

## **Media**

Promoting your Traveling Trainer visit is very important. You've put a lot of effort into the upcoming Subaru/Leave No Trace Traveling Trainer event and it will be a big success. Why not let everyone in the community know about the good work your group/organization is doing to inspire responsible recreation?

### **Why Media Coverage?**

The Subaru/Leave No Trace Traveling Trainer visit to your area is a great opportunity to get positive local newspaper and television news coverage for your group/organization. If your event is open to the public or collaborative in nature, it will carry even more journalistic appeal.

Media coverage of the Leave No Trace Principles and the Subaru/Leave No Trace Traveling Trainer program helps get the word out about the program. By pursuing a story with pictures in your local newspaper or local TV coverage, you can have a long lasting, positive impact on public lands. You'll reach people that haven't yet been exposed to Leave No Trace. It may also improve the public image of your group/organization and inspire people to become more involved.

### **How do I get media coverage?**

The key to getting media coverage is to make it easy for newspapers and TV stations to cover your event. The Center encourages you to make copies and send them to your local newspapers and TV news stations. It is important to follow up with a phone call to reporters to emphasize what an outstanding program the Subaru/Leave No Trace Traveling Trainer program is and to develop a rapport with the media. Get the phone numbers from your local directory and ask for the News Director or Assignment Editor. Outdoor reporters are also a great target.

There are many angles on this unique program, and chances are good that media will bite on one of them.

Here are some possible story ideas:

- Take it from the Team. Tips from folks that do it all the time- environmental education secret tools.
- National non-profit organization works with local organization on promoting Responsible Recreation/or mountain biking impact awareness/or bear-human interaction issues/or whatever your specific topic is.
- Road Trip! Life on the road with the Subaru/Leave No Trace Traveling Trainers and the ultimate environmental tour.
- The triumphs and tribulations of living in your car. Advice on getting along with your significant other and fitting your life-long possessions into a Subaru Outback

## Sample Press Release

### **Follow these Simple instructions:**

**Cut and paste-** Copy the press release text into a Word or e-mail document.

**Customize-** Look for text that is in **<Bold>** text and replace it with information specific to your event.

**Get Media List-** Go to [www.congress.org](http://www.congress.org) and conduct a search using your zip code. This website will give you a list of media contacts in your area to target for the Traveling Trainer Event.

**Distribute press release-** Mail, fax, or e-mail your press release to local newspapers, television, and radio stations.

**Follow up-** Call each media outlet to notify them of the press release and ask if you can answer any questions. Sell the story and convince them to run it.

Monitor local media, collect all clippings and send to Leave No Trace Center for Outdoor Ethics Attention: Traveling Trainer Coordinator P.O. Box 997 Boulder, CO 80306. We send copies to Program Sponsors to demonstrate the value of their support and investment in taking care of our environment. When clipping newspaper and magazine articles, please also copy the cover/front page of the publication.

Thanks for your efforts to help publicize your Subaru/Leave No Trace Traveling Trainer event.

If you have any questions please contact the Outreach Manager at (303) 442-8222 x. 106

Contacts:

Outreach Manager  
Leave No Trace Center for Outdoor Ethics  
(303) 442-8222 x106

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***FOR IMMEDIATE RELEASE***

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Subaru/Leave No Trace Traveling Trainers  
Bring Education in Motion to **<insert your location>**

*-The Subaru/Leave No Trace Traveling Trainer Program which Inspires Responsible Outdoor Recreation will be conducting a **insert type of program** for **insert your audience/population** –*

*<Enter your city>, <state>, <today's date>-The Subaru/Leave No Trace Traveling Trainers will be coming to <city> from <date> to <date> to conduct a **<insert type of program the Traveling Trainers will be hosting for you>!** With outdoor recreation booming, many of our favorite parks, forests, and open spaces are feeling the impact from this increased visitation.*

“Combining Leave No Trace’s message and training with Subaru’s resources enable us to bring responsible use education to millions of outdoor enthusiasts across the United States. The Traveling Trainer program serves the needs of both outdoor enthusiasts and our public lands,” says Dana Watts, Executive Director of the Leave No Trace Center for Outdoor Ethics.

