



2010 Site Coordinator Media Kit

Dear National Public Lands Day site coordinators and agency public relations staff:

Last year, National Public Lands Day (NPLD) was a huge success. More than 150,000 participants pitched in to care for their parks at 2,000 events in all 50 states, the District of Columbia and many U.S. territories. In 2010, we expect more volunteers to get involved throughout the country and make this, the 17th annual National Public Lands Day, the most successful yet.

This media kit is designed to help you capitalize on the local media potential of your project and gather more volunteers and attention.

From Yosemite National Park in Calif. to Allegany State Park in New York, projects are being planned at sites in every state on and around September 25, 2010. National Public Lands Day 2010 celebrates service and recreation on public lands while educating volunteers about all the benefits of spending time on our public lands. NPLD inspires a new generation of volunteers committed to service on public lands. The event also encourages volunteers to explore and enjoy America's natural wonders through outdoor recreation. After working hard, volunteers can take a hike, a swim, or a bicycle ride and get healthy in America's backyard.

We will again be using radio public service announcements (PSAs) to build public awareness of and recognition for National Public Lands Day. The creation and distribution of these PSAs is made possible by the continuing support of our national sponsor, Toyota Motor Sales, U.S.A., Inc. Toyota Motor Sales, U.S.A., Inc. will sponsor National Public Lands Day for the 12th consecutive year. We welcome Northrop Grumman as a sponsor for the 2nd year.

The National Public Lands Day website, www.publiclandsday.org, continues to be your source for press releases, high-resolution photos, videos, updated press materials and links to other resources. The site has been updated to include a wide range of educational materials on the health benefits of spending time outdoors, the Gulf of Mexico Oil Spill and Public Lands and more.

When it's all over, please take the time to fill out the attached "Media coverage report." Obtaining your report, along with copies of any newspaper stories and a list of TV and radio stations that covered your event, will help us to compile a complete picture of coverage nationwide. We would also like to know about any PSAs that you come across as well. Mail print copies to: Robb Hampton, National Public Lands Day, 4301 Connecticut Ave, Suite 160, Washington, DC 20008.

In the meantime, if you have media-related questions, contact Dan Seligson, communications director, at the National Environmental Education Foundation at (202) 261-6481, or by email at dseligson@neefusa.org.

Many thanks. We wish you and your project a great success this September.

Robb Hampton
National Public Lands Day Program Director
National Environmental Education Foundation
rhampton@neefusa.org

Table of Contents

No.	Document	When To Use	Page Number
Section A: Media Materials and Instructions			
1.	Outreach Activities & Calendar	Now	4
2.	Social Media Guide	Now	9
3.	Sample Pre-NPLD Pitch Letter	August	13
4.	PSA Cover Letters	August	14
5.	Media Advisory	September	15
6.	Post-NPLD Press Release	September	16
Section B: Reference Materials			
7.	Talking Points	Reference	19
8.	FAQs	Reference	20
9.	Fact Sheets: 9a. NPLD Featured 2010 Partners 9b. NPLD's government partners 9c. Environmental Education Facts	Press Kit & Reference	22
Section C: Reporting & Options			
10.	Media Coverage Report	September	27
11.	Sample Opinion Editorials	Optional	28

Section A: Media Materials and Instructions

Outreach Activities & Calendar

Social Media Guide

Sample Pre-NPLD Pitch Letter

PSA Cover Letters

Media Advisory

Post-NPLD Press Release

1. Suggested Outreach Activities & Calendar

DURING AND PRIOR TO EIGHT WEEKS BEFORE THE EVENT (week of August 3)

Build a list of media contacts (with names, email, phone, and fax numbers)

- **Newspaper Contacts (daily and weekly papers):** Metro or city desk editor, calendar/events editors, photography editors, community service director or public service coordinator, reporters who cover the environment, outdoor topics, family and parenting and health issues
- **TV Contacts:** News assignment desk, morning news show producer, public service and community affairs director
- **Radio Contacts:** News director, public service and community affairs director
- **Wire Service Contacts (Associated Press, Reuters, etc.):** Bureau chief and/or local news editor
- Pay attention to past articles written about events that are similar to yours and be sure that you have the reporters who wrote them on your press list.
- Include your local public radio station and any statewide radio network that may originate from your state capital. A good source to find which local public radio stations are near you is <http://www.npr.org/stations/>.

Plan your media event (if applicable)

- Determine whether to have a brief opening ceremony with key community contacts and leaders and event participants. Contact potential participants and invite them.

Starting spreading the word

- Develop a list of community contacts – people who might participate or spread the word about your event and opening ceremony. This list should include public officials, school teachers and administrators, church leaders, parks and recreation directors, local celebrities and civic group leaders (Boy Scouts, Girl Scouts, garden clubs). Invite those so identified to participate and, where appropriate, to speak at the opening ceremony.
- Link www.publiclandsday.org to your website. If you are on a listserv, distribute information on the event.
- To further promote your website and the event's site, get active via social media networks like Facebook and Twitter (see more on page 9). Develop a plan to use these networks regularly from now through the end of September.

Promote Public Service Announcements

- Send a letter/email to the Public Service/Community Affairs contacts at the TV and radio stations and to the Community Service Director or Public Service Coordinator at your daily and weekly newspapers and let them know that professionally-produced audio, print and web banner PSAs can be downloaded from the Media Center section of www.publiclandday.org. Indicate that the PSAs can run in August and September (anytime August 1 through the morning of the event on September 25). A sample cover letter for PSAs is included on page 14.

FIVE WEEKS BEFORE THE EVENT (August 24)

Arrange for photographer

- Make arrangements for an event photographer among your talented volunteers so that you'll have high, quality, high-resolution photos to promote next year's event, and for any local media unable to send their own photographer. In addition, national headquarters would love to see your best shots for us to feature.

