

## Tools You Can Use

### [David Suzuki Foundation](#)

There is a lot of information on this site; here are a few that may help you with your Environment Week event: Contact your local media; Write to your political representatives; Download our community organizer toolkit; Keep yourself informed.

### [Hinterland Who's Who - Publicize Your Project](#)

This site is geared to wildlife and has some great ideas to promote any event with the following information: contact a cable TV station, write a newsletter or newspaper article, start a bulletin board and hold a special media event.

### [Media Relations Tools](#)

This is an Environment Canada website. There are a variety of media relations tools, and each has a special use. You will find descriptions and samples of each tool, as well as some tips on how to decide which tool would be most effective for meeting your goals

### [Media Toolbox in Waste Reduction Week](#)

Even though the information is geared to Waste Reduction Week, this site is an excellent source for newbies who have no experience with the media. It briefly describes planning with the media in mind, what to do before your event, how to put together a news kit, ongoing publicity, writing a news release and setting up an interview.

### [Organizer's Guide](#)

One of the most important things an individual can do is hold an event in their local community that celebrates their local environment. This guide, although focused on Earth Day, will tell you everything you need to know to have a successful event from contacting the media to potential sources of funding.

### [Tips on how to write your own Opinion Editorial or Letter to the Editor and get it published!](#)

Letters to the editor are an easy and effective way for us to voice our opinions to policy makers, corporations and the general public on both positive and negative environmental issues. You can use letters to correct or interpret facts in response to inaccuracies, to explain the connection between the news story and your priority issues, or to praise or criticize an article. The letters section is one of the most frequently read segments of newspapers. How can you use it to your advantage for Environment Week?