



Nova Scotia  
Environmental Network

# Media Training Manual

*Funding provided by Mountain Equipment Coop*



Updated to March 2010

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## Introduction to the Media

The following media kit is designed to help your organization better handle media requests and to proactively use the media to reach your target audiences. Before examining the various ways of communicating with the media it is important to understand who they are and how they work.

Though the media can be an invaluable tool in telling your story, keep in mind that between 40% and 70% of all media stories are generated through public relations. By following some simple guidelines your chances for a successful pickup of your story are greatly increased.

The stories told by reporters reach broad and important audiences. Because of their watchdog role, journalists are often received with skepticism by organizations, especially when the media's intentions are unclear. Keep in mind that the journalists are simply a vessel to carry your message to an audience. Reporters take their story-telling role very seriously, and they should be looked at as opportunities to communicate with your key target audience.

Whether working in print, broadcast, radio or online, all journalists are after one thing: a newsworthy story. Journalists are also under increasing pressure to provide such stories. Staff cutbacks have resulted in journalists taking on research, editing and videographer roles in addition to storytelling. That being the case, it is important to understand the time constraints on journalists in gathering their material.

Respecting deadlines will entail having an updated and media-friendly website, having media kits prepared, and getting back to journalists on time. If journalists don't get their information from you, they'll get it from someone else, and that source will almost certainly not provide them with the same message. Making time for journalists will ensure they hear your side of the story. Identifying trained spokespeople in advance will ensure you can deal with media requests in a timely fashion and effectively relay the right key messages for your organization.

Another way to save journalists time is to ensure that you are communicating as effectively as possible. Using simple language that is free of jargon will save journalists time and allow them to more readily tell your story. In addition to prompt responses on calls, journalists will also expect short, self-contained answers that are open and honest.

Encouraging openness between your organization and the media will help build rapport. Use a media list to introduce yourself to local media outlets and always remain helpful and positive – set the tone for your organization. If you are welcoming and treat the media as a partner then they can be your greatest allies in getting your message out. By treating every call as an opportunity, you will engage in effective media relations and better manage your organization's reputation as a result.

## Do's and Don'ts for Communicating with Media

### Do's:

- Have an accurate media list  
(see [www.gov.ns.ca/cmns/medialist.asp](http://www.gov.ns.ca/cmns/medialist.asp) for the most up to date media list)

- Contact media when you have something newsworthy
- Be prepared with your story and key messages
- Tell the truth as you know it
- Call back when you say you will
- Meet reporters' deadlines
- Correct misinformation immediately
- Speak in sound bites (simple quotes) that help get your message out

### Don'ts:

- Don't say anything "off the record", no such thing exists
- Don't joke with reporters, they may take it seriously
- Don't ask a reporter to "kill" a story (not report a story)
- Don't ask to review the piece before print/broadcast
- Don't lose your cool
- Don't mention the competition unnecessarily
- Don't repeat a negative statement about your organization

## What is newsworthy?

As discussed earlier, reporters are only interested in *news*. While the broad topic of what constitutes news may seem vague and indistinct at first, generally speaking something is newsworthy if it meets some or all of the following criteria:

**Impact:** A good news story affects a lot of people or has serious consequences. There must also be a direct link between cause and effect. The greater the degree of impact, the more newsworthy the story (e.g. H1N1 flu pandemic).

**Proximity:** The closer the geographical distance between the audience and the problem or issue of concern, the more newsworthy the story is. (e.g. local station covering local river community clean up).

**Timeliness/Currency:** It almost goes without saying, but news is only news if it is just that: new. Information is a perishable commodity and if your story is not current it is probably not newsworthy. Issues of topicality are also important. Often current events will mean certain issues are heavily covered in the news media. Related stories are often pulled in and made newsworthy in light of other matters being covered in the news. With the proliferation of 24-hour news stations and online news/social media the pace of news is faster than ever (e.g. election results).

**Prominence:** News is concerned with the extent to which the problem or issue is recognizable and well known. News is also tied to geography, so a story with a physical place is more newsworthy than one that is more vague (e.g. political figures, celebrities).

**Novelty:** As the cliché goes: “Dog bites man. Not news. Man bites dog. Now that’s news.” Anything that’s unusual, bizarre, and offbeat or a deviant from the norm may be newsworthy. An event that is opposite from the norm or predicted result is often a news story.

**Conflict:** A story that contains disputes between groups is often newsworthy, be it a strike, court challenge, fight, crime, or something religious, political or sports-related.

## Types of Print Media

With so many mediums to choose from when trying to get your message to the intended audience it can be hard to know which one fits. Print media covers both the new and mature generations. This medium can be viewed both as a hard copy that is delivered at your door each morning, bought from a store or that can be viewed on the Internet. Print media is a good choice when trying to reach a specific audience, an article can be seen by a community, a region or even nationally. Print media has many options when it comes to reaching a specific target market.

