

# Local Media – A guide



## What is a good story?

- Relates to current events of interest to general public
- Should bring new information to the public domain
- It should add to public discourse on a subject
- It should be impartial
- Adverts, customer promotions and new website launches are not news

## What makes a good guiding story?

- Links to the community, so already interesting
- Never assume the reader knows about guiding (e.g. terms like 'Guide Gold Award', 'Rangers', 'Skills Builders' won't mean anything to a news editor)
- County events are welcome as it affects the wider community

## Tips to get your story in the paper

- Get to know your local publications
  - what areas do they cover?
  - what other supplements and magazines do they offer?
- Build a rapport with newsdesk
  - make an initial introduction by phone
  - communicate via email afterwards
- Don't follow every press release up with a phone call
- Only phone if three in a row haven't been used
- Make press releases as easy to use as possible
- Show local link in email subject bar (e.g. Dundee news: Local Guides attend county-wide camp)
- No major spelling or grammatical errors
- Journalists should be able to copy and paste it straight into the paper
- Journalists don't have the time (or staff) to fix errors

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- Be available in case journalists need more information
- Overwrite the story, but not too much
  - again, journalists don't have time to majorly edit press releases
- If there is video available, then say so and ensure it is of usable quality
- Feature stories could also be a good way of getting more coverage for things out of the ordinary
- Don't just copy and paste generic releases

## Good press release etiquette

- Local link is highlighted immediately
- Make sure it's being sent to the right person
- Good grammar and spelling is important, but don't stress over it
- Keep language simple
- Be available - if you're not going to be available you can give the contact details of Nicoletta Primo, PR and Policy officer at Girlguiding Scotland ([nicoletta@girlguiding-scot.org.uk](mailto:nicoletta@girlguiding-scot.org.uk) or T: 0131 226 4511 M:07852 554 779)

Please contact Nicoletta beforehand to let her know you will be giving her details and information about your story

## Importance of a good photo

- These help make story more attractive
- Ensure they are captioned correctly, including people
- Photographers might be bookable
- Be prepared to take pictures yourself
- People are better than things, unless it's artistic
- Action is better than posed

## More info

- Promoting guiding tips from Girlguiding can be found [here](#). This includes our key messages, working with the media and using our brand.

**If you are ever not sure about a press release, need a template or have any questions, then please contact Nicoletta Primo, PR and Policy officer at Girlguiding Scotland at [nicoletta@girlguiding-scot.org.uk](mailto:nicoletta@girlguiding-scot.org.uk) or 0131 226 4511 or 07852 554 779 who will be happy to help!**