

Publicity Training – Service Unit Communication Coordinators & Publicity Facilitators

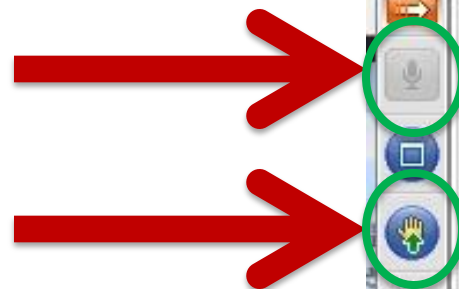


Melanie Larsen, GSGLA Communications Manager

Created September 2014

Updated July 2015

Webinar How To:



The screenshot shows the GoToWebinar interface with the following sections:

- Attendee List (7 | Max 101)**
 - Attendees (6)**

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	Linda harmon
	lynn m-c
	Sandra Hardy
	Tracy Jackson
 - Staff (1)**
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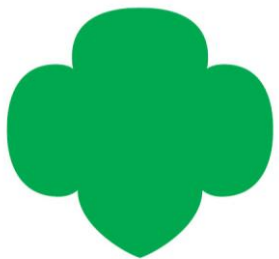
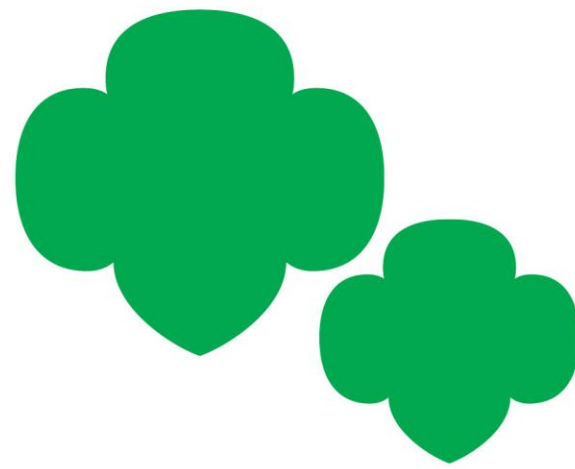
Service Unit Public Relations

Welcome to the Girl Scouts of Greater Los Angeles Service Unit Publicity Training for Communication Coordinators and Publicity Facilitators. This training prepares Girl Scout volunteers to promote service unit stories to hyper-local media outlets (community newspapers, neighborhood blogs, etc.), and work with GSGLA staff to share amazing Girl Scout stories with the public.

Access all tools and templates for this position on the Resources & Tools page in the For Volunteers section of girlscoutsla.org.

When finished, you will be able to:

- Understand the news submission process
- Monitor and facilitate press releases and story pitches to hyper-local media, with council staff support and approval
- Identify story ideas and the importance of highlighting Girl Scouts in the media
- Use and enforce GSGLA editorial style and PR policies





Why do we want Girl Scouts in the news?