Print media consists of a variety of genres, including:

- daily newspapers
- community newspapers
- weekly publications
- monthly magazines
- specialty magazines and publications
- online news services/sites
- wire news services (Canadian Press)

For a list of print media in Nova Scotia, check out the **Nova Scotia Media List** on the Government of Nova Scotia’s Communication web page: <http://gov.ns.ca/cns/publications.asp>

## Radio & Broadcast Media

### Radio Media

Radio is a tremendously valuable medium because of its immediacy, frequency, and availability. If used properly, radio can be used to inform and even inspire the public. Almost all homes and every car in Canada has a radio and 80% of Canadians listen to the radio on a daily basis. Therefore radio can be used to reach a large majority of people.

Radio is different from other media since there is no visual presented. As there is no tangible image provided for the listeners, the sound is of particular importance. Words, tones, volume, sounds, music, and silence are all elements that can help or hinder the delivery of a message. Because the way it sounds is instrumental to the way the message is perceived, it is important that the delivery of the message is consistent with the message itself. If the purpose of being on the radio is to promote an upcoming special event, positive words, and a

cheerful tone are appropriate. If the purpose is to discuss an organizational issue, more serious words, and an authoritative tone are more suiting.

Developing a relationship with a private radio station may allow you to develop public service announcements (PSAs) that include sound effects and professional voice-overs. You can also contact the radio stations to set up interviews with guest speakers.

For a list of radio stations in Nova Scotia, check out the **Nova Scotia Media List** on the Government of Nova Scotia's Communication web page: <http://gov.ns.ca/cns/publications.asp>

## Broadcast/Television Media

In today's age of 24-hour news networks, television is still an efficient way to reach a large audience. Though many local cable channels still follow the same patterns of morning, noon and evening news shows, networks like CBC and CTV have developed channels purely devoted to delivering the news. A range of programming is available, where events are broadcast while they are occurring. For smaller organizations hoping to get their message on air, focusing on local television news outlets is the best option. This section will cover different means of attracting attention to the organization's events and key messages and how to use them to their best advantage.

- Include the most essential information in the lead paragraph
- Use an active voice
- Use short, upbeat sentences
- Ask for action from the viewer
- Tell the viewer where they can go, who they can call or what they can do
- Have good visuals for the broadcast media

For a list of television stations in Nova Scotia, check out the **Nova Scotia Media List** on the Government of Nova Scotia's Communication web page: <http://gov.ns.ca/cns/publications.asp>

## Key Messages

Every organization should have approximately three key messages. Key messages should be concise, clear and easy to remember. Simple, easy to understand words should be used. These are points that all people interacting with the media should be able to use easily and that provide a meaning that is important for the organization.

It is important to be able to change your key message wording without changing the meaning itself. Using different wording to say the same thing is important when talking with the media since it is important to stick

to the messages while answering their questions. Key messages allow you to respond strategically to questions rather than just merely answer the reporter's question.

Use the fact sheet, backgrounder and other items from your media kit when talking with the media. It will ensure the speaker has all the required information and keeps on track with the key messages. Develop a Q&A (question and answer) document that anticipates the kinds of questions you expect to receive, with suggested answers. Use the Q&A to prepare for the interview.

What to say: Use an assertive voice when answering questions (i.e.: 'We need volunteers' NOT 'I was thinking, maybe, we could have some people help us if it is not too much trouble'). After a reporter asks a question make sure to answer the question with facts and get the key message out succinctly. Each key message would have supporting points (e.g. facts, statistics, and anecdotes) that add more depth and colour to your responses.

What to do when you don't know the answer: Ask the reporter when their deadline is, tell them you don't have the information right now but that you will get back to them before their deadline (give time depending on urgency) and stick to it.

## Delivering Your Key Messages

Below are some things to remember when delivering key messages to any type of media (print or broadcast):

- Ensure message is newsworthy, and relevant to the audience. Otherwise the message will not get covered, or it will annoy the listeners.
- Consider target audiences and approach appropriate media outlets you know those audiences frequent. General messages may be suitable for mass communication, whereas specific messages may apply to 'niche media' that target a particular group (i.e.: French, youth).
- Remain flexible and available for interview appointment. Be conscious of the format of the media (print, radio, TV)
- Consider appointing a trained spokesperson. A trained speaker is more important than a subject expert (mixed messages, this contradicts or message the section on 'compelling spokesperson' in the Press Release part of the guide).
- Be prepared. Be familiar with key points and have details on hand (such as a media kit) for reference. Regardless of what questions are asked in an interview, it is crucial to deliver your organization's key messaging.