FOUR WEEKS BEFORE THE EVENT (August 31)

Confirm plans for your media event (if applicable)

- If you are having an opening ceremony, confirm the list of participants. Make sure their calendars are clear.
- Scout the site. See if there is a logical place for speakers to stand. Pick a location with strong visuals. Good visuals make for good TV and will also improve your chances of print photo coverage.
- Secure the site (scheduling, permits, approval from owners etc.) Determine if speakers have special audiovisual needs (power source). What sort of sound system is needed? Consider noise levels.
- Finalize logistical arrangements. Create a podium logo, order a podium and measure the available space for a podium sign. Remember the little details – Velcro for your sign, tape for your wires, etc. Determine whether you need chairs or other equipment. Make arrangements for food and drinks. Order a table for media materials, including the press kits. Make rain plans. Make sure there is sufficient parking.

Promote the PSAs

- Call the individuals who received letters/emails from you about the audio, print and web PSAs. Tell them that all of the ads are available now for download from the NPLD website. Also let them know that running the PSAs will greatly contribute to the overall participation of the community at your event.

Continue using your social networks

- For example, search for local news outlets and reporters who are on Twitter. Follow them and then tweet them about your event.

TWO WEEKS BEFORE THE EVENT (September 14)

Finalize your media event (if applicable)

- If you are having an opening ceremony, confirm details with your speakers, including speaking order and what you'd like to them to talk about. Provide them with NPLD message points.
- Create an agenda (one-page program with list of speakers) to hand out at the event.

Tailor and send media advisory; make a round of calls

- Adapt the media advisory on page 15. Be sure to include a contact name and cell phone number. Include the event details: address, date and time, names of speakers (if holding a media event) and any other details reporters might need (for instance, if the location is challenging to find, give very clear instructions, including where the reporter or TV van can park).
- Send the advisory to the media list you built in August.
- Call all of your media contacts to be sure they know about the event and that it is on their planning calendars. Ask the calendar/events editors to include NPLD in their current and upcoming listings. Be sure to tell the photography editors what your volunteers will do doing on NPLD.
- Talk with TV morning news show producers about possibly having a spokesperson to talk about the event and what the community will be doing on NPLD. The best timing for this interview is the week or day before NPLD.

Continue using your social networks

- If you haven't already, send a message to your Facebook fans and ask them to spread the word about NPLD to their friends and family. Ask them to help you get more fans, or just ask them to share the details of your event.
- Create a Facebook "event" and invite all of your "fans" to RSVP.

THE WEEK OF THE EVENT (September 21)

Continue pitching your story to the media

- Send out the media advisory again on Monday, September 20. Follow up with a second media advisory on Thursday, September 23.
- Call your media contacts early in the week. If you have any updates on the number of volunteers who have signed up or any other updated information, share that with the reporters. Be sure to tell them what a great, newsworthy event it will be – if you are excited, they are more likely to be interested in covering the event.
- Make one more round of calls on Friday and ask the reporters if they will be coming to the event.

Prepare the rest of the media materials

- Tailor the attached press releases to fit your event. Write the press release as though it is the news story you want to read in the newspaper the following day.
- Assemble media kit folders. Include the press release, the NPLD fact sheet and fact sheet on NPLD partners, the Q+A sheet and background sheets on NPLD and your organization. Also include an agenda – with the names and organizations of your speakers – if holding a media event.
- Make a media sign-in sheet. Ask for name, media outlet, phone number and email address.
- Plan who will greet the media on September 25. Assign someone to give the reporter a quick walk-through of the site and help them find the best people to interview. Also, think about 2-3 people/volunteers who would be able to best tell your story and ask them if they would be comfortable being interviewed.

Continue using your social networks

- Tweet about all the details of the day – how many volunteers are registered? What activities will they be doing? What is the weather expected to be like? Aim to send a tweet or two each day this week.
- Send one more message to your Facebook fans asking them to bring a friend with them on NPLD and to take photos they can share after they finish the day.

DAY OF THE EVENT (September 25, 2010 is National Public Lands Day)

Pre-event check

- If you are having opening ceremony, make sure your podium is in place early, has clear view with a good backdrop. Place logo on podium with strong (two-sided) tape or Velcro.
- Check your sound system.
- Review the speaking schedule with speakers.

Be ready for media

- Place media kits on press table along with other materials from the National Environmental Education Foundation. Have someone at table at all times to answer questions and ask media to complete the sign-in sheet so you know which media attended. Make sure all media receive a media kit, including photographers. Consider having another table for your guests along with a special guest book.
- Provide reporters with a contact person and phone number for follow-up calls after the event.

Continue using your social networks

- Ask at least one person to tweet from the event and use the **#npld** hashtag. Aim for at least 10 tweets, including a photo or two.
- Send a quick reminder to your Facebook fans either the night before or the morning of the event.
- Post some “before” photos to Facebook that morning. Post “after” photos that evening. Also, share some “action” shots taken throughout the day.

AFTER THE EVENT

- As soon after the event as possible (Saturday afternoon or Sunday morning), send your press release to those media on your list who did not attend. If possible, post a handful of photos to your website or to Flickr and include a link to those photos in the press release.
- Follow up with a phone call to the weekend staff in the newsroom to ask if they plan on writing a follow-up story about the number of volunteers you had and what was accomplished.
- Thank all of your Facebook fans and Twitter followers who came out on NPLD. Also share some other upcoming events taking place at your location and encourage everyone to enjoy the local public lands.
- Starting on the Monday after the event, collect news clips of print coverage that appears. Please fill out the final form in this media kit listing any newspapers or radio and TV stations which covered the event and/or ran news stories, photographs, guest editorials or PSAs. Mail this form, along with copies of any print articles, to Robb Hampton, National Public Lands Day; 4301 Connecticut Ave, Suite 160, Washington, DC 20008. Clips you have electronic copies of may be emailed to Amber Taylor at amber@tricompr.com.

