

The background of the page is a solid green color with a repeating pattern of white, stylized leaf outlines. The leaves are arranged in a dense, overlapping manner, creating a textured effect. The text is centered on the page in a bold, white, sans-serif font.

Local Press Representatives Training Manual

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Local Press Reps Welcome to the PR Team!

As a Local Press Rep (LPR) for the Girl Scout Council of the Nation’s Capital (GSCNC), you are a natural extension of the our Public Relations Department. One of our goals is to increase community visibility on the local level. You are the most important connection between the Council and the community because you are in tune with what happens among the local Girl Scout troops.

Your role in public relations is crucial—with your help and the close contacts you develop, we will achieve a degree of public visibility that the Girl Scouts deserve. This guide will serve as a resource to understanding practical how-to’s and helpful tips for working with the media.

Another important resource is the Public Relations Department. If you have questions or need help determining the right story to pitch or whether an angle is consistent with our Girl Scout mission, don’t hesitate to contact us.

Nancy Wood, Director of Public Relations, ext. 204, nwood@gscnc.org

- Media Inquiries all daily newspapers, television/cable and radio outlets in the Greater Washington Region
- Photo permission, Copyright/Graphic & Logo Guidelines
- Annual Report
- Council-wide campaigns (i.e. Cookie program)

Sarah Parillo, Public Relations Specialist, ext. 287, sparillo@gscnc.org

- Publications
- Design and marketing collateral materials
- Video
- Photo permission, Copyright/Graphic & Logo Guidelines
- Social Media and web content

GSCNC PR Publications:

CapiTalk Newsletter
Summer Day/Evening Camp brochure
Annual Report
Corporate Connection
Gold Award publications
SHARE solicitation envelope

Social Media:

Facebook – www.facebook.com/gscnc

Twitter – www.twitter.com/gscnc

YouTube – www.youtube.com/gscnc

Blog – www.gscnc.wordpress.com



GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL
4301 Connecticut Avenue, NW Washington, DC 20008
Phone: 202.237.1670 | www.gscnc.org

POSITION DESCRIPTION OF THE LOCAL PRESS REPRESENTATIVE

PRIMARY RESPONSIBILITIES: Help increase the visibility of Girl Scouts based on local news outlets. Create relationships with local media outlets to support major Council efforts, and provide 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-community newspapers and assist in developing Girl Scout stories for television, community websites 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 and Troop Leaders.
- Take photographs of event(s) and submit to local media and the Council for posting on web. Send photos and story blurbs to: prphotos@gscnc.org
- Help Association Chairs and Assistant Chairs, Service Unit Managers and troop leaders get coverage/press with local efforts by taking photos and pitching stories to media.
- Maintain an active link with the field directors and Association Chairs and Assistant Chairs to support/enhance public relations efforts at the association level.
- Be responsive to 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:

Be available through email regularly; photograph events

Pitching a Girl Scout Story

As Girl Scouts, what we consider to be newsworthy may not always be of interest to others. It is important to determine which Girl Scout projects and events will have appeal to folks outside Girl Scouting—this is where the LPR job is fun and challenging.

Types of Pitches:

- Press Releases: Gives full information about an event or story and can be used to attract media prior to or after an event
- Media Advisory: the who-what-when-where for inviting media to an event
- Post-pitch: a discussion about event that has recently taken place that deserves to be reported, usually with photos from an event and press release
- Public service announcement (PSA): is a non-commercial advertisement broadcast on radio or that television station may produce free of charge. The most common topics of PSAs are health and safety.

What do most media outlets look for in a story?

- What's new
 - How new is it? Did it happen yesterday? Too late. Last week? Forget it. Tomorrow? Now we're talking.
 - Who will care about this?
 - Why should they care?

Pitching a Feature Story

- Identify the "story": the person, event or idea that will grab the attention of readers.
- Answer the questions:
 - who was at the event
 - what is interesting about the story,
 - when and where it happened
 - and why this event is relevant to the community.
- Compete for attention
 - Develop concise, easy to read material
 - Be ready with supporting materials like GSCNC fact sheets and additional contacts for the story
 - Don't be afraid to tell them why this story is worth reporting
 - Add a face to the story—prepare Girl Scout leaders or girls for media interviews

Building Relationships

Become familiar with your Girl Scouts in your community

- Stop by a Service Unit meeting to meet leaders and get story ideas.
- Talk with troop leaders and let them know that you are available to help promote their troop activities.
- Establish an easy system for troop leaders to send you information on events or Girl Scout accomplishments.