- Be confident, honest, and informative. This will allow audiences to trust that the message is accurate and applicable to them.
- Ask for clarification if the question is misunderstood.
- Always explain why and when unable to answer a question. Appropriate answers include “Because of the sensitive nature of the issue, I am not at liberty to discuss that at this time...” or, “Interesting question; I will look into this further and get back to you with some information.”

## General Information

### **News Releases**

When trying to get coverage about your organization, think about the story you want to tell and how the news will affect people, business, economy, etc. When sending out a news or press release, write it from the angle of what this means to the intended audience. A press release lets the media know what is happening or what has happened with an organization or event.

To increase media interest, identify a compelling spokesperson(s). Incorporate good quotes from your spokesperson(s). Good interviewees may be people who are directly affected by the topic. This will make the story much more appealing to cover and provides credibility and a human-interest angle. Reporters work on deadlines and a well-packaged story (including good spokespeople, images, video, etc.) will increase the chances of your organization getting coverage. Press releases can be sent via e-mail or distributed on a newswire service (e.g. Canada Newswire). The preferred time of day to send out a press release is early morning to early afternoon. This is because of the deadline factor. In order for a timely story to be covered, the reporter needs plenty of time to work on the story, conduct interviews, research, write/package the story, etc.

A press release is an article that either reports an upcoming event or explains one that has already occurred. If the release is newsworthy and well prepared, the story is likely to be picked up by the media.

When to use a press release:

- Before an upcoming event or announcement
- After a big event

Why to use a press release:

- Informs the media of upcoming events/announcements
- It is the best way to inform public of event

How to use a press release:

- Press releases for broadcast are shorter and less detailed than those for print
- Keep sentences short and to the point

- Use plain language that everyone can understand

## **Standard Process for Creating News Releases**

Follow these guidelines when constructing your news releases to ensure they are consistent with the style and format most used by media. See **Appendix 1** for a sample of a news release.

**Logo:** organization's logo prominently displayed at the top of the release

**FOR IMMEDIATE RELEASE:** These words should appear at the top the page, in UPPER CASE.

**Headline:** Describes the content of the story. Should be under 80 characters.

**Dateline:** City, Province/Country – Month, Day, Year that the news release is being issued. These details precede the story and orient the reader.

**Lead sentence:** Relates back to the headline and summarizes the story.

**Body:** Where the actual story goes. Short paragraphs. Try to keep to one page. If there is more than one page, write "-more-" at the bottom of the first page.

**Quotes:** Choose the most appropriate spokesperson for the story. Someone from your organization and a 3rd party (if available).

**Boiler plate:** Include any background information about the company or organization featured in this press release at the end of the release in separate section.

**-30-** Placed at the end of the release, before contact info. This indicates the end of the press release.

**Contact Information:** Placed at the end of the release below the -30- Includes name, title, company name, phone, email

## **News Conferences**

News conferences are held when interactions between the organization and the media have to take place. This could be for a major announcement or special event. The point of a news conference is to spark interest with the media and allow as many questions to be asked as possible. News conferences can also be convened to clarify and provide facts to a new and/or misunderstood story of great public interest.

When to hold a news conference:

- Major announcement
- Explanation of an event
- Issue a statement surrounding a crisis/issue
- Visiting dignitary or celebrity with limited time in the area

Why hold a news conference:

- Spark interest in the event
- Have many reporters asking questions

How to hold a news conference:

- Give yourself plenty of time to prepare. Send out an advisory giving the reason for the conference, identifying the speaker(s) and detailing the date, time and place of the event. Clearly indicate if there will be one-on-one interview and/or photo opportunities
- Choose a site that is large enough for multiple camera crews and meets cabling & AV requirements (news feeds)
- Have a media kit prepared to pass out at the conference with a printed copy of the announcement, press release, biographical material on the speaker (if appropriate) and background material on the subject.
- Make sure the room is available for an hour before the conference to give media time to set up.
- Set up a time after the conference for the media to do interviews with the speaker.

## **Media Advisories**

Advisories are the most effective way to communicate with the media about an organization's upcoming events (i.e. news conferences, fundraiser). It is a one page 'heads up' about the future event and covers who, what, where, when and why of the event item. They are designed to be easily e-mailed / distributed. The aim is to give reporters enough information that they feel compelled to cover the story. It is an invitation for the media to be present at the event. They should be sent out at least one week in advance, depending on the importance of the event and if it's a busy time of year for media. You can also re-issue the advisory 1-2 days prior to the event as a reminder to media. See **Appendix 2** for a copy of a media advisory with a photo opportunity.

After sending out the advisory, a follow up call should be made three to two days before the event. This gives you the opportunity to see if coverage will be at the event, determine numbers, and also provides another chance to sell the newsworthiness of the event to the media.