2. Utilizing “social media” to publicize your local National Public Lands Day event

Social media, like Facebook, Twitter, Flickr, YouTube and LinkedIn, can help you publicize your NPLD event. It generally takes only a few moments of your time to set up but can greatly increase attendance and community support for your event. Some of the many types of social media that may be useful for you are included.

It is helpful to remember that not all social media websites are suitable for everyone. It depends on your time availability and needs. Flickr and LinkedIn require the least time and monitoring, but they reach limited audiences: photographers and professionals. Twitter can help you reach a very wide audience; however, in order to have the most effect on your followers, you need to have regular updates. Facebook falls in the middle by providing a large audience and only needing semi-regular updates. Choose all or one; it's up to you!

Facebook

There are several ways in which you can use Facebook to help publicize your event: you can create a “fan page” for your organization or location, create a “group” for your volunteers and create a Facebook event.

Before you create a Facebook account, first check with your organization to make sure you are not overlapping with other social media efforts. Rather than reinventing the wheel, your organization could promote your event through their social media.

To create a Facebook account, visit <http://www.facebook.com>.

To create a page for your organization, visit <http://www.facebook.com/pages/create.php>.

To create a group, follow this guide: <http://www.wikihow.com/Create-a-New-Facebook-Group>

To create an event, follow this guide: http://www.ehow.com/how_2140700_enticing-facebook-events.html

When creating a Facebook group and event, it's a good idea to include a picture to represent your cause. You should include a picture that is relevant to NPLD and specific to your community. It is a good idea to post pictures from last year's NPLD event. The more attractive and professional your group and event pages, the more people will want to join them and volunteer their time to your cause! Visit <http://www.publiclandsday.org/library/index.htm> for high-resolution logos and photos.

Try to populate your group's page with interesting content that is concise but persuasive. If you are confused on what to include, visit [NPLD's Facebook group page](#) for guidance and then tailor information to reflect the specific goals and concerns of your community.

Once you have an active account, the first thing that you want to do is become friends with the main National Public Lands Day group. This will ensure that everyone who visits the NPLD main group page will be able to access your profile and learn about your events. You will also want to search for other likeminded organizations in your area and invite them to become a fan of your page or a member of your group. Visit <http://www.publiclandsday.org/about/partners/index.htm> for a list of NPLD partner organizations.

Now comes the most important part of this entire process. Once you have created your group page or event and populated it with useful information, it's time to invite people to join and/or attend. The more people you recruit, the more possible attendees for your event and the easier it will be to keep supporters informed of your progress.

Here are 4 easy ways to recruit members for your group and events:

1. Invite people to join your group by becoming a friend or fan. This is the simplest way to gain members. Go to your group page, and click on "Invite People to Join." This will allow you to select friends and invite them to the group. For optimal results, add a personal message asking your friends to invite their friends too.

You might say:

- Help save our planet! Join this group and then invite your friends to beautify our community on September 25, 2010, National Public Lands Day.
- Please join the group and invite your friends! Help us reach our goal of (*fill in an appropriate figure*) members by September 25, 2010, National Public Lands Day.
- Clean up (*insert your community name*)! Join our group and help us restore (*fill in appropriate figure*) miles of our waterways on September 25, 2010, National Public Lands Day.

If you have a web site, make sure that you add the url to your invitation. If you don't, simply include a link to NPLD's main site. It's important to give people a way to learn more about your cause.

Repeat this process every few weeks to include recently-added friends.

2. Add promotional NPLD pictures to your profile page.

Add an NPLD album to your profile, entering a link to your group page as the caption. To do this, follow this guide: http://www.ehow.com/how_4501789_upload-photos-facebook.html

By doing this, especially if you use locally taken pictures and tag participants from past years as being in the photos, everyone who looks at your pictures will see your group. If you do not have any relevant pictures, use the high-resolution pictures available at NPLD's site:

<http://www.publiclandsday.org/library/index.htm>

3. Use status updates to let everyone know what's going on next.

Your status updates are the "what's on your mind" bar at the top of your profile page. You can include messages similar to the ones listed previously in this packet. You can also use this as a way to update your friends about your progress.

You can issue these updates from your group page or your profile page. Be careful not to "spam" your friends. No one wants to get constant updates that clutter their wall. If you post too often you could run the risk of losing supporters who are tired of navigating around your updates. Generally, you should limit entries to three times a week or as often as you have something new or interesting to say.

Twitter

Twitter is a great way to publicize your event and a stress-free way of delivering updates to your supporters. However, Twitter can be limiting, because it only allows you to post updates that contain 140 characters or less. This means you have to keep your event promotions short and sweet.

To create a Twitter account, visit <http://twitter.com/>.

Since your tweets have to be short, you will need to be creative with your wording. It is also beneficial to use hash tags when posting to Twitter. A hash tag, more commonly recognized as the pound (#) symbol, is a way to track the subject or content of your Tweets (Twitter updates.)

Twitter updates have a tendency to get buried, since there are such a large volume of Tweets on such a variety of topics. You should include a hash tag with the subject NPLD in each of your Tweets so that others can easily find your update. Hash tags also allow us to track Tweet activity for NPLD.

Use hashtags that others in your area are using, so that they can find you more easily. For instance, try a hashtag for your city, like #cleveland, or sometimes a shorter tag like #indy in Indianapolis. Spend a little time searching for the tags being used in your area.

With only 140 characters to work with, it is important to conserve space. Website urls can be very long and take up valuable tweeting space that is better used towards spreading your message. Visit a url shortening website, such as bit.ly or tinyurl.com to help.

