

PRESS RELEASE

FOR IMMEDIATE RELEASE

HEADLINE HERE, MAKE IT CATCHY

This line summarizes the essence of your press release

CITY, date – This is your leading paragraph. It should grab the reader's attention with a hook. Then quickly give the who, what, where, when.

You can fully develop the "why" message of your release in a few body paragraphs. Include the basics (who, what, where, when), but also include the most interesting facts about your event/happening.

Your most important information should be higher up in your press release. Start with the must-know info and end with the would-be-nice-to-know info. Toward the end, insert a quote from a service unit manager, troop leader, or—better yet—a girl. Keep everything on one page.

Remember: Your readers (reporters and editors) often do not know Girl Scout lingo. They do not know what a service unit is, for example, so instead of using Holly Hills Service Unit, use Girl Scouts in Beverly Hills, etc.

Always end with a recruitment message or a statement regarding where someone can go for more information. It's recommended to simply say: For more information about this event, visit [insert website name.] To join or volunteer for Girl Scouts, visit girlscoutsla.org.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit www.girlscoutsla.org or call 213-213-0123.



PHOTO CAPTION: It's recommended to include a photo and caption along with your release. You can paste it here and include your caption, but also attach it to your email as a separate .jpg file. If submitting to a print publication, make sure your picture attachment is a high-resolution image (at least 300 DPI).

MEDIA ALERT

FOR IMMEDIATE RELEASE

HEADLINE: NAME OR PURPOSE OF EVENT

Summarize the essence of the event; you might include an impressive thing happening

WHAT:

Write a basic summary of your event in one or two short paragraphs. Here is an example: Girl Scouts of Greater Los Angeles will celebrate 102 years of Girl Scouting and recognize local volunteers for their dedication at its annual Volunteer Recognition Luncheon on Saturday, April 5. The organization will thank 125 volunteers for their contributions in support of local area Girl Scouts throughout the past year—a great salute to National Volunteer Month (April).

Awards to be presented will honor volunteers who have dedicated more than 50 years to the cause of girl empowerment, as well as the Thanks Badge—Girl Scouts’ second highest national volunteer award and several honors to volunteers who established troops in underserved communities, helped girls become leaders, and created meaningful trainings and events.

WHEN:

Day, Date, Time

WHERE:

Name of Location, Room Number (if needed)
Address
City

WHO:

Name who will be there. Here’s an example from our volunteer recognition ceremony: More than 400 Girl Scout volunteers, Girl Scouts, and guests; emcee KTLA5 Morning News reporter and anchor Lynette Romero (a Girl Scout alumna); and GSGLA Chief Executive Officer Lise Luttgens

FACTS:

- List the key facts/key messages about your event. Here are some examples from a volunteer recognition media alert:
- Girl Scouts of Greater Los Angeles serves more than 40,000 girls throughout communities in Los Angeles County and parts of Kern, San Bernardino, and Ventura counties in partnership with more than 20,000 volunteers.
- Girl Scouts exist *for* girls, but it exists *because of* volunteers.
- Girl Scouts of Greater Los Angeles provides its programs and services to the girls of our community through the efforts of volunteers from all walks of life and careers and varied and rich backgrounds.
- There is no experience necessary—except your own—to become a Girl Scout volunteer.

PHOTO/B-ROLL OPPORTUNITIES:

List any key visual opportunities for a photographer. Example: Great images of enthusiastic Girls Scout honorees, volunteers, and Girl Scouts; Girl Scout volunteers and representatives available for interviews

Media Contacts

[illegible]



GSGLA Editorial Style in a Pinch

Can't remember if a Girl Scout word should be capitalized, or how to punctuate a sentence that includes a quote? Use this as a quick guide for those Girl Scout style and grammar rules that tend to make you pause. The goal of a council-wide editorial style is to both empower those writing on behalf of Girl Scouts of Greater Los Angeles and elevate the council's professionalism and consistency as a whole. Words are our verbal identity!

Rules regarding the beloved name of our organization:

- "Scouting," "scout," and "scouts" are no-nos—whether they begin with an upper- or lowercase "s." None of these are our name. Never take the "Girl" out of "Girl Scouts/ing."
- Our name is regarded as singular, regardless of its "s" ending—e.g., Girl Scouts has (not "have") announced its (not "their") fall product lineup. Exception: when actual girl members—rather than our organization at large—are being referred to.
- Use singular "Girl Scout" when using as an adjective. (e.g., Girl Scout activities.)

Council boilerplate 2014:

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit www.girlscoutsla.org or call 213-213-0123.