A media advisory should be sent out first thing in the morning (before 8AM) to early afternoon due to deadlines (generally 2 to 5PM).

When to use a media advisory:

- Send it out at least a week before the event and then again a day before it takes place. Also give a follow up call.

Why use a media advisory:

- It is the fastest and most effective way to spark media interest in an organization's upcoming event.

How to use a media advisory:

- Clearly state what the event is, who will be speaking, where the event is being held, when it is taking place and why the event is taking place.

### **Public Service Announcements (PSAs)**

These advertisements are created by non-profit organizations to tell audiences about the organization or a cause. The advertisement could be about an upcoming event, what the organization is doing in the community or how to become a volunteer. The media donates the space, given they are working with a charitable organization. Be sure to write your PSA as if it is read on the air – read your PSA out loud to make sure that it can be easily read on the radio and try to keep it very short (a maximum of 30 seconds).

PSAs are free, quick commercials that are used in between programs to fill time. Each television station is required to air a certain number of free PSAs as a public service. The disadvantage to PSAs is that the station chooses when to air them. As they are not paid for, PSAs normally run outside of peak hours. But if used properly PSAs can be of great benefit to organizations that do not have the money to spend on advertising. See **Appendix 3** for a sample of a public service announcement “For Broadcast” incorporated into a news release.

When to use a PSA:

- Before an upcoming event
- No money to devote to advertising

Why to use a PSA:

- Helps to familiarize the public with your organization
- Helps publicize community events
- Assists in fundraising events
- Informs and influences public opinion

How to use a PSA:

- Fit your message into a 30 second timeslot, most stations prefer short PSAs

## Free Opportunities for Promoting Your Organization

The following is a list of media channels to get your messages and events out to the public.

**CBC Radio One** accepts PSAs (public service announcements). Be sure to send them out at least two weeks in advance. Be sure to have the ‘who’, ‘what’, ‘where’, ‘when’ and ‘why’ in the first few sentences.

Free public service ads are given out yearly for non-profits at the **Chronicle Herald**. Contact the news director for more information. You can also post your events to the weekly Chronicle Herald Events Listing in the daily and community weekly papers.

**The Coast** Online has a free posting service and reaches an alternative audience. See [www.thecoast.ca](http://www.thecoast.ca) to post an ad. You can also post your events on the online Coast calendar and in the print edition.

**Goodworks Canada** is a listserv that posts events, jobs and information on its main website and sends out e-mails about the different postings all across Canada. See <http://www.GoodWorkCanada.ca> for more information.

**Sustainable Maritimes** (SustMar) is a listserv that goes out to thousands of Maritimers as the events, jobs and information are posted. See <http://list.web.net/lists/listinfo/sust-mar> for more information about signing up and posting events.

**Eco-Connections** is a weekly e-mail sent out by the executive director of the Nova Scotia Environmental Network. E-mail the director at [nsen@cen-rce.org](mailto:nsen@cen-rce.org) to post your event. This listserv reaches hundreds of Nova Scotians who are interested and involved in environmental and social justice issues. You can also post your events, announcements and action alerts directly to the NSEN web site: [www.nsen.ca](http://www.nsen.ca) and click on **Connect!**

## Advertising

You should consider incorporating some paid advertising in your organization budget to promote your events and issues. For a sample ad, please see **Appendix 4**.

For a list of media channels to purchase advertising in Nova Scotia, check out the **Nova Scotia Media List** on the Government of Nova Scotia’s Communication web page: <http://gov.ns.ca/cns/publications.asp>

## Letters to the Editor, Opinion Pieces and Book Reviews

Effective and inexpensive ways of getting your message out in the media is by sending in letters to the editor to print media i.e. newspapers and magazines and by posting comments on online media i.e. [CBC.ca](http://CBC.ca) Letters to the Editor and Opinion pieces are the most read sections of the newspaper. Letters to the Editor are short usually 200 words. Opinion pieces or Op/Eds (Opposite the Editorial) are longer with a maximum of 800 words. You can also consider writing a Book Review on a book that can help promote your own key messages. Note: You can also call in comments to certain radio programs.

Tips for getting published:

- Create a catchy, pithy title to attract the editor's attention
- Be sure the letter or Op/Ed is timely. Link it to key date i.e. Earth Day.
- Be sure to write your letters to the editor and opinion pieces in newspaper style: Easy, short sentences AND short paragraphs (2-3 sentences)
- Varied word choices and include quotes (other experts)
- Letter to editor – 100-200 words, author, credentials and city at the bottom
- Opinion pieces and book reviews – 500-700 words. You can call the Editor to see if space can be saved in the newspaper for your Op/Ed or review
- Opinion pieces and book reviews – add word count, author and credentials at the top
- For Opinion pieces and book reviews you can add brief information about an upcoming related event
- You should consider co-authoring articles or letters to increase your authority or support for your message
- Identify reports for further information and identify politicians to political messaging
- Must include your phone # to confirm identity but will not published
- Try to give “legs” to your letters and opinion pieces by having your supporters follow up and write their own letters or pieces

See **Appendix 5** for a copy of an Opinion Piece.