Here are some examples of effective Tweets:

- #npld Save the earth on National Public Lands Day! Visit (*insert your website or the NPLD website*) and clean up our planet!
- #npld Volunteer in your community on National Public Lands Day! Restore your natural habitat by visiting (*insert your website or the NPLD website.*)
- #npld Join me on National Public Lands Day! To volunteer to restore the environment, visit (*insert your website or the NPLD website.*)

To search for NPLD Twitter activity by using hash tags, visit <http://hashtags.org/> and enter npld into the search bar.

Flickr and YouTube

Flickr and YouTube are great ways to share photos and videos about NPLD. Visit our pages to see examples.

NPLD's Flickr page: <http://www.flickr.com/photos/28217035@N03/>

If you upload photos to Flickr, please add NPLD to the "tags" field so we can all see and share your photos. Encourage your volunteers to use the tag as well, if they share photos on Flickr.

The same goes for YouTube. Please "tag" your videos with NPLD. Visit our YouTube page to see some of last year's videos: <http://www.youtube.com/watch?v=xN5IDmBGMcg>

LinkedIn

LinkedIn is a social media tool that was created to help professionals network, but it can also be used to promote your event. Similar to Facebook, you can create groups, events, and even post status updates to LinkedIn and inform others in your network of your NPLD progress.

To create a LinkedIn account, visit <http://www.linkedin.com/>.

To create a group, simply log into your account and select the "groups" tab on the upper left of your screen. Then select "create group" at the lower right of your screen. Follow the same tips for creating a LinkedIn group page as you used when creating your Facebook group page.

To create a LinkedIn event, log in and go to the bottom right-hand corner of the page, where you will see a module that says "events," with a list of events that others have added. At the bottom of this module you will click on "see more events" and then choose the tab at the top of the page that says "add an event." Follow the same guidelines you used when creating your Facebook event.

Status Updates are called "Network Updates" in LinkedIn, and can be entered using the same method you used for Facebook updates.

3. Sample pre-NPLD letter to distribute to your local media by the end of August

<YOUR ORGANIZATION LETTERHEAD>

August XX, 2010

(NAME OF REPORTER OR EDITOR)
(NAME OF OUTLET)
(STREET ADDRESS)
(CITY, STATE ZIP)

Dear (NAME):

On September 25, 2010, more than 170,000 Americans are expected to volunteer to help restore the beauty and vitality of our public lands as part of the 17th annual National Public Lands Day.

In (INSERT CITY), (INSERT NAME OF GROUP) will be (INSERT NAMES OF ACTIVITIES) to assist in this national effort. The event is coordinated by the National Environmental Education Foundation in partnership with nine federal land management agencies. Toyota Motor Sales, U.S.A., Inc. and Northrop Grumman sponsor National Public Lands Day. Events will take place coast to coast from Allegany State Park in New York to Yosemite National Park in California.

Here are several possible angles for how you can cover this event:

- Publicize the health benefits of cleaning public parks, including helping to alleviate “nature deficit” by getting kids and adults out into nature and away from the distraction of televisions, video games, cell phones and daily work or stress, all while providing an opportunity to discover and enjoy neighborhood parks and other public lands.
- Follow the personal stories of one of the thousands of families and students participating in events at our state and local parks. Parents and their children can take part in activities like planting trees, fixing trails, planting buffer strips between sources of runoff and streams, collecting trash and removing invasive weeds from our most treasured lands.
- Share some potential “unknown” public spaces with your community.
- Capture a vivid photo montage of local volunteers of all ages in action outdoors.

For background, I have enclosed a press release and photos from previous events (ATTACH IF YOU HAVE THEM). If you would like more information, please contact (INSERT YOUR NAME AND CONTACT INFORMATION).

Sincerely,

(YOUR NAME)
(YOUR TITLE)
(YOUR PHONE NUMBER)
(YOUR EMAIL ADDRESS)

4. Public Service Announcement (PSA) cover letter, to be sent out along with recorded PSAs to the public affairs and community directors of local radio stations

August XX, 2010

Dear Public Service Director:

One of every three acres of land in the United States – 600 million acres in all – belongs to you and all the members of your audience. These lands are the country’s special, one-of-a-kind natural resources. These are the national parks, monuments, wildlife refuges, coastal preserves, forests, grasslands, marine sanctuaries, lakes, and reservoirs that all of us use to hike, bike, climb, swim, explore, picnic, or just simply relax.

Since 1994, on the last Saturday in September, thousands of Americans visit their favorite public places for a day-long, coast-to-coast effort to preserve and improve the lands they love as part of National Public Lands Day. The volunteers build trails and bridges, plant native trees and vegetation, clear brush, and remove trash.

This year, volunteers from (INSERT AREA/CITY) will be (INSERT ACTIVITIES PLANNED, i.e. “planting trees”) at (INSERT SITE) to do their part toward preserving our nation’s public lands.

At public land sites in all 50 states, NPLD volunteers will work to improve our nation’s public lands by removing invasive plants, restoring shorelines and wildlife habitat. After working hard on NPLD, volunteers will get out and enjoy the recreational opportunities on their parks by hiking, biking, swimming, fishing, and getting healthy. We’re expecting to draw over 170,000 people from across the country to participate.

This nationwide effort is led by the National Environmental Education Foundation. Chartered by Congress in 1990, the National Environmental Education Foundation is a private nonprofit (501c3) organization that develops and supports environmental learning programs to meet social goals.

As (INSERT POSITION OF LETTER SIGNER), I strongly encourage you to consider airing a public service announcement about National Public Lands Day – which can be downloaded from the NPLD Media Center at www.publiclandsday.org. The PSAs encourage the public to get involved by lending a hand to America’s lands, and volunteering on September 25. By using this PSA, you can educate and inform your audience about the important role they can play in protecting and preserving (INSERT NAME OF SITE).