Capitalization, grammar, and punctuation style rules:

- **Capitalize any title preceding a person's name:** Chief Executive Officer Lise L. Luttgens. Titles that do not precede a person's name are lowercase: Lise L. Luttgens is chief executive officer.
- **In running text or lengthy headlines:** Spell out numbers one through nine, and use numerals for numbers 10 and above.
- **Quotation marks and how to punctuate:** Periods and commas always go within quotation marks. Dashes, hyphens, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted matter only. They go outside the quotation marks when they apply to the whole sentence.
- **Dates:** Do not add "th" "st" "nd" to numbers. For instance: Feb. 25th is simply Feb. 25. We read it the same, even without the "th," and it saves space.
- **Who vs. that:** Use "who" when linked with human beings and animals with names. Use "that" with inanimate objects and animals with no names: All girls who attended last year are eligible this year.
- **Italics vs. quotation marks for titles:** Italicize the titles of longer documents; use quotation marks for smaller pieces within that document. Do not italicize names of Girl Scout events/programs. For example, italicize book titles: *The Daisy Girl's Guide to Girl Scouting*; "Be Healthy, Be Fit" chapter.
- **Commas in a series:** Use commas to separate elements in a series. DO include a comma before the conjunction (and): I bought a jacket, pants, and a scarf.

Questions about GSGLA editorial style? Contact communications staff:

Kenya Yarbrough, kyarbrough@girlscoutsla.org, ext. 2266

Melanie Larsen, mlarsen@girlscoutsla.org, ext. 2339

Janiece Clark, jclark@girlscoutsla.org, ext. 2277

Sources:

Rules based on Girl Scouts of the USA resources, *Merriam-Webster's Collegiate Dictionary*; *Garner's Modern American Usage*; *The Chicago Manual of Style*; *Associated Press (AP) Stylebook*; as well as *The Elements of Style, Fourth Edition, Strunk & White*.

badge (no cap; exceptions for highest awards: Thanks Badge) e.g., Girl Scout badges; Cookie Business badge
council-wide
destinations (lowercase and italicize)
e-form, e-newsletter
email
Family Partnership Campaign (second reference, Family Partnership)
first aid (noun); first-aid (adjective; there is a hyphen when first aid is modifying a noun) e.g., Girls will learn all about first aid at this event; Girls will learn first-aid skills at this event.
flier (not flyer)
Girl Scout Cookie Program (Avoid “sale,” “cookie program” OK on second reference.) Girl Scout Cookies (but “Girl Scout cookie” when referring to a singular cookie or cookie variety, e.g., Thin Mint cookie, Tagalong cookies) Thin Mints Samoa Tagalongs Do-si-dos Trefoils Savannah Smiles
Girl Scout council
Girl Scout Fall Product Program
Girl Scout grade levels: Daisy Girl Scout , grades K–1 Brownie Girl Scout , grades 2–3 Junior Girl Scout , grades 4–5 Cadette Girl Scout , grades 6–8 Senior Girl Scout , grades 9–10 Ambassador Girl Scout , grades 11–12
Girl Scouts of Greater Los Angeles programs: Leadership Business and Financial Literacy Outdoor Adventure STE[A]M (science, technology, engineering, art, math) Healthy Living
Girl Scout Leadership Experience (GSLE) Always capitalize.

Girl Scout Leadership Journeys (Journeys on second reference) It’s Your Planet—Love It! <i>Between Earth and Sky</i> <i>WOW! Wonders of Water</i> <i>GET MOVING!</i> <i>Breathe!</i> <i>Sow What?</i> <i>Justice</i> It’s Your Story—Tell It! <i>5 Flowers, 4 Stories, 3 Cheers for Animals!</i> <i>A World of Girls</i> <i>aMUSE</i> <i>MEdia</i> <i>MISSION: SISTERHOOD!</i> <i>BLISS!</i> It’s Your World—Change It! <i>Welcome to the Daisy Flower Garden</i> <i>Brownie Quest</i> <i>Agent of Change</i> <i>aMAZE!</i> <i>GIRLtopia</i> <i>Your Voice, Your World</i>
LA (not L.A. when abbreviating Los Angeles, unless branded title of something says otherwise, e.g., L.A. Lakers)
nonprofit (one word)
pin (no cap, except for highest adult awards) e.g., Girl Scout membership pin, Appreciation Pin, Honor Pin
service unit (lowercase unless part of official title: Crown Poppies Service Unit)
service center (lowercase unless part of official title: Montclair Service Center)
sing-along
s’mores
SWAPS (Special Whatchamacallits Affectionately Pinned Somewhere)
T-shirt (never “t-shirt”)
troop (lowercase unless w/ number: Troop 123)
tag-along (younger sibling, not registered as a member)
website, web page, webinar, web forum



Our mission:

to build girls of courage, confidence, and character, who make the world a better place.

Who we are

Girl Scouts of the USA (GSUSA), founded in 1912, is the world's largest organization dedicated to girls.

Nationally, there are 3.2 million Girl Scouts—2.3 million girl members and 880,000 adult members working primarily as volunteers.