For a list of media channels to send in letters, opinion pieces and reviews in Nova Scotia, check out the **Nova Scotia Media List** on the Government of Nova Scotia's Communication web page:

<http://gov.ns.ca/cns/publications.asp>

## **New Media**

New media can complement ‘old media’, such as print, TV and radio. New media includes online channels such as: Facebook, Twitter, Youtube, Skype etc... New media emphasizes the interactive and two-way nature of the experience provided. A good communications plan should incorporate and connect both old, traditional media and the new, social media.

Youth are the main audience for new media. However, the largest growing demographic of new media users in North America are 35 years and older. Previously marginalized groups such as rural communities, stay at home mothers and youth in developing countries are joining this new global communications revolution. You do not have full control of information, your audience can and will re-shape the conversation. If your audience is inspired by your organization and its message, they will spread the word to their networks.

### **Key Questions to Ask for Using New Media**

- Why are you using new media?
- What can it offer your campaign that other methods cannot?
- Would a traditional mailing campaign have a stronger impact than a facebook/youtube campaign?
- Who are you trying to reach?
- Is new media appropriate for your audience? For example, are you trying to reach an older audience?
- How do your online actions complement your ‘offline’ actions?
- Who will be responsible for the online actions including monitoring and dealing with responses from supporters?

### **Tips for Running a Successful Online Campaign**

- Ensure you have a resource staff person to handle online communications
- Support all staff, volunteers and board members to understand this new e-culture of communications
- Incorporate your online work into your overall communications strategy
- Regularly check online sources for news regarding your organization
- Manage your outgoing messages, remember damaging publicity travels wider and faster using new media technologies

### **New Media “How To”**

How to open a facebook account

[http://www.ehow.com/how\\_4998480\\_open-facebook-account.html](http://www.ehow.com/how_4998480_open-facebook-account.html)

How to start a facebook campaign

[http://www.ehow.com/how\\_5213625\\_start-facebook-group.html](http://www.ehow.com/how_5213625_start-facebook-group.html)

How to post a youtube video online

<http://www.academicintegrity.org/members/forum/showthread.php?p=22>

How to open a skype account

[http://www.ehow.com/how\\_2299346\\_skype-account-set-up.html](http://www.ehow.com/how_2299346_skype-account-set-up.html)

How to open a twitter account

<http://www.blogforprofit.com/30-days-of-twitter/open-your-own-twitter-account-day-1-twitter-tips-and-hints/>

## **Conclusion**

Using this manual will help you establish effective and productive relationships with different media and ensure your key messages are heard by your targeted audiences.

## Appendix 1: News Release Example



### **METRO LAUNCHES GREEN APPLE SCHOOL PROGRAM TO FUND HEALTHIER LIVING AND ENVIRONMENTAL INITIATIVES**

*~Grocer to begin charging for shopping bags in Ontario and Quebec ~*

**TORONTO, May 19 2009** – Metro Inc. furthered its commitment to the environment today by introducing a multi-faceted program that will help the company reach its broader environmental and sustainability goals. The highlight of the program is the launch of a \$2 million Green Apple School Program. Funded entirely from the proceeds of a five cent per shopping bag fee, the program will officially launch on June 1, 2009, when all Metro stores across Ontario and Quebec begin collecting the fee. This initiative will go a long way to enable Metro to reach its target of a 50 per cent reduction in plastic bag usage by the end of 2010.

“This is an important decision for Metro that will enable us to reduce the impact our operations may have on the environment,” said Robert Sawyer, executive vice president and chief operating officer, Metro Inc. “The Green Apple School Program encourages thousands of students to contribute to a solution that will ultimately improve their local communities.”

#### **GREEN APPLE SCHOOL PROGRAM**

Metro Inc. is allocating \$1 million per province to support the newly-created Green Apple School Program. Developed specifically to encourage schools to actively participate in environmental stewardship, grants offered by the Green Apple School Program are driven by conservation and healthy living proposals submitted by students and teachers.

“At Metro, we have always believed that it is our duty to respect and protect the environment,” added Robert Sawyer.

