



VOLUNTEER POSITION DESCRIPTION OF THE LOCAL PRESS REPRESENTATIVE

PRIMARY RESPONSIBILITIES: Help increase the visibility of Girl Scouts on the local level. Provide a link with local media outlets to support major council efforts, providing a local angle to stories. Enhance community visibility and awareness by initiating community contact to help tell the Girl Scout story.

SPECIFIC DUTIES:

- Write, edit and proofread press releases for submission to local newspapers, television and radio stations.
- Develop and maintain a listing of how to submit information to local media outlets (such as free newspapers, county publications, etc.) and share with Service Units.
- Take photographs of event(s) and submit to press.
- Help association chairpersons, service unit managers and troop leaders get coverage/press with local efforts by taking photos and writing press releases to submit to media.
- Maintain an active link with the field directors and association chairpersons to support/enhance public relations efforts at the association level.
- Attend LPR training once a year to discuss media contacts and other pertinent LPR information.
- Be in contact with council PR Department to receive information on specific events that will be of interest to the media, such as the cookie sale, anniversary celebrations, Gold Award publicity, and more.
- Keep the Public Relations Specialist informed of local troop coverage and provide the PR Department with news clippings.

MINIMUM QUALIFICATIONS:

Must be able to type, use e-mail and the Internet, and take photos.