Establish Relationships with media in your community*

- The LPRs work with their community media—this includes weekly community newspapers that serve a specific geographic area in the Greater Washington Region, County sections of the Washington Post, local cable access channels, online hyper local media outlets.
- Identify the media outlets in your area. Determine who would be the best contacts for your types of stories by reading your local newspapers and community magazines/newsletters.
- Email is the preferred form of initial contact. Follow this up with a call to a reporter to pitch an idea, always ask if they have a moment to talk and if they have received your email (news release or media advisory). If reporters are on a deadline and feel pressured to talk to you about your story immediately, it can create tension in your relationship.
- Learn the date when your community/weekly newspaper is distributed. The day before is generally not a good day to contact the newspapers. Many local newspapers go to press on Wednesday and are distributed on Thursday. Make sure you share information in advance.
- Introduce yourself as someone who would like to establish a relationship with the writer for future stories; ask for an email address where you can reach them directly (versus: info@newspaper.com)
- Try to include pictures with every story and ensure that the girls' names and cities are attached.
- GSCNC maintains relationships with TV, radio and daily media outlets: *The Washington Post*, the *Washington Times*, *Examiner*, *Washingtonian*, and *Washington Business Journal*, *WJLA*, *WUSA*, *NewsChannel 8*, *WRC*, *WTTG*, *Comcast*. Prior to contacting these outlets, or if you are contacted, please reach out to the GSCNC PR department.
- Girl Scouts of the USA maintains relationships with national media.

DO...

- Be brief, honest, and flexible with deadlines.
- Discuss only those activities within your area of expertise, knowledge and responsibility. Refer them to the Council if necessary.
- Communicate only when you have something to say.

DON'T...

- Say anything you don't want printed
- Ignore media deadlines.
- Feel pressured by reporters to respond.
- If you feel that you can not handle a media inquiry, refer them to GSCNC PR.

Photos: Capturing Girl Scouting

Make sure that your Girl Scout troop maintains on file, photo parental release forms for all girls. A new release form is included in this manual.

One of the most important things to keep in mind when taking or choosing photographs is the close-up. Many good photos are often not used because the subjects are too far away.

Action Shots:

These are usually more interesting than portraits or posed pictures. Instead of a troop portrait, consider taking a photo of a few troop members participating in an activity.

On the level:

Take a photo from the level of a subject. If you are taking a photo of a child who is sitting on the floor, crouch down to her level.

Identify:

Be sure to identify each person in the picture, starting from left to right. Type their full names and title and attach it to the photo. Never write directly on photos. Also identify and name the photographer.

Professional Photographer:

If you think you have a photo opportunity worthy of a professional photographer, you can call the newspaper to see if they will supply one.

Digital versus Film

Almost all publications use digital photography. If possible, submit photos electronically along with your press release or event description.

GSCNC PR Department uses photos of girls in our publications and website. If you have photos of girls in action remember to also send them to GSCNC for our publications and web. Make sure that you have permission release forms for all the subjects in the photo. Please send them to prphotos@gscnc.org

Key Points for LPRs

Social Media

GSCNC has a webpage, a blog, a Facebook page, a Twitter feed and a YouTube page. These formats are a great way for media to see what we are doing; and a great way to tell our story to a broad audience.

Website: www.gscnc.org

Blog: www.gscnc.wordpress.com

Facebook: www.facebook.com/gscnc

Twitter: www.twitter.com/gscnc

Youtube: www.youtube.com/gscnc

Please post any pictures or stories you'd like to share on our Facebook page!

Look for Connections

Build relationships with community groups and businesses who may want to use local Girl Scouts in Sudden Service events like flag ceremonies or to help at major events.

Keep a Record

Maintain a record of all your PR contacts by documenting your submissions to local newspapers and stations. When stories are picked up, make note of angle the writer used so that you can pitch similar stories.

Send clips of Girl Scout stories that appear in your local newspaper to the PR Department either electronically or through the mail.

Follow Up

Send a brief note (or email) of thanks when a story that you pitched appears in the newspaper.