- Increase our visibility

- Promote our brand and signal value for the GS program

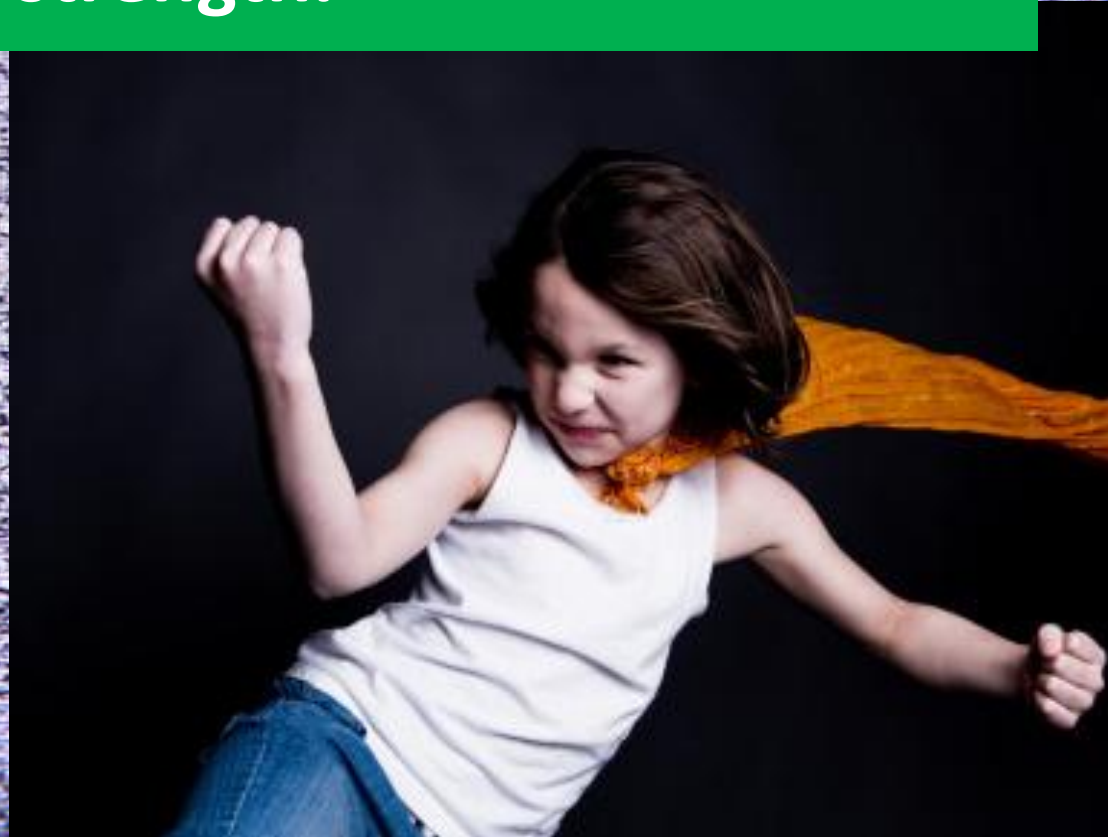
- Increase financial support

- Boost our membership

**Girl Scouts, girls, and
adult volunteers
are superheroes.**



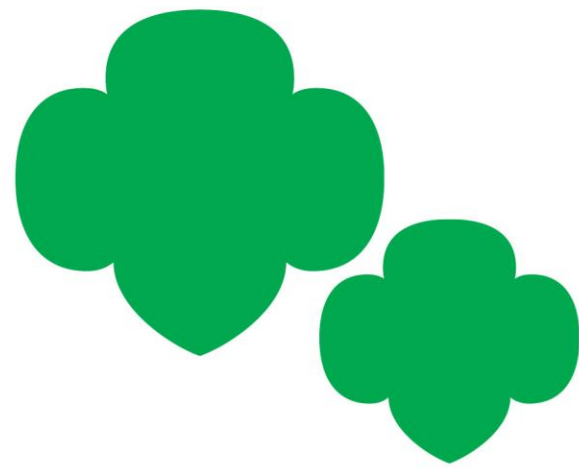
**We all have super stories of adventure,
honor, and strength.**



Story Ideas & Examples

“Wow! I didn’t know that about Girl Scouts! Girl Scouts are seriously awesome.” – Audience

- Bronze, Silver, Gold Award projects
- Volunteers who go above & beyond
- Service projects & service unit events
- Overcoming obstacles
- Hot topics: anti-bullying, texting, technology, STEAM, civic engagement
- Unique “wow” stories



Sharing these stories
of magnanimous feats
celebrates our
members...



