



MAKING A SPLASH WITH LOCAL MEDIA

Local media offers a fantastic opportunity to promote how fun, adventurous, inclusive and girl-led we are to a wider audience.

Whether you're talking about a County, District, Division or unit, we want to help make sure any local coverage highlights our amazing offer to girls and young women.

GETTING STARTED

To help you get the most out of local media we have developed a library of template press releases available via our CPRA webpage. If there is an activity or event that isn't covered which you would like a template for please let us know.

If you are unsure about writing press releases or have any questions relating to media or PR the Marketing and Communications Team are always here to help.

To get in touch email marketing@girlguiding-scot.org.uk or reach out via the CPRA Facebook group - we're happy to help!

FIVE STEPS FOR MAKING THE MOST OUT OF LOCAL MEDIA

1. Have a clear and engaging headline

Journalists receive lots of stories and releases every day so making sure your headline clear and sums up your story can help grab their attention.

Example:

1st Anytown return from an action-packed week at camp

2nd Anytown Guides take action to help refugees with a sponsored run

2. Answering who, what, when, where, and why

Make sure the first couple lines of your story answer the questions:

- Who and what is this story about? *For example: 1st Anytown Guides raised £500 with a sponsored run for Save the Children*
- When and where did this event or activity take place? *For example: Saturday at their local park.*
- Why did the activity or event take place? *For example: The girls had been learning about refugees in their unit and wanted to speak out and take action on this important world issue.*

3. Include quotes

Quotes are a great way to tell a story in a volunteer or young members' own words. They make a story more interesting to read and offer a good opportunity to highlight key messages. We have more guidance about using quotes in the next section.

4. Include a good quality photo

Including a good quality photo increases the chance of your local paper running a bigger story. Remember to:

- Make sure you have permission from all young members (and parents of girls under 18) and adult volunteers in the photo before sending it to the media.
- Include a caption explaining what the photo shows
- For more tips about taking great photos check our out [Photography Guidelines](#)

5. Include an email address and phone number a journalist can contact you on.

Journalists may have questions about the story or be looking for further information, quotes or photos. Include contacts details in your email and at the bottom of your story so they can get in touch quickly and easily.

USING KEY MESSAGES

Our key messages sum up what Girlguiding is all about. By including our key messages in your press releases you can maximise coverage and show how we are fun and relevant for girls today.

We have four key messages:

- We are for all girls
- We give girls their own space
- We give girls a voice
- We change as the lives of girls change

Don't worry - we don't want you to copy and paste our key message document into every press release, but including key messages in your quotes is a great way to highlight what Girlguiding is all about.

You might find it easier to write a quote for someone then have them read over and approve it - as when you put people on the spot for a quote they can get tongue tied!

- Adventures, camps and trips-away: These stories can be a great opportunity to highlight that we give girls their own space to try new experiences, learn new skills and grow in confidence. Here is an example of how you can do this in a quote (the highlighted phrases are key messages):

Jane Smith, Leader of the 1st Anytown Brownies, said: *"The trip to Anywhere Outdoors Centre was a great chance for the girls to get away and enjoy each other's company in a safe, girl-only space."*

"It was fantastic to see the girls go beyond their comfort zone and try new things - from archery to zorbing. They really grew in confidence during the camp and learnt some brilliant new skills - from cooking on an open fire to pitching a tent.

"All the girls told me how much they enjoyed themselves and they can't wait to decide where they want to go next and plan another adventure.

Fundraising and community action projects: These stories can be a great opportunity to highlight how we give girls a voice, empowering them to speak out, take action and be a force for good. Here is another example of how you can do this in a quote (the highlighted phrases are key messages):

- Jane Smith, Leader of the 1st Anytown Guides, said:

"Empowering girls to speak out about the issues they care about and be a force for good is at the heart of what Girlguiding Scotland is all about.

"After learning about the challenges so many refugees face the girls wanted to do their part to make a difference.

"It has been great to see them speaking up and taking action for a cause they care about. Planning our fundraiser and approaching local businesses for donations has also given them a chance to learn new skills and grow in confidence. They are delighted to have raised £500 for Save the Children and so proud of all they have achieved."

