).

I understand that signing this release does not guarantee publication of the photo.

Name of person photographed (PLEASE PRINT) Age (if minor)

Address

City, State, and Zip Code

Signature Date

Consent of parent or legal guardian if above individual is a minor.

Signature Relationship