



Media Relations Guide for Girl Scouts

Occasionally, Girl Scout members are approached by media to help tell the story of Girl Scouting. To ensure a consistent message that represents our council and Girl Scouting well, please follow the guidelines below.

For media relations support, contact GSOSW's communications team:

Director of communications Business hours: 800-338-5248 x6861 After hours contact 800-626-6543	PR & marketing specialist Business hours: 800-338-5248 x6817 After hours contact 800-626-6543
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What do I do if I'm contacted by media (television, radio, newspapers, etc.)?

Take down basic information: Ask the reporter to provide their name, the news outlet they represent, their contact information, what their story is about and when they plan to run it. Provide this information to a member of the GSOSW communications team as soon as possible.

If you are unexpectedly contacted by media, or in a crisis: Do not provide information to the reporter without first speaking with a member of the GSOSW communications team. Write down the basic information listed above and let the reporter know someone will be in touch with them ASAP. Then, immediately contact the GSOSW communications team for guidance on next steps.

If media show up at an event: Use this opportunity to promote all of the wonderful things Girl Scouts are doing in your area. Do your best to answer the reporter's questions. If you're unsure of how to answer or if a sensitive topic comes up, do not answer. Instead say, "I'm not the appropriate person to speak with. Let me put you in contact with the GSOSW communications team who can answer your questions in greater detail," and provide appropriate contact information.

When speaking to media:

- Identify yourself as a volunteer or Girl Scout member.
- Don't give out any information, including proprietary information and/or names of the individuals involved in a crisis.
- Don't say "no comment." Instead say, "Let me put you in contact with the communications team, who can answer your questions in greater detail."
- Treat reporters with respect. Don't place blame, argue, or become defensive or hostile.
- Don't underestimate any reporter and never speak "off the record."

What do I do if I want to contact the media about a Girl Scout story?

We're excited to have you tell the Girl Scout story in your community, and we want to help! Before contacting media, you must contact the GSOSW communications team. They can provide resources and support, and ensure you are properly crafting your pitch.

What do I need to know when including girls in a story?

Allow girls to tell the story and do interviews whenever possible. Parent/guardian permission is required for any girl who is quoted, photographed or filmed. Permission may be obtained using the *Membership Registration* form or the *Photo/Artwork Release* (form #002). To ensure girl safety, only use a girl's first name if possible (some reporters will require last names, and that's OK with parent/guardian permission), and do not include details of troop/group meetings (time, location, etc.).