#### **ENVIRONMENTAL INVOLVEMENT**

Today’s announcement builds on a history of leading environmental steps taken by the company including being the first grocer to offer reusable bags in 2006. Since its inception, 20 per cent of Metro’s customers are using reusable bags. Other initiatives include addressing air pollution by enforcing speed limiters on all delivery trucks since 2006 and launching its in-house awareness program “Leave It Greener” to encourage its employees to be more environmentally conscious at work. In 1998, Metro drafted and implemented an environmental policy. Communications to shoppers about the new fee-for-bag process and the Green Apple School Program will be done via in-store signage, weekly flyers and a dedicated website.

#### **ABOUT METRO INC.**

With annual sales of nearly \$11 billion and over 65,000 employees, Metro Inc. is a leader in the food and pharmaceutical sectors in Quebec and Ontario, where it operates a network of close to 600 food stores under several banners including Metro, Metro Plus, A&P, Loeb, Super C and Food Basics, as well as over 250 pharmacies under the Brunet, Clini Plus, The Pharmacy and Drug Basics banners. For further information, please visit [metro.ca](http://metro.ca).

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#### **For more information contacts:**

Selena Fiacco, Account Executive  
Metro Ontario Inc.  
416-234-6081  
[selena.fiacco@metro.ca](mailto:selena.fiacco@metro.ca)

Josie Haynes, Director, Communications  
Optimum Public Relations  
416-934-8012  
[josie.haynes@cossette.com](mailto:josie.haynes@cossette.com)

## Appendix 2: Media Advisory/Photo Opportunity Example



**May 26, 2008**

**For Immediate Release**

### **Media Advisory/Photo Opportunity**

#### **Keep Cool launch turns up the cool quotient to save electricity this summer**

Clean Air Foundation and Toronto Hydro are partnering with The Home Depot Canada to launch the fourth annual Keep Cool program during Ontario's first Energy Conservation Week.

Yonge-Dundas Square will be transformed into Toronto's coolest spot where team Toronto Hydro will go head-to-head with team The Home Depot using retired air conditioners and old-fashioned, human green power to build the most eco-focused art.

Special guest, the Honourable Gerry Phillips, Ontario Minister of Energy, will be on-site to award the winning team with bragging rights to the City's "coolest" sculpture and local band Sunshine State will play an acoustic set of cool tunes.

**What:** Fourth annual launch of Keep Cool – a Toronto Hydro conservation and demand management program

**Location:** Yonge-Dundas Square, (corner of Yonge Street and Dundas Street), Toronto, ON

**Date:** Tuesday, May 27, 2008

**Time:** Noon – 12:15 pm

**\*\*Photo Media are encouraged to arrive at 11:15 am to capture the finishing touches to the sculptures**

**Who:** Honourable Gerry Phillips, Ontario Minister of Energy  
Ersilia Serafini, Executive Director, Clean Air Foundation  
David O'Brien, President & CEO, Toronto Hydro Corporation  
Peg Hunter, Vice President of Marketing & Communications, The Home Depot

**Why:** During heat waves, demand can exceed the provincial capacity. When that happens, Ontario must import expensive power that may be generated from coal-fired generating stations. This type of generation produces harmful emissions that lead to smog. The average room air conditioner generates 1.3 tonnes of carbon dioxide each year - a known contributor to climate change. Keep Cool gives everybody in Toronto a chance to do something good for the environment.

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**For more information, contact:**

Stephanie Nadalin, Optimum PR, (416) 306-656, [stephanie.nadalin@cossette.com](mailto:stephanie.nadalin@cossette.com)

Denise Attallah, Toronto Hydro, (416) 542-2636, [dattallah@torontohydro.com](mailto:dattallah@torontohydro.com)

## Appendix 3: Radio Public Service Announcement Script Example



55 Willowbend Court, Halifax NS B3M 3L3  
Phone: (902) 454-6846 • Fax: (902) 454-6841 • Email: [nsen@cen-rce.org](mailto:nsen@cen-rce.org) • Web: [www.nsen.ca](http://www.nsen.ca)

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### PRESS RELEASE

## For Immediate Release – Monday, November 2, 2009

### Film screening *The Edible Schoolyard* and talk on school and community gardens

(Halifax) – There will be free public screening of the film *The Edible Schoolyard* and a presentation about school and community gardens on Sunday, November 15 from 2:30-4.30 p.m. in the Thomas Raddall Room at the Keshen Goodman Library located at 330 Lacewood in Halifax. The guest speakers are Kathy Aldous of the Dr. Arthur Hines Elementary School Garden, and Garity Chapman the Coordinator of the Urban Gardening Project at the Ecology Action Centre. Some great gardening draw prizes. Find out how you can get planting next spring at your school or in your community. There will be some gardening draw prizes. The event is a project of SENSE: Sustainability Education in Nova Scotia for Everyone and organized by the Nova Scotia Environmental Network. For more information, please phone: 902-454-6846, email [nsen@cen-rce.org](mailto:nsen@cen-rce.org) or visit us online at [www.nsen.ca](http://www.nsen.ca)