Thank you for your consideration.

Sincerely,

Your Name, Title

5. Media advisory, to customize and send to your media contacts the week of September 14th, and again on September 20th and 23rd (if there are updates to locations, # of volunteers, activities, etc., make those changes in each version).

<YOUR ORGANIZATION'S LETTERHEAD>

Contact: (INSERT YOUR NAME), (INSERT YOUR ORGANIZATION)
(INSERT YOUR PHONE NUMBER)
September XX, 2010

(INSERT EXPECTED # OF VOLUNTEERS) of volunteers expected for National Public Lands Day event in (INSERT NAME OF CITY)

(INSERT NAME OF SITE) will host (INSERT DISCRPTION OF WHAT WILL HAPPEN, i.e. "clean-up") on Saturday, September 25, as part of national program

(YOUR TOWN, STATE, and DATE) – On Saturday, September 25, over 170,000 volunteers, including (INSERT EXPECTED # OF PARTICIPANTS) at (INSERT NAME OF SITE) will visit their favorite parks, beaches, wildlife preserves, or forests and chip in to help improve these treasured places. They'll be taking part in National Public Lands Day (NPLD), the largest, single-day volunteer event for public lands in our country.

This year marks the 17th annual National Public Lands Day, an event that brings together thousands of volunteers from coast to coast to improve and restore the lands and facilities that Americans use for recreation, education, and just plain enjoyment. Last year over 150,000 Americans participated at sites in all 50 states.

Toyota Motor Sales, U.S.A., Inc. is the event's national corporate sponsor for the 12th consecutive year. Northrop Grumman has joined as a corporate sponsor for the 2nd year. Nine federal agencies will participate along with over 250 state, county, and city partners and a host of nonprofit groups, including the Boy Scouts of America, The Girl Scouts of USA, Student Conservation Association, and The Corps Network. The National Environmental Education Foundation coordinates National Public Lands Day.

WHO: (Names of local participants, including sponsor, public officials and agencies, schools, nonprofit groups, special guests, and other volunteers.)

WHAT: (Describe the work to be accomplished.)

WHEN: Saturday, September 25, 2010 (Specify Time)

WHERE: (Site name and address. Provide directions if necessary)

CONTACT: (Event organizer with phone and fax number, e-mail
Also cite national phone and Web address)

###

6. Post-NPLD press release, to be tailored to your event and sent to local media soon after your event, such as on Monday morning



[Feel free to modify letterhead to include your organization's letterhead/logo]

For Immediate Release: September 27, 2010

Contact: [Your name and phone number]
Dan Seligson, 202-261-6481, dseligson@neefusa.org

Volunteers at [YOUR LOCATION] Roll Up Sleeves for National Public Lands Day
Local group joins 170,000 volunteers nationally supporting their favorite public lands

WASHINGTON, D.C., September 27, 2010 – [Number of volunteers] volunteers at [YOUR LOCATION] joined a volunteer army this weekend to [WORK PROJECT] over the weekend, beautifying the land, improving their fitness and enjoying our treasured outdoor space.

The volunteers were part of a coast-to-coast effort of more than 170,000 who came together at more than 2,300 sites in all 50 states to donate their time and effort to improving the public lands they enjoy every day.

[YOUR QUOTE ABOUT OBJECTIVES ACHIEVED AT NPLD, IMPORTANCE OF VOLUNTEERS]

[If you have posted photos or videos to a website or social network, include a link.]

This year's National Public Lands Day highlighted the importance to our health and well being of spending time on public lands. From small urban pocket parks and school yards to majestic destination parks around the country, volunteers worked to plant trees, build trails, remove invasive species and litter, replace signs and otherwise beautify our cherished public lands.

"We're thrilled with the turnout at National Public Lands Day events this year and the great work that volunteers completed in just a short time all over the country," said Robb Hampton, program director of National Public Lands Day. "Their efforts not only beautify lands, but save taxpayers millions by helping maintaining the lands they love."

[If you have upcoming volunteer opportunities to promote, include a short paragraph note here.]

National Public Lands Day began in 1994 with three federal agencies and 700 volunteers. Last year 150,000 volunteers worked in 2,000 locations and in every state. This year, eight federal agencies and many state and local lands participated in this annual day of caring for shared lands,

Toyota Motor Sales, USA Inc. is the national sponsor for NPLD, providing support and thousands of employee volunteers for the 12th consecutive year.

Photos and video of the volunteer efforts are available upon request. To set up an interview with National Public Lands Day staff or other volunteers from this year, contact Dan Seligson at dseligson@neefusa.org. For more information, visit the website at publiclandsday.org.

###

The National Environmental Education Foundation (NEEF) provides knowledge to trusted professionals who, with their credibility, amplify messages to national audiences to solve everyday environmental problems. Together, we generate lasting positive change. NEEF partners with professionals in health, education, media, business and public land management to promote daily actions for helping people protect and enjoy the environment. Through our primary programs - Classroom Earth, National Public Lands Day, National Environmental Education Week, Business and Environment, Earth Gauge[®] and Health & Environment - we offer Americans knowledge to live by. To learn more, call (202) 833-2933 or visit www.neefusa.org.