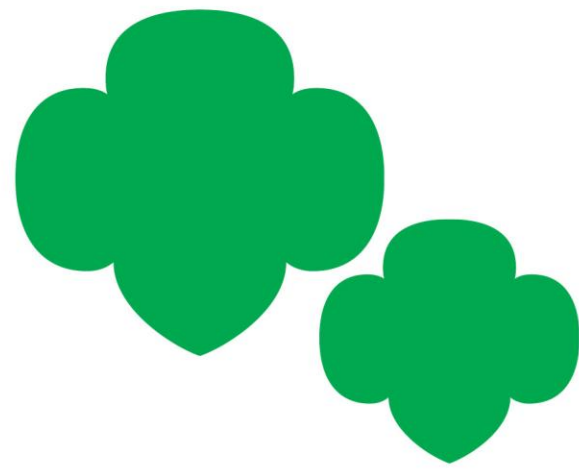
...and excites our
communities.



What is the Challenge?

“Don’t get me wrong, I love Girl Scouts, *BUT...*” – Media

- Sexy stories
- Celebrity stories
- Freeway chases
- Locations
- Day of week, time of day
- Cookies, crafts, camping... and more cookies
 - Hook them, then get deeper



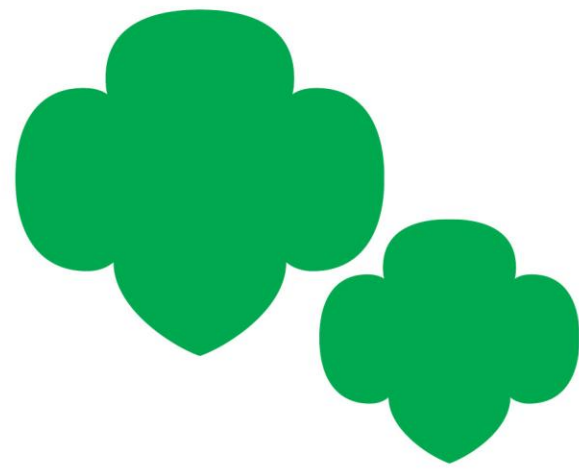
**Never fear!
Volunteers are here!**



Publicity Roles

“What stories do you have for me in this particular area right now? Please be specific.” – Media

- **Role of GSGLA PR staff**
 - *Los Angeles Times* and other regional publications, magazines, etc.
 - Regional TV and radio
 - Local media, too
- **Role of PR volunteers**
 - Community newspaper (e.g., *Chino Hills Champion*)
 - Neighborhood blogs and websites (e.g., Santa Monica Patch)



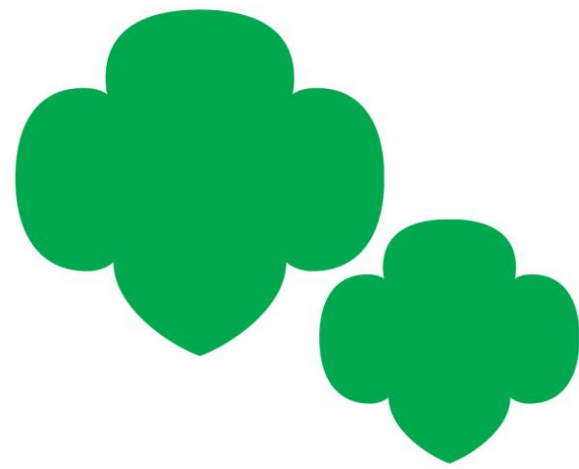
**What is news
and how do I
find it?**



What is news?

“Is this newsworthy (and worthy of my time)?” –You

- Timely
- Local
- Specific: Know your media outlet
- Visual (in some instances)
- Unique & innovative
- Variation of the norm
- “Me, me, me!” Why should I (the reader) care?



How do I gather stories from my SU?

“Help me help you!” – You (to your service team)



- **Develop a submission process and publicize**
 - “Have a story/event/project you think the media should know about? Email....”
- **Be a detective and plant the seeds**
 - “brag board”
 - Facebook
 - “Moment for Mission” at leaders meetings and service unit meetings





How to Find that Story!

- **Questions to ask when digging for a story:**
 - What are you most excited about over the next couple months?
 - Have you had a recent “wow” moment where you thought to yourself “Girl Scouts are amazing”? What prompted that? What was happening at the time?
 - What has happened most recently that made you proud to be a Girl Scout and validates why you are in Girl Scouts?



Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Girl Scouts is girl-led.

Girl Scouts is contemporary.

Girl Scouts is possible because of volunteers and community support.

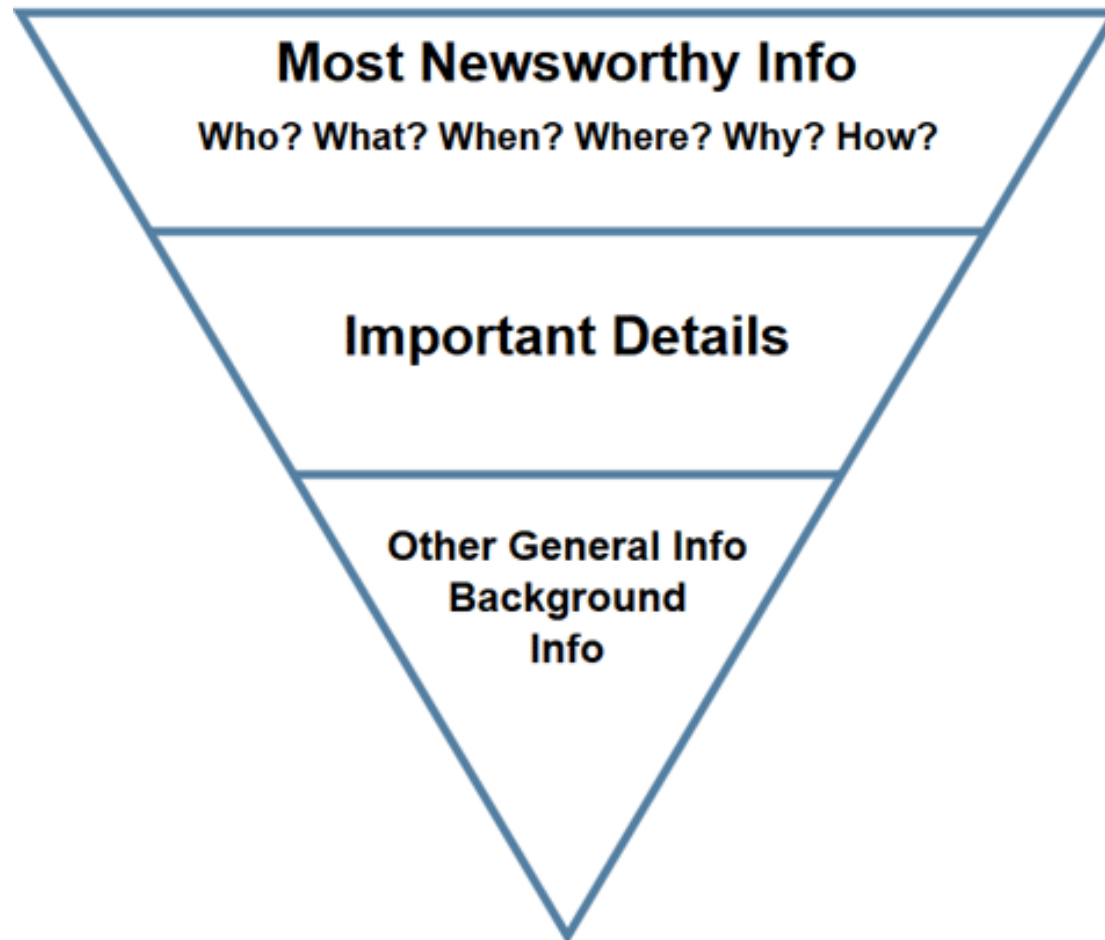


**Have a story? It's
time to write it
down and get it out!**



Press Release 101

Submitting a press release with a polite pitch is the most effective way to get your story assigned to a reporter or published verbatim.



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.