Support

The PR department is here to support you. If you get a media request that you can not handle, please send it our way.

For Immediate Release

September 10, 2009

Contact: Name, Number, Email

Girl Scouts Offer Tips to Prepare Families in Case of an Emergency

[City, State] – The Girl Scout Council of the Nation’s Capital (GSCNC) released a new patch program, based on the Girl Scout motto, “Be Prepared.” The preparedness patch, developed by GSCNC and the Federal Emergency Management Agency, will provide critical emergency preparedness information and activities for children of all age levels.

“Girl Scouts are delighted to take the lead in preparing and educating young people about potential disasters,” said Lidia Soto-Harmon, GSCNC Deputy Executive Director. “This can empower youth of all ages to act with confidence in an emergency situation.”

Local Girl Scout Troop # [insert what your troop is doing here].

Here are five tips you can do with your child to prepare her/him in case of an emergency:

1. As a family, discuss types of emergency situations when it would be important to find an adult or call for help.
2. Take a tour of the local community service agencies in your community, like a firehouse and a police station, so that children can understand who will help them in an emergency.
3. Discuss emergency exit routes out of your house and practice with your family.
4. Prepare an emergency kit together. Make sure to include a flashlight, extra batteries, extra car and house keys, bandages, a whistle and non-perishable food.
5. Prepare a family communication card with 2 emergency contacts (outside of parents) with phone numbers for kids to carry with them.

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About Girl Scout Council of the Nation’s Capital

The Girl Scout Council of the Nation’s Capital (GSCNC) is the premiere leadership development organization for girls, with over 88,000 members, 61,000 girls ages 5-17 and 4,900 troops. With the help of 27,000 dedicated adult volunteers and parents, the generosity of corporations and foundations, and our popular Girl Scout Cookie program, Girl Scouting helps build girls of courage, confidence and character, who make the world a better place. We serve the Greater Washington Region, which includes the District of Columbia, eight counties in Maryland, ten counties in Virginia and seven counties in West Virginia. Girl Scouts was founded in 1912 and will celebrate the 100th anniversary in 2012. For more information on how to join, volunteer, or donate to Girl Scouts visit our website at www.gscnc.org.

FOR IMMEDIATE RELEASE

June 14, 2010

Contact: Nancy Wood, office: 202-274-3304, cell: 870-1193, nwood@gscnc.org

*** Media Advisory ***

Girl Scout Leadership Conference for Latinas

A convening of Latina youth June 29-30 at George Mason University

Washington — The Girl Scout Council of the Nation’s Capital is hosting a leadership conference, *Encuentro de Chicas Latinas de las Girl Scouts*, for Latina youth, June 29-30 on the campus of George Mason University. The event is free of charge and open to all girls regardless of their affiliation with Girl Scouts. Approximately 300 girls ages 11 – 17 are expected to participate in interactive demonstrations and leadership workshops presented by accomplished Latino professionals.

“Our goal is to inspire all girls to recognize their abilities and become leaders in their schools and communities,” said the Girl Scout Council of the Nation’s Capital Acting Executive Director Lidia Soto-Harmon. “We purposefully selected a college setting in order to instill in these girls a desire for academic success.” Workshops will focus on leadership skills, pride in cultural heritage and promote healthy behaviors with fitness activities such as Zumba. The conference will also include discussions on college admissions and scholarship opportunities.

When: June 29-30, 2010

Where: George Mason University, Fairfax, VA

Highlights: Tuesday, June 29

1:00 – 5:00 p.m.: Mary Fernandez hosts a workshop on GeoGames—fun, healthy, outdoor multi-player video games played on smartphones.

Wednesday, June 30:

10:15 – 11:30 a.m.: Henry Bonilla, a former congressman from Texas will present the keynote speech.

Lidia Soto-Harmon, Acting Executive Director GSCNC is available for interview. For a complete schedule of presenters contact: nwood@gscnc.org.

