

Press Release Tips and Guidelines & Sample Press Releases

We require Earthwatch Education Fellows to **write and distribute** a press release. It is best to mail one out **before & after** your expedition, since many local papers like to “follow a story.” **Mail, fax, and email** a copy of your press release to all local and regional papers marked attention to the Education, Travel, Science and/or Feature Editors (their contact information should be online or in the publication). You should also follow up immediately with a **phone call** to make sure your release reached the right person and answer any questions they have. When writing the press release, remember the following:

- Include “Earthwatch Institute” in your Headline
- Mention your donor’s name (call us if you are unsure) and explain that they funded your Earthwatch experience.
- Make sure you have the correct spelling of your project’s location, PI and donor. PROOF READ!
- In addition to mentioning what the research is about, describe how you bring back the experience to your classroom and/or community
- Use the current *Earthwatch Facts in Brief* or call our office for up-to-date statistics about the organization
- In the article, note our homepage: www.earthwatch.org and phone: 800-776-0188
- Send a photo of you in action (teaching in your classroom or working in the field)
- If a journalist would like graphics, logos or to speak with someone at Earthwatch please direct them to:

Phoebe Morad
Education Outreach and Network Manager
pmorad@earthwatch.org
800-776-0188 ext. 211

*****MAKE SURE WE KNOW WHEN YOU’VE BEEN PUBLISHED!!!*****

Sample Press Releases

Press Release: For Immediate Release
Headline: Middle School Teacher Joins Glacier Research Team through Earthwatch Institute
Contact: Educator Name, Phone, email_address@email.com
Date: 8/11/05

“Jane Expedition”, a seventh grade science teacher at the Bancroft School in Worcester, MA, joined an Earthwatch Institute glacier research team for a fourteen-day trip to study

the effects of glacier outburst floods, glacial surges and sediment transfer from glaciers in Iceland. “Jane Expedition” was sponsored by a Fargo Gauthier Faculty Development Fellowship from the Bancroft School and a grant from The Esther A. and Joseph Klingenstein Fund.

From July 18th to August 1st, “Jane Expedition” joined ten other Earthwatch volunteers from the United States, England and France in Iceland. The research team was led by principal investigators Andrew Russell of Newcastle University in England, and Tim Harris of Staffordshire University in England. The volunteers assisted the researchers by digging pits for observation of sediment layers, analyzing the sediment in various locations, and by using differential GPS and a technique called EDM to map and survey various landforms.

The research team that she joined is the first research team to map and study several landforms deposited by the 1996 glacial outburst flood at the Skeiðarárjökull glacier, in south Iceland. Besides adding to the geologic knowledge of this region of Iceland, the results are important for long-term monitoring of the glaciers and their movement in Iceland, research Earthwatch has supported since 1998.

“Jane Expedition” is looking forward to bringing all that she has learned back to her classroom. “I collected rock samples from various parts of Iceland, as well as video and pictures to share with my students. I look forward to integrating these things into my curriculum and bringing science alive for my students!”

Earthwatch Institute is a world leader in the field of experiential education providing opportunities in the field and online for volunteers to broaden their understanding of sustainability and support conservation research. There is no experience necessary to be involved and hundreds of teams worldwide that need support. Visit www.earthwatch.org or call 800-776-0188 for more information.

Press Release: For Immediate Release
Headline: How I’ll spend my summer vacation: volunteering with Earthwatch Institute
Contact: Educator Name, Phone, email_address@email.com
Date: 6/10/05

As summer approaches many educators ask themselves a very common question. What can I do this summer break? For many the answer is simple, stay home teach summer school and make a few extra dollars. However, for those who simply need a break from children, and are adventurous individuals there are other options available.

This summer I will be participating in an Earthwatch education program. Earthwatch’s mission is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment.

Educators have an opportunity to apply for a fellowship. Every year, over 350 teachers and students receive career training and inspiration on expeditions held all over the world.

In August I will be participating in the Sugar Plantations of Hawaii Expedition. This opportunity was possible due to the sponsorship of Helen and Peter Bing. This expedition will be located in the Majestic District of Kaū on the Island of Hawaii.

James A. Delle and Janet Six are the principal investigators for this expedition. This project seeks to recover information regarding the Hutchinson Sugar Plantation village of Hilea and the Hawaii Agribusiness camps at Pahala. The overall goal of this project is to archaeologically analyze the many ways that the introduction of industrial sugar production changed the human and physical ecologies of the Big Island of Hawaii.

This expedition will introduce volunteers to archeological recovery methods used to identify and analyze the archeological and ethonobotanical remains associated with sugar camps.

Not only will I be in paradise during summer break but I will also be part of very important scientific research. As mentioned above, summer can be an exciting and adventurous season. Earthwatch allows us an opportunity to explore a world outside the classroom environment. Upon our return we can share with our students our experience. Teach them the importance of conserving our environment, and let them know that learning can also take place in a foreign but yet beautiful place.

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