

# Making News with Schoolyard Ecology



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# Why reach out?

## It's good for you.

- Strengthens personal visibility & advancement potential
- Increases institutional recognition
  - Your school
  - Harvard Forest
  - Schoolyard Program
  - Funders



## It's good for your students.

- Increases administrative support/buy-in
- Boosts students' self-esteem
- Models the importance of media outreach for your future scientists



# Outreach Strategies

- Send a press release or photo announcement to your local newspaper(s)



- Promote your work in your school newsletter

- Notify your local radio/TV outlets

- Write an article for an education magazine

- Present a poster at a conference

**Tip:**  
**Team up!**



*All of these pursuits  
are easier (and more fun)  
with a buddy.*

# Outreach Strategies



- **Send a press release or photo announcement to your local newspaper(s) or radio/TV station**
- **Promote your work in your school newsletter**
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# Outreach to Journalists:

## What makes news news?

- Extent (broad impact)
- Intensity (deeply felt)
- Consequence (major repercussions)
- Novelty
- Eminence or celebrity (your students are “Harvard researchers”!)
- Proximity (local angle)
- Timeliness (first scoops)
- Currency (current events)



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# Outreach to Your Peers: Writing articles for publication



# Outreach to Your Peers:

## Presenting at conferences & workshops