Girl Scouts of Greater Los Angeles (GSGLA), in partnership with more than 20,000 volunteers, serves more than 40,000 girls, grades K-12, throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino and Ventura counties.

GSGLA operates 7 service centers, 13 program centers, 4 camps, and our headquarters in downtown Los Angeles.

What we do

Girl Scouts offers girls and young women the world's premier personal growth and leadership development experience.

Programs and girl-led community service opportunities engage girls in discovering themselves, connecting with others, and taking action to make the world better.

Girl Scout membership levels

Daisy: Grades K-1

Brownie: Grades 2-3

Junior: Grades 4-5

Cadette: Grades 6-8

Senior: Grades 9-10

Ambassador: Grades 11-12

GSGLA program areas

Leadership

Business and Financial Literacy

Outdoor Adventure

STE[A]M (science, technology, engineering, art, math)

Healthy Living

How to join

Girl Scouting is for *every* girl, *everywhere* in grades K-12 who accepts the Girl Scout Promise and Law, and pays the \$15 annual membership fee*.

To join, volunteer, reconnect, or support, visit www.girlscoutsla.org or call (213) 213-0123.

**Financial assistance is available.*

Service Center Locations

- Arcadia** - 101 E. Wheeler Ave., Arcadia, CA 91006
- Long Beach** - 4040 N. Bellflower Blvd., Long Beach, CA 90808
- Marina Del Rey** - 4551 Glencoe Ave., Ste. 140, Marina del Rey, CA 90292
- Montclair** - 9525 Monte Vista Ave., Montclair, CA 91763
- Palmdale** - 41307 12th Street West, Ste. 105, Palmdale, CA 93551
- Santa Clarita** - 21515 Soledad Canyon Road, Ste. 118, Santa Clarita, CA 91350
- Woodland Hills** - 20931 Burbank Blvd., Ste. A, Woodland Hills, CA 91367
- Headquarters** - 801 S. Grand Ave., Ste. 300, Los Angeles, CA 90017



DATE(S): _____
PHOTOGRAPHER/PRODUCER: _____
ASSIGNMENT: _____
COUNCIL (IF APPROPRIATE): Girl Scouts of Greater Los Angeles
LOCATION: _____
ACTIVITY: _____

PHOTO RELEASE FOR MINORS

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 Girl Scouts of the USA ("GSUSA") and Girl Scouts of Greater Los Angeles ("GSGLA"), and others working for GSGLA or on its behalf, and each of its respective licensees, successors and assigns, the unlimited right and permission to use, distributed, publish, exhibit, digitize, broadcast, display, reproduce or otherwise exploit my name, picture, likeness and voice, or to refrain from so doing, in any manner or media whatsoever (whether now known or hereafter devised), anywhere in the world, by any persons or entities deemed appropriate by GSGLA, for any purpose including, without limitation, any use for educational, advertising, non-commercial or commercial purposes.
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 hereby release and hold harmless GSGLA, and any persons or entities acting on behalf of or at the direction of GSGLA, from any claim for injury, compensation or negligence resulting or arising from any activities authorized by this Release.

NAME OF MINOR (please print): _____
ADDRESS: _____
CITY _____ STATE _____ ZIP _____
PHONE NUMBER: (____) _____

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/GUARDIAN (please print): _____
SIGNATURE OF PARENT/LEGAL GUARDIAN: _____
DATE: _____
PARENT/GUARDIAN EMAIL ADDRESS* _____ @ _____
(*will not be used for any other purposes or distributed to third parties)

PLEASE RETURN COMPLETED AND SIGNED RELEASE TO
communications@girlscoutsla.org



DATE(s): _____

PHOTOGRAPHER/PRODUCER: _____

ASSIGNMENT: _____

COUNCIL (IF APPROPRIATE): _____

LOCATION: _____

ACTIVITY: _____

RELEASE FOR ADULTS

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

1. I acknowledge that I am eighteen (18) years of age or older. I hereby grant to Girl Scouts of the USA ("GSUSA"), Girl Scouts of Greater Los Angeles ("GSGLA") and others working for GSUSA 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 GSUSA or GSGLA, 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 GSUSA or GSGLA 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 GSUSA or GSGLA.

SIGNATURE: _____

NAME (please print): _____

DATE: _____

HOME ADDRESS: _____ CITY _____ STATE _____ ZIP _____

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

EMAIL ADDRESS*: _____ @ _____

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

**Any revisions to the text of this Release must first be approved in writing by GSGLA
prior to the activity in order for the changes to be effective.**

PLEASE RETURN COMPLETED AND SIGNED RELEASE TO GIRL SCOUTS OF GREATER LOS ANGELES, ATTN: COMMUNICATIONS MGR TO:
COMMUNICATIONS@GIRLSCOUTSLA.ORG