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GSCNC Style Guide

- Capitalization:
 - Always capitalize “Council”, both when calling the Council by its formal title, “Girl Scout Council of the Nation’s Capital,” or when abbreviated as “Council.”
 - Troops/Associations/Service Units can be capitalized when referring to a specific troop—for example: “A Girl Scout Senior Troop in Anacostia...”
Do not capitalize troop when referring to a non-specific troop, “On Inauguration Day, troops participated...”
- Always precede a girl’s rank with “Girl Scout.” “She is a **Girl Scout** Senior,” “it was a **Girl Scout** Ambassador Troop.”
- Some of our troops include Cadettes, Seniors and Ambassadors in one troop—these are collectively referred to as “Teen troops” and require Teen to be capitalized. When referring to the age of a girl (and not her rank), please use the lowercase “teen.”
- Numbers: Spell out numbers 1-10 (one, two, three...) and use numerals for all numbers higher than ten.
- Dollar amounts: When referring to an amount of money collected at an event, round off the amount to the nearest dollar (i.e. \$458, *not* \$458.12). Do not include .00 at the end of the amount.
- Events and Programs: Titles of annual events or programs should be bolded and italicized (i.e. ***Your Turn to Lead***)
- Publications: GSCNC or national publications should be italicized (i.e. *Be the Change*).
- Please try to only include relevant, factual information about an event—do not include narratives or feelings about the event. (“Over 200 Girl Scout Brownies attended the sleep-over,” **not** “Lots of brownies were excited to stay up so late.”)
- When saying “Girl Scouts” you are implying both girl and adult members. For example, saying “Girl Scouts and adults attended...” would be repetitive unless the adults were *not* members of Girl Scouting. Therefore, “Girl Scouting” is inclusive of women *and* girls.

Council Boiler Plate:

This provides general information about the organization. It should be included at the end of your news release.

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Council Logo

The new Council logo can be found at

http://www.gscnc.org/guidelines_for_using_logo.html.



girl scouts
nation's capital

Please check with your troop that they have parental release forms for all girls in their troop. If not please make sure this up-dated photo release form is on file with your troop or service unit.

PHOTO RELEASE FOR MINORS

DATE(S):

PHOTOGRAPHER/PRODUCER:

ASSIGNMENT:

COUNCIL: Girl Scout Council of the Nation's Capital

LOCATION: s

ACTIVITY:

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I hereby consent and agree to the following:

1. I hereby grant to the Girl Scout of the Nation's Capital (GSCNC), and others working for GSCNC or on its behalf, and each of its respective licensees, successors and assigns (each a "Releasee"), the irrevocable, royalty-free, perpetual, unlimited right and permission to use, distribute, publish, exhibit, digitize, broadcast, display, modify, create derivative works of, reproduce or otherwise exploit my name, picture, likeness and voice (including any video footage of the same) (collectively, "Media"), or to refrain from so doing, anywhere in the world, by any persons or entities deemed appropriate by GSCNC, for any purpose (except defamatory) including, without limitation, any use for educational, advertising, non-commercial or commercial purposes in any manner or media whatsoever (whether known or hereafter devised) including, without limitation, on the internet, in print campaigns, in-store and via television. I agree that I have no interest or ownership in any of the Media.

2. I shall have no right of approval, no claim to compensation and no claim (including, without limitation, claims based upon invasion of privacy, defamation or right of publicity) arising out of any use, alteration, blurring, illusionary effect or use in any composite form of my name, picture, likeness and voice. I agree that nothing in this Release will create any obligation on GSCNC to make any use of the Media or the rights granted in this Release. I hereby release and hold harmless Releasees from any claim for injury, compensation or negligence resulting or arising from any activities authorized by this Release and any use of the Media by GSCNC.

NAME OF MINOR (please print)

ADDRESS: _____

CITY _____

STATE _____ ZIP _____

DAYTIME PHONE NUMBER: (____) _____ ADDITIONAL PHONE (optional)
(____) _____

Release for Minors (those under the age of eighteen): I, the undersigned, being a parent or guardian of the minor, hereby consent to the foregoing conditions and warrant that I have the authority to give such consent.

NAME OF PARENT/LEGAL GUARDIAN (please print)

SIGNATURE OF PARENT/LEGAL GUARDIAN (REQUIRED)

DATE: _____

PARENT/LEGAL GUARDIAN EMAIL

ADDRESS*: _____@_____

*(*will not be used for any other purposes or distributed to third parties)*

PLEASE RETURN COMPLETED AND SIGNED RELEASE TO PR DEPARTMENT OF GSCNC or SERVICE UNIT.
7/2010