**TEMPLATE MEDIA ADVISORY FOR SCHOOLS AND PARTNERS**

*During the week of April 13th, customize and send a news advisory to relevant media outlets in order to invite reporters to attend your event. After you send the advisory, follow up with a short phone call and leave a voicemail if no one answers. The morning of your event, issue a press release (see separate template) so reporters can reprint it in their publication or use it as background when they write about your event. Below is a sample media advisory for your reference, followed by a template media advisory for you to customize and issue.*

***Sample Media Advisory***

**News Advisory Contact:**

April 15, 2015 Jane Doe

[Jane.doe@anytown.com](mailto:Jane.doe@anytown.com)

888-888-8888

**For Planning Purposes**

**John Doe Middle School to Activate Students’ Science Powers to Celebrate Earth Day**

*Taking the classroom outside to study Wreck Pond’s water quality through GLOBE activity*

Anytown, M.D. – April 13, 2015 – As part of Earth Day and GLOBE’s 20th anniversary celebrations, John Doe Middle School will conduct an environmental science project in partnership with Jane Doe College. Join more than 30 students taking samples of Wreck Pond’s water on **April 22nd at 10am** to understand how it is affected by our climate.

JDMS represents one of 112 countries and 24,000 schools rolling up their sleeves and getting their hands dirty just like the real scientists do. JDMS students are learning the practices of science through hands-on investigations in our own community. With the help of GLOBE’s activities and teacher trainings, John Doe Middle School’s students have been collecting water samples from Wreck Pond to test the water for containments for more than two years. Once the students collected and processed the samples, they upload the results into GLOBE’s database so scientists across the world can conduct an analysis on the region’s water quality and compare to others in the country.

**What:** John Doe Middle School and Jane Doe College are taking the classroom outside this Earth Day, and studying how Wreck Pond is affected by the climate. They will be taking water samples to analyze in the morning, and showing how they are uploaded into GLOBE’s database of more than 127 million measurements.

**Who:** Haley Bear, Anytown Mayor

Sam Smith, Anytown Schools Superintendent

Jeff Bartin, John Doe Middle School science teacher

30 students from John Doe middle school and Jane Doe College

**Where:** Wreck Pond

222 Silver Spring Lane

Anytown, M.D. 20001

*Students will be gathered near the base of the bridge*

**When:** Wednesday, April 22nd, 10:00-11:00am

GLOBE not only engages JDMS students in learning about their local environment, but actually empowers them to play an active role in authoring what we know about our global environment and home planet.The GLOBE Program is celebrating 20 years as the worldwide pioneer in citizen science, continuing to lead the way in using technology to further science and to foster collaboration around the world. Follow JDMS students’ progress by joining conversations online on [Facebook](https://www.facebook.com/TheGLOBEProgram) and [Twitter](https://twitter.com/GLOBEProgram/).

**###**

The GLOBE Program is a science and education collaboration that provides students and the public worldwide with the opportunity to contribute meaningfully to our understanding of the global environment and climate. It connects students, teachers, scientists and other citizens from around the world to learn the practices of science through hands-on investigations in their own communities, sparking their curiosity and interest in science and other STEM fields. GLOBE is a partnership between the National Aeronautics and Space Administration (NASA) and the National Science Foundation (NSF), with support from National Oceanic and Atmospheric Administration (NOAA) and U.S. Department of State, and carried out at the local level worldwide by partner organizations, governments, teachers and students. The GLOBE Implementation Office at the University Corporation for Atmospheric Research (UCAR) implements the Program. To learn more, visit [www.globe.gov](http://www.globe.gov).

***Template Media Advisory For Your Event***

**News Advisory Contact:**

[DATE] [Name]

[Email/Phone]

**For Planning Purposes**

**[SCHOOL/PARTNER] to Activate Students’ Science Powers to Celebrate Earth Day**

*“Kicker” in italics contains the secondary piece of info that is also a hook, linking to GLOBE*

[CITY, STATE] – As part of Earth Day and GLOBE’s 20th anniversary celebrations, [NAME OF SPEAKERS/ORGANIZATION] will hold [insert description of event]. The GLOBE Program is celebrating 20 years as the worldwide pioneer in citizen science and science education. GLOBE connects students, teachers, scientists and other citizens from around the world to conduct real, hands-on science in our communities, just like our local science project at [PLACE].

**What:** Description of the event, written in an attention-grabbing way that highlights newsworthy aspect, especially visual aspects that would interest TV news

**Who:** Names and titles of your spokespersons, except students, which should be listed as:

* [NAME] from [CITY/SCHOOL/ORGANIZATION]

**Where:** Exact address of event, with directions as necessary

**When:** Day of week, date of event/announcement, time

You can also join the celebration of GLOBE’s anniversary by following conversations online on [Facebook](https://www.facebook.com/TheGLOBEProgram) and [Twitter](https://twitter.com/GLOBEProgram/).

**###**

[insert organization or district boilerplate language]

The GLOBE Program is a science and education collaboration that provides students and the public worldwide with the opportunity to contribute meaningfully to our understanding of the global environment and climate. It connects students, teachers, scientists and other citizens from around the world to learn the practices of science through hands-on investigations in their own communities, sparking their curiosity and interest in science and other STEM fields. GLOBE is a partnership between the National Aeronautics and Space Administration (NASA) and the National Science Foundation (NSF), with support from National Oceanic and Atmospheric Administration (NOAA) and U.S. Department of State, and carried out at the local level worldwide by partner organizations, governments, teachers and students. The GLOBE Implementation Office at the University Corporation for Atmospheric Research (UCAR) implements the Program. To learn more, visit [www.globe.gov](http://www.globe.gov).