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How to Pitch your School's STEM Achievements to Gain Media Coverage

Keywords:

Pitching a STEM Story

Learning areas:

STEM

A school's chicken coop and another school's solar-powered recycled plastic benches with in-built phone-recharging stations - which will see the light of day as a STEM story published on a news site, specialist education magazine, or newspaper? It's all about crafting a story-idea pitch, how, when, and where you send it, and the relationships you build with your target media.

If you're not having much luck so far or are keen to get more hits with your 'school STEM news', join this workshop with an award-winning Australian education writer - who's also been a teacher. BYO story ideas for us to work on together.

Please note, the focus isn't social media, but a lot of the tips I'll share will be applicable there, too.

In pairs/small groups, we will 'triage' your embryonic story-pitches, then regroup to discuss. Group members then present their verbal pitches, attendees can quiz them (as if they're journalists) with the guiding question of 'so what?'. The presenter can guide attendees, if needed, offering prompts/nudges to sharpen pitches and develop a stronger story.

To vary the group presentation, two attendees from different groups could do a skill play with one presenting their pitch and the other quizzing them, journalistic-style. If workshop attendees need more modelling, we can go through one of the pitches together on the whiteboard so they can see it develop in real-time on the screen. Open question time about the presentation and the activity.

Debrief: The presenter asks attendees to share what they saw as the main points, the 'ah ha' moments from the workshop, what they might do differently, and if they have any holes in their understanding/confidence levels to surge ahead.

Preparation materials:

Thinking about how your school's STEM project could get media coverage?

JAMBOARD:

Start the process here - even before the workshop. Explore this Jamboard doc and add your ideas. The presenter will be checking into the doc before, during and in the fortnight after the workshop.

Jamboard: <https://jamboard.google.com/d/1vZGk-hliltrZp6i8HJsAxHI5hhtBZE5nnKVy88er9LE/edit?usp=sharing>

AND this Jamboard is the place to pop in your questions whether you have an idea on the boil already or not.

PDF:

Also, use the gems in this PDF doc to get you inspired! It's a condensed version of the workshop, but you'll get a lot more insights from watching the workshop as the presenter will be on hand to guide you and offer feedback on the interactive exercises. Plus, she will release a list of media organisations and their contact details then, too!

PDF document: <https://butterfly-puma-9je7.squarespace.com/s/Margaret-Paton-STEM-media-coverage-summary.pdf>