#### FOR BROADCAST [PUBLIC SERVICE ANNOUNCEMENT]:

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#### BACKGROUND:

NSEN Community & School Gardens: [www.nsen.ca/i\\_communitygardens.php](http://www.nsen.ca/i_communitygardens.php)

Ecology Action Centre Urban Gardening Project: <http://www.ecologyaction.ca/content/urban-garden-project>

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For more information, please contact:

Tamara Lorincz, Executive Director (NSEN)

Nova Scotia Environmental Network, 55 Willowbend Ct. Halifax, NS Canada B3M 3L3

Phone: 902-454-6846 / Fax: 902-454-6841 / Cell: 902-478-1379

Email: [nsen@cen-rce.org](mailto:nsen@cen-rce.org) / Web Site: [www.nsen.ca](http://www.nsen.ca)



Nova Scotia  
Environmental Network  
Connecting for a Sustainable Future

## UPCOMING PUBLIC EVENTS

### **International Day Of Action On Climate Change**

Saturday, October 24 from 2:00-4:00 p.m. Halifax Commons. Other events across NS: [www.350.org](http://www.350.org)

### **Environmental Education Caucus Meeting**

Free public meeting to learn more about environmental education initiatives in Nova Scotia.

Friday, October 30 from 1:30-3:30 p.m. Sackville Rivers Association, 45 Connolly Road, Lower Sackville

### **Water, Wetlands, And Coasts: Creating The Best Policies For Nova Scotia**

Free public presentation by the Department of Environment and the Department of Fisheries & Aquaculture.

Tuesday, November 3 from 7:00-9:00 p.m. Rm. 305, Weldon Law School, Dalhousie University, 6061 University Ave

### **The Edible Schoolyard: Film & Discussion On School and Community Gardens**

Free public talk and film with guest speakers: Kathy Aldous, Dr. Arthur Hines Elementary School Garden, & Garity Chapman, Urban Garden Coordinator of the Ecology Action Centre. A project of SENSE. Sunday, November 15 from 2:30-4:30 p.m. Thomas Raddall Room, Keshen Goodman Library, 330 Lacewood Drive, Halifax.

### **Critical Perspectives On The Media Workshop With Journalist Bruce Wark**

Workshop on effective media techniques and on propaganda & the news media. Lunch and handouts \$20.

Sat., November 7 from 10:00am-3:00pm, Canadian Centre for Ethics in Public Affairs, 630 Francklyn St., Halifax

### **Media Training 101 Workshops**

Full day workshops from 9:00 AM-4:30 PM on basic media training for community organizers by Optimum Cossette Communications. Cost: Early Bird until Nov. 16: \$40 members, \$50 non-members includes media binder and meals.

- Monday, Nov. 23, Annapolis Royal Firehall, 5 Saint Anthony Street, Annapolis Royal
- Tuesday, Nov. 24, Continuing Technical Education (Room 121A), 5269 Morris Street, Halifax
- Wed., Nov. 25, Nova Scotia Agricultural College (Jenkins Hall: Riverview Room), 40 Horseshoe Cr., Truro
- Friday, Nov. 27, Southend Community Centre (Woodill Room), 28 Hillview Ave., Sydney

### **Community & School Gardening Capacity Building Meeting**

Free luncheon meeting with the Nova Scotia Agricultural College & municipal leaders. Please RSVP, space limited.

Monday, November 30 from 12:00-1:30 p.m. Ecology Action Centre, 2705 Fern Lane, Halifax

### **Age of Stupid Film & Talk on Climate Change**

Free public screening. Thursday, December 10 from 7:00-9:00 p.m. Art Gallery of Nova Scotia, 1723 Hollis St., Halifax.

**Join NSEN on Facebook.**  *Annual Roundtable & Award Ceremony, Fri. Mar. 5, 2010.*

**To RSVP, for application forms and for more details about these events,  
please visit our web site at [www.nsen.ca](http://www.nsen.ca) or contact Tamara Lorincz,  
Executive Director, at (902) 454-6846 or email [nsen@cen-rce.org](mailto:nsen@cen-rce.org)**

## Appendix 5: Opinion Piece /OpEd

### Growing gardens, creating community

By TAMARA LORINCZ and GARITY CHAPMAN  
CHRONICLE HERALD Wed. Aug 19 - 4:46 AM



Last August, Zachery Moncion and Calvin Royal were among youths recognized for their involvement in the north-end community garden, one of two sites now operated by the Halifax Peninsula Urban Gardens Society. (Tim Krochak / Staff)

Across the province, community gardens are sprouting up in cities, edible gardens are growing in school yards and people are exploring new ways to start growing their own food.

