



STUDENTS ON ICE

-expeditions-

ANTARCTICA • ARCTIC

www.studentsonice.com

2015 ARCTIC EXPEDITION MEDIA TOOLKIT



JULY 27TH – AUGUST 10TH, 2015

Dear SOI Expeditioner,

Welcome to the team! We are looking forward to getting to know you on board our floating home! We hope this journey will inspire you to become a Polar Ambassador and share your experiences with your friends, family and community members. Here at SOI, we also try to share our expeditions with as many people as possible – before, during and after the expedition.

The SOI office uses the media as a tool to get the word out about all our expeditions. On board our ship, we have a state of the art satellite system, which we use to transmit daily updates, journals, photos and videos. All of this will be posted on the expedition website during our journey. We also upload information to our partner sites and send it out to various media outlets around the world.

We would like you to be a part of this exciting process and help us spread the word about the expedition to *your* community! The media are always interested in hearing about our expeditions – and people in your community will want to know about your upcoming adventure!

This document outlines a number of steps that will help you reach out to your community, and to your local media. The staff here at SOI are available to offer additional advice and support at any time during your media outreach efforts.

Get in touch with us if you have any questions!

In the expedition spirit,
The SOI Team

Contact Information

Students on Ice
Natural Heritage Campus
1740 Pink Road, Gatineau, Quebec
Canada J9J 3N7

www.studentsonice.com

Tel: 819-827-3300

Fax: 819-827-9951

Toll-free: 1-866-336-6423

Website: www.studentsonice.com

Email: media@studentsonice.com



Reaching Out to the Media

1. Background Reading

When you are pitching a story to the media, it is important for you to be familiar with the details of your expedition. Spend some time on the Students on Ice website (<http://studentsonice.com/arctic2015>) and familiarize yourself with SOI and the expedition summary.

2. Prepare an Email to the Media

This is an introductory email that explains the “who, what, where, why, when and how” of the expedition and your participation. This is what you will be using to catch the interest of the media so be sure to include information about you:

- Your school
- How you are funding your trip (e.g. If you are a scholarship recipient or if you are working to fundraise your expedition fees)
- Most importantly, why you are looking forward to the trip and what it means to you!

A sample email to the media is included as an appendix (Appendix 1) to this document

3. Collect Contacts

Research the media (newspapers, radio, TV) in your area and put together a list of their names, email addresses and phone numbers. Make sure to bring the list with you on expedition!

4. Pitch Your Story

Call your local newspapers and ask to speak to the editor (or the newsroom for large dailies), call your local radio stations and ask to speak to the producer of the morning or afternoon show. Introduce yourself and explain that you are taking part in a Students on Ice Expedition. Ask if they would like to receive updates with pictures and stories during the expedition period. Offer to email them a copy of the expedition backgrounder and be sure to let them know that our expedition vessel is equipped with all the latest communications technology. This means that your local media will be able to interview you via satellite phone during the expedition! If you can't get through on the phone, send the email you have drafted and include a link to the expedition brochure:

http://studentsonice.com/documents/ArcticBrochure_2015-Onlineversion.pdf

5. Prepare for your Interview

If you are a little bit nervous before your interview, that's okay! You might find it helpful to prepare yourself a little bit before hand by thinking about the answers to the following questions:

- What is it about the expedition that you are most looking forward to?
- What does the opportunity to take part in an expedition like this mean to you?

For a list of possible questions and some helpful background information about SOI, see Appendix 2 & 3.

6. Keep in Touch

This one is important! Let SOI know about any media coverage you receive and we'll post a link from the Arctic 2015 website. Also, be sure to bring the names and email address of your media contacts to the ship, and we can update them throughout our journey. When you get back, you can use your contacts to let the media know you are home. They may want to do a follow-up story to hear more about your adventures!

Tips and Reminders

Highlight Your Story

You are the key figure in the story you are pitching! *You* are what makes this story of particular interest to your local media, so don't be shy about sharing your goals and excitement about the trip.

Don't Copy and Paste

Appendix 1 (the sample email to the media) is intended to be a model for your own email. Feel free to use some of the content we have included in the text of your press release, but be sure to have the message come from you.

Pass On the SOI Contact Information

If the media is interested in knowing more about Students on Ice, you can refer them to our office. Contact our Media and Communications Manager for more information either by phone: +1 819-827-3300, or by email:

media@studentsonice.com

Share Any Stories With Us!

Don't forget to let us know about any media coverage you get! Send the details to media@studentsonice.com and we will make sure it is posted on our expedition website!



Contact Us

SOI Communications & Media Relations Manager

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Tel: 819-827-3300

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APPENDIX 1

Sample Email to the Press

Email Subject: Youth from **[your community]** setting sail in Eastern Arctic

Hello **[name of producer/city editor]**!