Section B: Reference Materials

Talking Points

FAQ

Fact Sheets

7. Talking points for your phone calls and conversations with local media, to help you tell the NPLD story

- Each year, we ask Americans to set aside one day – the last Saturday in September – to “lend a hand to the lands” that we use to hike, bike, climb, swim, explore, picnic and just plain relax. One third of America's land is in public hands, and it's our duty to maintain them.
- While volunteers can break a sweat while working to improve their parks on NPLD, they can also explore and enjoy America's natural wonders. NPLD can be a gateway to discovering the beauty and opportunity for recreation at our parks and on all our public lands.
- In **(name of city)**, volunteers will be performing service projects such as **(example projects)** at **(name of site)**. Every year we receive increased participation and invaluable improvements to the lands by committed volunteers. For a continuously growing list of current events visit www.publiclandsday.org.
- We'll be working hard to preserve and protect our favorite public places for the benefit of ourselves and future generations.
- NPLD is the nation's largest hands-on volunteer effort to improve and enhance public lands. An estimated 170,000 volunteers will grab shovels and gloves to improve the nation's public lands on September 25, 2010 as part of National Public Lands Day, an annual event held at over 2,300 sites across the country.
- National Public Lands Day is a chance to get to know where the public lands are in **(name of city)**. In addition to **(name of site)**, **(name of city)** also has **(give examples of some other local public lands)**.
- National Public Lands Day is growing to include more city and state parks, as well as the federal sites with which the program began with in 1994.
- Toyota Motor Sales, U.S.A., Inc. shares a strong commitment to the environment and is sponsoring National Public Lands Day for the 12th consecutive year. Northrop Grumman is a corporate sponsor for the 2nd year.
- NPLD continues to commemorate and celebrate the legacy of the Civilian Conservation Corps (CCC) by inspiring a new generation of volunteers committed to service on public lands.

8. NPLD FAQs

NATIONAL PUBLIC LANDS DAY Frequently asked questions

WHAT IS NATIONAL PUBLIC LANDS DAY?

National Public Lands Day is the largest volunteer hands-on activity of its kind in the nation. Held the last Saturday in September each year, the event brings together thousands of individual and organizational volunteers to refurbish and restore the country's public lands. These are the places Americans use for outdoor recreation, education and just plain enjoyment. They encompass national parks, monuments, wildlife refuges, forests, grasslands, marine sanctuaries, lakes, reservoirs, as well as state, county and city parks that are managed by public agencies, but that belong to and are enjoyed by all of us.

WHAT IS NEW THIS YEAR?

National Public Lands Day 2010 celebrates service and recreation on public lands and is educating volunteers about the health benefits to people of all ages of spending time outdoors. NPLD inspires a new generation of volunteers committed to service on public lands. The event also encourages volunteers to explore and enjoy America's natural wonders through outdoor recreation. After working hard, volunteers can take a hike, a swim, a bicycle ride and get healthy in America's backyard.

WHO PARTICIPATES IN NPLD?

Over 170,000 volunteers of all ages are expected at over 2,300 sites across the U.S., Puerto Rico, Guam and other U.S. territories.

WHAT'S IN IT FOR VOLUNTEERS?

National Public Lands Day is a fantastic opportunity to get off the couch and out into beautiful natural settings. Volunteers can participate as a family, with school or community groups or as part of the Boy Scouts of America or Girl Scouts of the USA – two NPLD partner organizations. It's a particularly great opportunity to get kids outside and help erase the "nature deficit" among the next generation.

All volunteers will get the satisfaction that comes from preserving and protecting their favorite public places, along with the physical exercise and family togetherness of a day full of clearing, planting and beautifying.

WHAT DO VOLUNTEERS DO?

Volunteers plant trees and vegetation, build and refurbish trails, remove trash and invasive plants, repair bridges, restore historic structures, monitor endangered species and restore habitats. Together with community contributions of food, tools, and equipment, more than \$14 million in improvements will be realized.

WHEN WAS NPLD STARTED?

National Public Lands Day was established in 1994. It has been held each year since then, making 2010 the 17th annual event.

WHO SUPPORTS NPLD?

For the 12th consecutive year, Toyota Motor Sales, U.S.A., Inc. is the national sponsor. Northrop Grumman is a contributing sponsor. The eight participating federal agencies are the National Park Service, US Forest Service, U.S. Fish & Wildlife Service, U.S. Army Corps of Engineers, Bureau of

Land Management, Bureau of Reclamation, Department of Defense, and the U.S. Environmental Protection Agency. Other partners include over 250 state, county and city partners, and many state and city parks departments. The Boy Scouts of America, Girl Scouts of the USA, The Corps Network, The Student Conservation Association, KaBOOM!, the Sierra Club, the Outdoor Channel, International Mountain Bicycling Association, Association of Partners for Public Lands and Audubon are among nonprofit partners.

WHY IS TOYOTA PARTICIPATING?

Toyota Motor Sales, USA, Inc. has sponsored the National Public Lands Day program for the past 12 years. In addition to their sponsorship, Toyota encourages employees to get involved in NPLD activities throughout the nation by helping care for parks, forests, rivers, beaches, shorelines and other public lands. On September 26, 2009, more than 3,100 Toyota employees volunteered at 37 different public land areas in 20 states and U.S. territories.

WHAT IS THE NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION?

Chartered by Congress in 1990, The National Environmental Education Foundation is a private, nonprofit organization offering objective environmental information to help Americans live better every day. By forging public-private partnerships and working with professionals in health, education, public lands, and media we connect the environment to everyday choices and actions so Americans can live well while protecting and enjoying nature. To learn more, call (202) 833-2933 or visit www.neefusa.org. As coordinator for National Public Lands Day, the National Environmental Education Foundation works with land managers to promote and support the event.

9a. Fact Sheet on NPLD Featured 2010 Partners - to be included in event press kit

National Public Lands Day and KaBOOM! partner to encourage outdoor play

The National Environmental Education Foundation and KaBOOM! – a national nonprofit that empowers communities to build playgrounds – have joined forces to promote National Public Lands Day (NPLD) and Play Days 2010, both being held on September 25.

