

# MEDIA OUTREACH & PR



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Healthy kids support healthy communities! Sharing your garden program with your local community can help get your community involved in this common goal.

## WHY REACH OUT TO LOCAL MEDIA?

Your community can become supporters of your project, but they can't support it if they don't know about it. Local media is always looking for great stories to share, especially those about non-profit donations, local heroes, impact on children, and health education.

Local press is also helpful to engage your more immediate community of parents and families so they can hear about your great garden stories! Before reaching out to media, be sure to check your school and district policies about engaging the media.

Opportunities for outreach can include:

- Community leaders
- Businesses
- Bloggers
- TV
- Newspapers and magazines
- Websites
- Radio

## WHOLE FOODS MARKET

While we operate separately from Whole Foods Market, they are one of your biggest supporters. If you are located near a Whole Foods Market location, connect with the store team to invite Team Members to your garden. Share with them your garden needs, including volunteering and mentoring support needed – they might be able to help. Visit the store locator to find your closest store: [www.wholefoodsmarket.com/stores](http://www.wholefoodsmarket.com/stores).

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## TIPS ON ENGAGING MEDIA:

- Write a press release and send to local media. This provides the details of your project and lets media know what you are doing so they can choose to write or film a story. See a sample press release on the next page.
- Reach out to local freelance writers or bloggers. Search for their contact information online to share about your garden and invite them to visit.
- Call your local TV station. Invite them to any planned activities or events for your garden.
- Write a “Letter to the Editor” of your local newspaper sharing about how your school is supporting healthy kids.
- Write an article of a first-hand account of your school garden and share it widely.
- Don’t be afraid to ask for the support you need! Whether it’s supplies, volunteer support, or technical expertise, let the media know so they can help get the word out.
- Leverage your school or district social media accounts to talk about the garden or set up a specific account for your garden according to your social media policy. Facebook, Instagram, and Twitter are great ways to share your garden progress and highlight your success stories.
- Do a google search to see how reporters have covered your school in the past. Start by reaching out to those who have done positive stories.
- Media outreach doesn’t have to be a one-time opportunity – develop a relationship and share ongoing exciting milestones about your garden.