My name is **[full name]** and I am a **[age]** year old student from **[your community]**. I thought that your **[readers/viewers/listeners]** might be interested in knowing that I will be joining the Students on Ice Arctic Expedition from July 27-August 10, 2015 (<http://studentsonice.com/arctic2015>)

As we travel to the eastern Canadian Arctic and western Greenland, we will be learning about the poles from a global perspective. The expedition will involve a team of 110 international high school and university students along with a team of world-class scientists, historians, artists, musicians, explorers, innovators and polar experts. The education team will lead students through a life-changing expedition to explore the Arctic and develop an understanding of its cultural, environmental and political importance through hands-on research, workshops, presentations, hikes (including Sirmilik National Park), Zodiac excursions among icebergs and wildlife, traditional Inuit kayak building and paddling in the Northwest Passage, community visits, and lots of adventure!

I have attached a backgrounder about the upcoming adventure, which includes departure dates, the Arctic itinerary, Education Team bios, etc.

There will also be a satellite system on board the icebreaker. If you are interested, Students on Ice can arrange interviews with the participants before, during and after the expedition. The Expedition Team can also forward images of students (including me!) in the field.

During the expedition, Students on Ice will update their Expedition Website with videos, photos and student journals – and so you will be able to follow the trip online.

If you are interested in hearing about my upcoming adventure, please feel free to contact me!

Sincerely,

[your full name]

Website: www.studentsonice.com

APPENDIX 2

About Students on Ice

Students on Ice is an award-winning organization offering unique educational expeditions to the Antarctic and the Arctic. Our goal is to provide youth from around the world with inspiring learning opportunities at the ends of the Earth and, in doing so, help to foster a new understanding and respect for the planet.

The Polar Regions are the cornerstones of our global ecosystem and offer students a powerful and experiential learning environment. Each expedition brings together students from around the world with scientists, elders, artists, historians, musicians and visionary leaders to become inspired, educated and empowered as global ambassadors for a sustainable future.

Since 2000, Students on Ice has taken more than 2,500 students, scientists, elders and educators from 52 countries to the Polar Regions.

A majority of the students are fully supported to participate via scholarships that are funded through the Students on Ice Foundation, thanks to the generous private and public partnerships across Canada and internationally.

SOI is also active in related global educational initiatives, reaching hundreds of thousands of youth and the general public each year through conferences, media, documentaries, partnerships, websites, new media and the impressive activities of its growing alumni and alumni program.

****This is background information about SOI for your use and can be added to the bottom of your email pitch to media or to potential sponsors of your expedition.***

APPENDIX 3

Students on Ice Q&A

***This document is for internal use ONLY! Please use this to help prepare yourself for speaking to media, sponsors and others about SOI. Please note you are NOT expected to be an expert about SOI. Please only speak to what you are comfortable answering and refer media to our website our SOI's Media & Communications Manager, Ashley Brasfield, for more detailed information (media@studentsonice.com).**

1. What is Students on Ice?

Students on Ice is an award-winning organization offering unique educational expeditions to the Antarctic and the Arctic. The organization's goal is to provide youth from around the world with inspiring learning opportunities in the Polar Regions so they can develop a deeper understanding and respect for the planet and become inspired to make a difference in their communities and around the world.

2. What is involved in an SOI expedition?

It is a ship-based expedition that brings together youth from around the world with scientists, elders, educators, artists, musicians, journalists, authors and innovators to explore the wonders of the Arctic and develop a deeper understanding and appreciation for the important role the Arctic plays in our global ecosystem.

Students engage in multi-disciplinary workshops, hands-on research and exploration of the Arctic environment including wildlife encounters, visits to remote Arctic communities and acquire first-hand knowledge and insight into the dynamics of climate change, traditional knowledge, policy and other important Arctic and global topics.

3. How long is the expedition?

The 2015 Arctic Expedition is a 15-day journey (July 27-August 10, 2015).

3. Where will you go?

The expedition begins in Ottawa for three days of orientation activities before flying to Kangerlussuaq, Greenland to board the expedition vessel. The team will enjoy 11 days onboard the vessel exploring the communities, coasts, fiords, bays and islands of western Greenland before crossing the Davis Strait to Canada's High Arctic. We will explore the eastern entrance of the Northwest Passage including visits to Pond Inlet, Sirmilik National Park and Beechey Island. Our expedition will end in Resolute Bay where we will board our charter flight back to Ottawa.

4. How many students/staff will be on expedition with you?

This expedition consists of approximately 110 students and 75 staff from Canada, the US, Greenland, Monaco, China, Malaysia, Norway, Rwanda, Italy, New Zealand, and the Netherlands.

5. Is it too late to join the 2015 Arctic Expedition?

Yes, the 2015 Arctic Expedition has already reached capacity. However, interested students and staff can still apply for the 2016 Arctic or Antarctic expeditions! Information will be posted online soon. To learn more visit studentsonice.com.

Personal questions to prepare for prior to an interview

1. Tell me a bit about yourself (age, hometown, interests, goals, etc)
2. What are you most looking forward to on expedition?
3. What does this opportunity mean to you?
4. Did you receive scholarship funding? *(If you received a scholarship, please be prepared to acknowledge your sponsor. If you need additional info please contact SOI)*
4. Do you have any goals on expedition? Anything you hope to achieve?

Questions to prepare for post-expedition

1. What was your most memorable experience? What did you enjoy most about the expedition?
2. How has the expedition changed you?
3. What are your goals and plans for after your expedition?