**Training has always been the foundation of the Leave No Trace program. With one team traveling the West Coast and one team traveling the East Coast, our Traveling Trainers are able to bring training directly to <enter your location>. The teams will be conducting a hands-on <enter type of training here>, <dates>, <time>, <if it is open to the public>, <and if there is charge associated with attending the workshop>.**

Highlights of the Leave No Trace programs planned for **insert your location** are: **<Pick what programs you will be hosting and add in dates and time –if your program is not listed below please contact The Subaru/ Leave No Trace Traveling Trainer Coordinator to help you with the appropriate text for your event>**

**Walk-by and Expo/Conference and Festival Programs**

Individuals visit the Subaru-Leave No Trace Traveling Trainers at consumer trade shows and conferences and Festivals. We often will conduct a pre-conference field session or a conference presentations to offer in-dept training to attendees. You can usually find the Subaru Traveling Trainers at the Outdoor Retailer Market, IATOS National Travel Show, Earth Day and National Trails Day Festivals.

**Awareness Workshop**

The teams conduct a program that many include a brief history of the Center for Outdoor Ethics organization that includes slideshows, games and information on how to become a Leave No Trace steward. The teams have conducted these types of trainings for retail store employees, general public visiting a National Park, Boy Scouts, and many other groups.

### **Guides and Outfitter Workshop**

Guides encounter a variety of training situations in the field. Everyday, guides are faced with questions ranging from what to do with dirty dishwater to where to go to the bathroom. Leave No Trace training allows guides the opportunity to reach first time users with a responsible recreation message.

### **Extended Training**

The teams and participants utilize the outdoor classroom for hands-on training. Extended training is ideal for land managers, outfitters, guides, retail shop employees, outdoor educators, scouts and university groups. Participants have the opportunity to learn Leave No Trace activities and teaching methods for use with groups they interact with.

### **Trailhead Greetings**

The teams greet outdoor enthusiasts at popular trailheads and talk with them about Leave No Trace and the special concerns about the area they're enjoying. The teams hand out free information and encourage visitors to practice Leave No Trace while they're on the trail.

### **School groups and Youth Servicing Organization Programs**

Youth serving organizations often provide kids with memorable, early outdoor experiences. These organizations can also make an indelible impression. The Teams visit students, youth groups and summer camps and talk with students of all ages. The teams facilitate fun activities, skits, and slide shows that teach kids how to Leave No Trace and allow teachers to learn fun ways to integrate Leave No Trace into their classrooms. The teams also conduct workshops specific for camp counselors, boy/girl scout leaders, and teachers.

### **Trainer Courses**

Leave No Trace Trainer courses are two-day trainings put on in an outdoor setting. Trainer courses are designed to help you better understand and teach Leave No Trace skills and ethics. Upon successful completion of the Trainer Course Participants will receive a Leave No Trace Trainer Certificate. The goal of the Leave No Trace Trainer course is to promote, inspire and teach Leave No Trace outdoor skills to outdoor professionals, public agency personnel and members of private businesses and organizations who are likewise committed to promoting outdoor ethics. Perfect for educators and guides, this course is designed in a train-the-trainer format whereby successful course participants will learn to teach the LNT principles to clients, customers, or peers.

For more information please go to <add your website> and the Leave No Trace website at [www.LNT.org](http://www.LNT.org).

### **About Education in Motion**

In 1999 Subaru of America and the Leave No Trace Center for Outdoor Ethics joined forces to promote responsible recreation across the United States. As partners, we are providing essential free education programs for all types of outdoor enthusiasts. We know that with education and awareness, each one of us can make a difference in protecting and preserving our natural areas. Now in its sixth year the Subaru/Leave No Trace Traveling Trainers have traveled to all of the lower 48 states multiple times, logged over 240,000 miles in their trusty Subaru Outback, and reached over 6 million individuals with the Leave No Trace message.

With our network of trainers and educational resources, Leave No Trace is targeting diverse user groups to spread the message of responsible outdoor recreation. Our goal is to build toward a critical mass of educated users who will make the principles of Leave No Trace the standard code of conduct on public lands across the nation.

**About Subaru of America**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered near Philadelphia, the company markets and distributes all-wheel drive Subaru vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru of America, Inc. is the only car company that offers symmetrical all wheel-drive as standard equipment on every vehicle in its product line. Subaru has been the best selling import wagon in America for the past 20 years, based on R.L. Polk & Company new vehicle retail registration statistics calendar year end 2003.