

Key takeaways:

- Media is focused on the recession and cost savings. Your pitches will be more relevant if you can connect your green angle to the economy or how consumers can save money.
- Environmental journalists are using a range of online sources to get their news. Do not undervalue the importance of influential blogs to get your story out. All the panelists are active RSS/Google Reader users, citing everything from Yahoo Green to feeds from the NRDC, EDF and other NGOs in the space
- **Multimedia is a huge component for online coverage- share links (including to video hosted on YouTube) within email pitch**

WNYW/FOX 5

Brett Larson, Technology and Environmental Reporter

- He is the first technology reporter for WNYW and is the only NYC-area TV reporter also on the environment beat. Many of his stories appear on dozens of other FOX affiliates.
- Brett says it is very difficult to cover now given the current economic environment, people do not want to hear about fluffy green stories but the audience does want to know how doing something green will help save money (e.g., unplug the coffeemaker). He also has been looking for “green jobs” stories
- He wants to know about the visuals. Brett worked with Holly Fussell last summer on a piece about the NJ finalists of the Canon Environthon. Holly and Brett worked with the NYC Parks department so the kids could show off some of what they learned at the Turtle Pond in Central Park. Plus, we had video of the actual competition. Brett says many PR people have no idea how to provide significant visual for a TV story (a photograph alone doesn’t count for TV).
- Common sense pitches are good and work! Be blunt and have a meaty pitch
- Brett is the Host of an online web show that broadcast 9:00 am- 10:00 am from his office- very interactive, looking for guests, conducts a Q&A live
- Email is the best way to be in touch brett.larson@foxtv.com (he’s twittering @BrettLarson but he doesn’t use it for pitching etc.)
- He also is looking for consumer tech stories – again, how to save money is a big part of everything they are doing

TREEHUGGER , PlanetGreen.com

Jessica Root, Editorial Assistant and Blogger, TreeHugger.com and PlanetGreen.com

- PlanetGreen.com- More consumer focused, teaching people “how-to” go green in daily lives – PlanetGreen.com is the online part of Discovery networks cable channel of the same name; Discovery is the corporate parent of TreeHugger.com
- Jess is focused on the lifestyle, fashion and beauty section of TreeHugger; also is looking for sustainable travel stories - she says “Green 1.0” –type stories (Coke bottles now recyclable! Is not of interest at all)
- Jess shares pitch notes internally with appropriate colleagues, most of whom are freelance, working remotely
- Focus and interest in volunteerism by region
- TreeHugger will cover Earth Day in an editorial series of coverage
- Interested in stories that showcase economy- dining in vs dining out; ways to save money
- Stories must have a unique authentic angle- cannot be “green washing”- disingenuously spinning a company or product to have a green angle
- Jess is not on Twitter- but will be soon
- Press releases should be sent to tips @treehugger.com
- Email Jessica at jessica@treehugger.com

PCMagazine.com

Jeremy Kaplan Executive Editor, PCMag.com , Editor, GoodCleanTech.com blog

- PC Magazine (now online only) primarily does product reviews and GoodCleanTech.com focuses on products that use green technologies to reduce their environmental impact.

- PC Magazine is now online only with 7 million uses of the site monthly.
- PC Magazine is working to incorporate environmental standards into its product testing and review process.
- GoodCleanTech.com covers news, tips, advice, and ideas about “how to do more with less” and covers the leaders and laggards of companies using green technology in their products.
- Jeremy is interested in hearing about companies and products that use clean technology and new technologies/innovations that might interest readers.
- The blog is also awarding a Green Tech seal to products
http://www.goodcleantech.com/2009/04/how_we_test_cell_phones_and_he.php
- Jeremy likes receiving multimedia for stories, since all content is online. He welcomes access to video and images.
- Jeremy can be reached at jeremy_kaplan@ziffdavis.com. He asks that PR people do not call him to follow up.
- Thinks Twitter is stupid

BusinessWeek

Adam Aston, Energy & Environmental Editor

- In the past, Adam had to push his editors to let him do environmental stories – now sustainability issues touch almost all beats of the magazine.
- In the past, the story was about how Company X was doing a green thing or an interesting new green technology. Now, there needs to be a twist and an element of tension to make the story compelling – just going green and setting an agenda is not news. Is the company taking a gamble on a sustainability initiative? What is the argument against what they are doing?
- Stories no longer need to lead with the environmental issue – they should be focused on the business angle and how sustainability playing a factor.
- BusinessWeek is very focused on stories about the recession, so if that can be tied into your angle, it will make for a stronger pitch. BusinessWeek has recently been interested in B2B stories, stories with an international focus and C-suite level access.
- BusinessWeek magazine is mostly focused on hard business news, so it is sometimes hard for Adam to get his green business stories in the magazine. Often these stories, or those with a softer/lifestyle angle will be BusinessWeek.com stories (Adam writes for both). Adam says the online stories are getting huge traction – more views on the lifestyle pieces vs. hard corporate pieces
- Adam says the best pitches come with a list of multimedia links (photo, video, etc.). This gives him a good overview of the story and his team may post this multimedia as part of the online story.
- Adam gets most of his news from online sources, including TreeHugger, Grist, BBC and other news sources that cover environmental issues. He also follows business-friendly NGOs like Environmental Defense Fund and NRDC to get ideas.
- Adam loves to speak with start-ups and small organizations that are tackling emerging green stories and technologies.
- Adam can be reached at adam_aston@businessweek.com. He asks that PR people do not call him to follow up (he says he is allergic to his phone)
- Also thinks Twitter is kind of stupid and has found he is blogging less.