This partnership focuses on both organizations sharing information and resources to provide the best volunteer and play experiences for NPLD and Play Days. Both organizations have similar goals – getting children and families outdoors.

National Public Lands Day is the nation's largest single outdoor volunteer event, this year drawing an estimated 170,000 volunteers at over 2,300 sites across the country on September 25. KaBOOM! Play Day 2010 is a national celebration to save play in the lives of children. It includes games, activities and "spruce up events" at playgrounds coast-to-coast between September 18-26, 2010.

Working together, NPLD and KaBOOM! will encourage participation in both activities. Specifically, NEEF help KaBOOM! Play Day sites integrate park improvement volunteer activities. NPLD plans to create videos with NPLD volunteer managers serving as experts. In addition, KaBOOM! is planning to develop Play Day materials themed with NPLD outdoor recreational activities.

This partnership helps with NPLD's outreach, especially among families with young children and in urban and suburban areas where many pocket parks, or small neighborhood green spaces, are situated.

With more than 1,700 playgrounds across the country, and 2,300 NPLD sites, September 25 will truly be a national event for the whole family.

NPLD sponsors

Toyota Motor Sales, U.S.A., Inc., shares a strong commitment to the environment and is sponsoring NPLD for the 12th consecutive year. In addition to their sponsorship, Toyota encourages employees to get involved in NPLD activities throughout the nation by helping to care for parks, forests, rivers, beaches, shorelines and other public lands. Last year, more than 3,100 Toyota employees volunteered at 37 different public land areas in 20 states and U.S. territories on National Public Lands Day.

Northrop Grumman Corporation, a leading global security company, will also sponsor NPLD again in 2010. The corporation's 120,000 employees provide innovative systems, products, and solutions in aerospace, electronics, information systems, shipbuilding and technical services to government and commercial customers worldwide.

9b. Fact sheet on NPLD's government partners, to be included in event press kit

About the federal agencies participating in National Public Lands Day

The **U.S. Army Corps of Engineers** Provides vital public engineering services in peace and war to strengthen our Nation's security, energize the economy, and reduce risks from disasters. USACE manages more than 11.5 million acres of land and water for natural resources and public recreation benefits at more than 4,000 parks at 456 lakes in 43 states offering a wide range of opportunities and facilities for outdoor recreation.

The **Bureau of Reclamation** manages, develops and protects water and related resources in more than 300 recreation areas. Sites are operated in cooperation with other federal, state and local governments.

The **Bureau of Land Management** oversees about 260 million unbounded acres, including Wild and Scenic rivers, wilderness areas, and high deserts. The Bureau manages many sites to conserve and protect their natural, historical and cultural resources for public use and enjoyment.

The **Department of Defense** is steward of approximately 25 million acres of land in the United States. These lands possess an incredible variety and richness of natural and cultural resources including threatened and endangered species, critical habitats, sensitive ecosystems, historic structures, and irreplaceable archaeological sites that are integral parts of our national heritage.

The **U.S. Fish & Wildlife Service** is the principal federal agency responsible for conserving, protecting, and enhancing fish, wildlife and plants, and their habitats for the continuing benefit of the American people. The Service manages the 93-million-acre National Wildlife Refuge System, operates national fish hatcheries, administers the Endangered Species Act, manages migratory bird populations, and conserves and restores wildlife habitat such as wetlands.

The **U.S. Forest Service** benefits Americans through management of the national forests and grasslands, forestry research, and cooperation with managers of state and private forestlands. It offers a variety of outdoor recreational opportunities and special areas on 191 million acres of national forests and grasslands. Approximately 18 percent of national forestland is wilderness, providing opportunities for primitive recreation experiences.

The **National Park Service** protects the nation's natural, historical and cultural resources while providing opportunities for recreation and education in more than 384 national parks, battlefields, seashores, monuments, and historic sites nationwide.

The **U.S. Environmental Protection Agency** protects human health and safeguards the natural environment -- air, water and land -- upon which life depends.

9c. Environmental Education Facts: NPLD 2010

Outdoor Recreation and Health

- Health problems resulting from children’s increasingly sedentary lifestyles have been well documented. According to an article published in the May issue of *Current Problems in Pediatric and Adolescent Health Care*, one step to preventing childhood obesity, diabetes and depression is getting kids and families to spend more time outside. The article presents research showing unstructured time outdoors can improve children’s physical and mental well being. Some of the findings include:
 - Physical activity reduces blood pressure in young children and helps treat type-2 diabetes in children.
 - Simply spending time outside increases levels of physical activity and may help reduce the prevalence of obesity.
 - Contact with nature helps lower levels of stress in children and can mitigate attention-deficit hyperactivity disorder (ADHD).
 - Exposure to natural environments (even just areas with many trees) may help improve childhood asthma symptoms.
- National Public Lands Day is the perfect time to get outdoors for health – from hikes in majestic national parks to nature walks identifying birds and trees in local green spaces around the corner.
- While volunteers will be working hard to improve their parks on National Public Lands Day, they will also be enjoying America’s natural wonders. NPLD is a gateway to discovering the beauty and opportunity for fun at our parks. NPLD volunteers can take a hike or bike ride, go swimming, fishing, canoeing or birding, or just have fun playing outdoors!

Volunteerism and Service

- National Public Lands Day is the nation’s largest cleanup of public lands and helps carry on the legacy of the Civilian Conservation Corps, the "tree army" that worked from 1933-1942 to preserve and protect America's natural heritage.
- The Civilian Conservation Corps “Tree Army” launched by Franklin D. Roosevelt as part of the New Deal, planted 2.5 billion trees over nine years.
- Seventy-five years later, National Public Lands Day inspires the younger generation, including youth corps groups and volunteers across the nation to follow in the footsteps of the Civilian Conservation Corps and give something back to our nation’s parks.