CAPTURING GIRLS' VOICES

Our young members are the best advocates for what we do and we want to champion their voices. They also offer another opportunity to highlight our key messages. That's why we try to include at least one quote from a young member in **every** story we do. Here are a few tips for getting great quotes from girls:

- You may need to give them some prompts to get the details you're looking for. Have a chat about the project or activity your press release is on, find out why they wanted to do it what they enjoyed and gained from it. Then you can write up a quote and check they are happy with it.
- Keep in mind a quote from a Rainbow will sound very different to a quote from a Senior Section member. We want quotes from girls to sound authentic so use their words as much as you can.
- When we use quotes from young members we use the following style: First name, age, of XX unit name, said (For example Maisie, 8, of the 1st Anytown Brownies)

Due to safe-guarding we don't include young members' last names in quotes or additional identifying details like the area where they live/ the school they attend.

If a journalist is looking for further information about a young member please contact the Girlguiding Scotland Marcom team to discuss this further.

- Please check that the young member is happy with the quote. If under 18 please also check that the parent / guardian is happy for the girl's quote to be included in the press release.

Here are some examples of strong quotes from girls that incorporate our key messages (highlighted in blue).

- Amy, 9 of the 1st Anytown Brownies, said: *"I loved camp. I'd never slept in a tent before so it was really exciting. Plus I got to go zorbing with my friends; it was so much fun. I love Brownies because we get to try loads of new things."*
- Molly, 11, of the 1st Anytown Guides, said: *"We do lots of activities to help other people and learn about world issues in Guides. After we learnt about the challenges refugees are facing we wanted to speak up about this issue and see what we could do to help."*

"We talked about it in our unit and decided to hold a sponsored run. It was hard-work planning and training but we're all really proud of how much we raised. It feels brilliant to know that we've made a real difference."

SENDING PRESS RELEASES

Most local papers will include their preferred method of contact on their website. Some may have an online form for submitting stories, others will just have an email.

When emailing a journalist or a local paper, include a short introduction and summary of the story, along with your contact details. Then attach the press release and any photos.

You may also want to copy and paste the press release into the body of your email as this means a journalist can just scroll down quickly to read the full story.

FOLLOWING-UP A STORY

Journalists receive many stories every day and it is possible yours could get missed. Following-up with a phone call can help you get your story noticed and build up a relationship for future. Here are some pointers:

- Follow-up a story one to two days after your email with a quick phone call. Explain that you want to check the journalist received it and ask they need any further information or photos
- If the journalist has time to chat this can also be a good opportunity to find out what sort of stories they are looking for, check when their deadlines are, and build up your relationship for the future
- Be aware journalists may not have time to speak if they are on deadline. If this happens don't be discouraged, ask if you can call on a different day or at a better time.
- Many local papers receive more stories than they have space to publish each week. In these cases, they may hold your story for a week or two and use it in a later edition

- If a paper tells you they aren't interested in using a story don't be afraid to ask for feedback. This is a good opportunity to find out what sort of stories they are interested in for the future
- Remember journalists rely on people like you to share stories and local news. By sending a story you are helping them just as much as they are helping you

LOOKING FOR HELP?

The Girlguiding Scotland Marketing and Communications team is always happy to advise and assist with any Media and PR questions. For example

- If you are unsure about writing a press release or how to highlight key messages- we are happy to help you with a draft
- If you are unsure about which local paper you should contact or how to get in touch we can use our media database to help you contact the right person
- If you receive any questions from journalists that you are unsure how to answer or have any concerns over publicity consent and safe-guarding we are always happy to advise.

Please remember to get in touch with Girlguiding Scotland's marketing and communications department if:

- You are contacted by a journalist about a national issue or a potentially negative
- You are unsure about how to answer a journalist's questions
- If there an emergency or accident

To get in touch email marketing@girlguiding-scot.org.uk or call 0131 226 4511 / 07852 554 779 (out-of-hours)