This year, the Goodness Grows community garden sowed its first seeds in Dartmouth. In Sackville, Roy White started "HOPE" (Helping Other People Eat), a volunteer garden at the Springfield Lake Recreation Centre that donates crops to Feed Nova Scotia. In Lunenburg, Groundworks intergenerational community garden is building relationships between the young and old.

Over the summer, students are tending their organic plots at Dr. Arthur Hines Elementary School in Summerville, at the Nova Scotia

Agricultural College in Truro, at the Community Farm at Acadia University in Wolfville, and at the See More Green garden collective at Dalhousie University in Halifax.

The more established community gardens in our capital continue to flourish. The Urban Farm Museum Society in Spryfield, which started in 1996, offers a variety of programs, including Seedy Saturdays, Come Grow With Us, and their Annual Harvest Fair on Sept. 13. The Halifax Peninsula Urban Gardens Society (formerly the North End Community Garden) that began in 1998 now has two sites with 40 plots.

Research has shown that there are many benefits of a community garden. Studies cited in academic journals found that community gardens provided essential nutrition, improved people's health, assisted children in their learning, protected green space, increased property values, and strengthened social cohesion.

Faced with serious social and ecological challenges such as rising food prices, loss of rural agricultural land, and climate change, it is critical that more Nova Scotians start producing their own food. However, many people do not have access to land or do not have gardening skills.

Thankfully, initiatives like Landshare are taking root to overcome these obstacles. The Halifax Landshare project links landowners who are unable to garden (because of a lack of time, physical disability, etc.) with aspiring gardeners who do not have access to land, via the web ([www.sharingbackyards.com](http://www.sharingbackyards.com)). Across the province, Helping Nature Heal, Windhorse Farm and Nova Scotia Permaculture offer innovative, organic gardening workshops to the public. In 2008, Jean Snow and Bob Kropla started Dartmouth's first Small Plot Intensive (SPIN) farm, Lake City Farms, to grow food for their Community Supported Agriculture program, illustrating just how productive our city lands can be.

The Nova Scotia Environmental Network and the Halifax Garden Network have compiled resources and created email lists, maps and calendars of events to encourage citizens to plant community and school gardens ([www.HalifaxGardenNetwork](http://www.HalifaxGardenNetwork)). The Sustainability Education in Nova Scotia for Everyone Working Group would like to see more students digging schoolyard gardens this fall. We are also advocating for a community garden at the new Mainland Common North site in Halifax West.

The Urban Garden Project at the Ecology Action Centre supports local garden projects and urban farms by offering gardening and cooking workshops, providing resources, hosting tours and events, and advocating for stronger support from government (visit [www.ecologyaction.ca/content/halifax-landshare](http://www.ecologyaction.ca/content/halifax-landshare)).

In Nova Scotia, there is a growing citizen demand for land and support from our municipal councils and provincial government to further develop urban agriculture and community gardening. Quebec, British Columbia and Alberta have strong municipal and provincial policies and financial support for community garden initiatives. Montreal, Edmonton and Toronto have large Community Garden Networks facilitated by their respective city councils. In 2006, the City of Vancouver launched its 2010 Garden Challenge to get more people planting, and now has 2,500 community garden plots well-integrated into its municipal food security policy.

In the 2005 policy document entitled Healthy Eating Nova Scotia, prepared for the Office of Health Promotion, the recommendation was made to "advocate for municipal and provincial policies that permit the use of land for community gardens." More needs to be done to get them off the ground. Halifax Regional Municipality staff are beginning to formulate a process for the public to apply for access to city land to create new community gardens. It is our hope that HRM will also provide start-up grants and appoint a staff co-ordinator for community gardens.

In 2010, HRM will host the national conference and award ceremony of Communities in Bloom (CIB), an organization dedicated to the promotion of green urban spaces. Next year, is also the United Nations' international year of biodiversity. Community gardens can help us meet the CIB criteria of environmental awareness, can increase biodiversity, and can build stronger communities.

Renowned Australian permaculturist Geoff Lawton once claimed, "All the world's problems can be solved in a garden." We agree and believe that community gardens can greatly benefit Nova Scotians.

We invite the public to our Community Gardening Roundtable today, 7-9 p.m. at the Ecology Action Centre, 2705 Fern Lane in Halifax; and to our Community Gardening Summit: Gardens, Schools & Governments, with HRM Councillor Jennifer Watts, on Sept. 2, 7-9 p.m. at the Women's Council House, 989 Young Ave., Halifax. For more information, visit [www.nsen.ca](http://www.nsen.ca) or call 902-454-6846.

Tamara Lorincz is executive director, Nova Scotia Environmental Network. Garity Chapman is the urban garden co-ordinator, Ecology Action Centre.