The Changing Environment and Public Lands

- National parks and other protected areas are currently susceptible to events influenced by climatic variability, such as drought, wild fires, impaired air quality, and severe storms.
- Climate change may change the frequency and severity of these kinds of events. In some regions, the risk for drought and wildfire, for example, may increase with climate change.
- Along coastal regions, sea level rise could erode and inundate the beaches of the National Seashores and the wetlands of various National Wildlife Refuges and National Parks, precipitating loss of beaches, loss of habitat in estuarine ecosystems, and damage to property and natural resources from storm surges.
- Observations show that changing climatic conditions are already affecting some parks. For example, Montana's Glacier National Park has only 27 glaciers today, down from an estimated 150 glaciers in 1850. The largest glaciers in the park are, on average, only 28 percent of their previous size. Retreat of mountain glaciers has already begun in other parts of North America and in other regions of the world as well.
- Bleaching of coral reefs has occurred near the Florida Keys in association with periods of climate variability, such as the 1997-98 El Niño according to NOAA's Coral Health and Monitoring Program (CHAMP). Therefore, it is likely that warmer water temperatures could lead to further bleaching events in the future. ([US EPA](#))
- NPLD volunteers can take action by planting trees, removing invasive plants, restoring habitat, helping to control shoreline erosion and monitoring wildlife to address the effects of climate change on our nation's public lands and beaches

Section C: Reporting and Options

Media Coverage Report

Sample Opinion Editorials

10. Media coverage report, to be filled out and sent in to national headquarters after your event – thank you!

NATIONAL PUBLIC LANDS DAY
MEDIA COVERAGE REPORT

In order to compile a complete picture of media turnout, please fill out this form and send to Robb Hampton, along with copies of any newspaper clips that you've seen appearing in any local or national media.

Site:

Site coordinator:

Best phone number to use and time to call:

Print

Newspapers that covered the event (and any editions that ran stories or photographs):

Any editorials or commentary pieces published:

Broadcast

Television stations covering event (and which time slots they are known to have aired stories):

Radio stations covering event (and which time slots they are known to have aired stories):

Radio PSA is known to have run on these stations:

Sponsor mentions

Please indicate any media mentions of Toyota as national sponsors and/or (potential sponsors), as well as any other supporters of the event that you are aware of, and any local sponsor mentions.

Use the other side of this sheet if necessary for any of the above information.

Please fill out with all coverage you know about and email or mail this form by close of business on Monday, September 27, 2010 or as soon as possible to:

Robb Hampton
National Public Lands Day
4301 Connecticut Ave, Suite 160
Washington, DC 20008
rhampton@neefusa.org

11. Suggestions for placing an opinion article in your local paper

Write an opinion article or letter-to-the-editor about National Public Lands Day to be sent to your local paper. A sample letter is included below as it was actually published by *The Washington Post* last year. (Please note: This letter responded to an article just on parks, although the letter promotes our entire program for all public lands.) Many letters are shorter than this one, whereas opinion articles typically run 650-700 words. Contact Dan Seligson at (202) 261-6481 if you would like assistance.

The Call of the Wild at the Parks

The Washington Post

Diane Wood

June 26, 2009

While national parks have been receiving [fewer visitors](#) ["Free Parking," editorial, June 21], the number of volunteers – and their positive impact on public lands – continues to increase. Participation in National Public Lands Day, an annual effort in late September, has steadily risen since the program's inception 16 years ago.

Last September, more than 120,000 volunteers in all 50 states and the District visited nearly 1,900 sites. They removed 675,000 pounds of trash, planted 75,000 trees, built and maintained nearly 1,000 miles of trails and removed 15,000 pounds of invasive plants – all while enjoying the beauty of parks.

These numbers indicate that, given opportunities, Americans want to be outdoors, not just as visitors but also as volunteers. Similar service opportunities can be replicated year-round. With the nation's renewed emphasis on service, volunteerism is a critical step in improving parks, as well as the health and recreation of millions of Americans. There are city, state and national parks just a short walk or ride away, ready to be cared for and enjoyed.

Editorials

Most local newspapers contain an editorial section where submissions from community leaders or other citizens who are actively involved in a cause are published, typically as “op-eds,” which stands for “opposite the editorial page.”

Your submissions could serve as a forum for you to encourage volunteers to participate in your site's efforts and stress the importance of National Public Lands Day. This is also a chance to inform community members about the importance of clean water, and the important role they can play in making their local beaches, streams, and lakes safe and attractive.

The key to placing an op-ed piece in a community newspaper is making it uniquely personalized for your region, focusing on an issue that hits close to home. If you know that a particular public land is in extreme need of support or notice that invasive weeds have become an issue, you should focus your submission on these topics. Define the goals of your op-ed before you start writing. Once you start writing it is important to stay on message. Keep your language upbeat and positive.

If you have well-known community figures who are participating in your event, it may be a good idea to have them co-sign the op-ed.

Every newspaper has different guidelines for op-ed submissions. Usually they are expected to be around 650-700 words or less. The best way to find out about the guidelines is to the newspaper's website or to contact the main number and talk with the op-ed editor. Ask what the best email address or fax number to send it to, how long it will take to receive a decision, and if there are any other logistics you need to know.

After you have written your submission, it is time to submit it to your local outlets using their preferred method and following their instructions. You should follow up by placing a phone call to make sure your article was received and to find out if it will be printed.

Typically, most newspapers only let you submit your written piece to one paper in your area at a time in order for it to be considered by most outlets. Also, please be sure that enough of the language is unique to that opinion article that it won't appear that more than one person has tried to submit the same article to multiple outlets (as may otherwise happen when people use "templates").