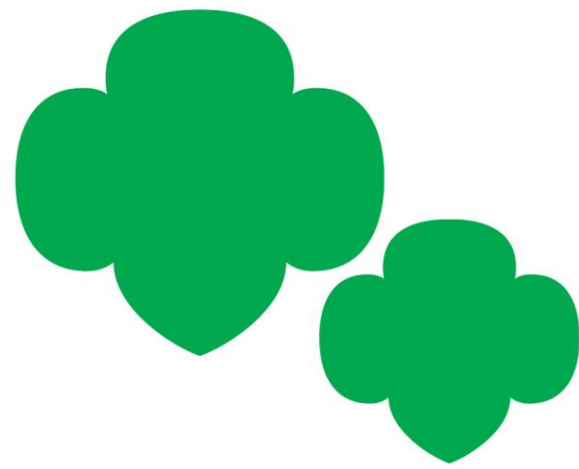
Always end with a recruitment message or a statement regarding where someone can go for more information. It's recommended to simply say: For more information about this event, visit [insert website name.] To join or volunteer for Girl Scouts, visit girlscoutsla.org.

About Girl Scouts of Greater Los Angeles

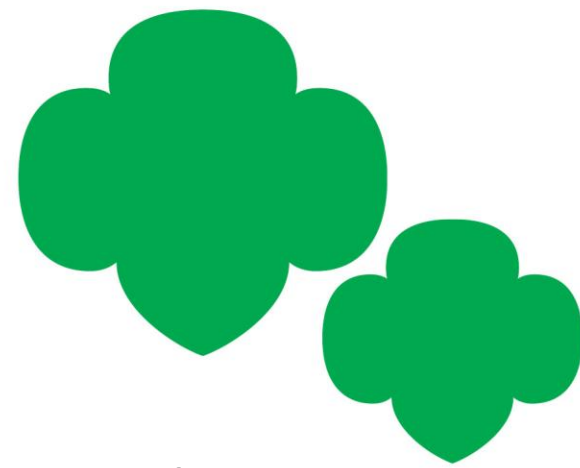
Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial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



- Avoid Girl Scout lingo
- Style Guide
 - Never take the “Girl” out of Girl Scouting
 - Girl Scouts of the USA
 - Just one council in Los Angeles
 - Avoid “partnership”
 - You do not win badges and awards in GS, you earn them



Permissions and Photos



- Photo releases
- Unless you have parent permission, use first names only for girls.
- Focused, high-res: 300 DPI (4x6 inches)



bullying," Ferrigno says. She will be attending UC Berkeley this fall.

Bellisaria Sidener-Mercado, a senior at Port of Los Angeles High School who will be attending Cal Poly Pomona, put on self-esteem building activities for children at Rainbow Services.

"I made build-it-yourself snack kits, self-esteem building crafts and outdoor games for the children while their moms were at counseling sessions," she says. "I also made a crock pot cookbook and collected crock pots for the families to have as they were leaving the shelter."

Elizabeth Rich, a sophomore at Palos Verdes High School, renovated an old restaurant space for a group of Catholic Workers led by Helen Grove to use to serve meals to the homeless.

"I had heard that Helen was cooking in one space and then hauling food, tables and chairs to downtown San Pedro where she would serve dinner to about 80 people. Then she would have to pack everything up and get it back to its original place where she would also have to do her dishes, etc.," she says. "I heard that she had been given an old restaurant space to use but it was a complete mess and I wanted to be able to make it happen for her as well as for all of the homeless people she would be serving."

Other projects focused on teaching and promoting science, the arts, reading, sewing, cultural diversity, environmentalism and sports. Vitalich built a playground and garden at

Through Girl Scouting and earning my Gold Award I have learned numerous valuable life lessons such as taking responsibility for my actions, being an accountable individual, honesty, and the importance of both the individual and teamwork.

a pre-school, and Nichole Cvitanovich worked with the San Pedro Bay Historical Society to interview 30 immigrants from 25 countries.

In addition to the fulfillment of doing good for their communities, the girls said their projects gave them the opportunity to grow as leaders. Unlike with the Bronze and Silver awards, which are earned in elementary school and middle school, the troop leaders take a step back for the Gold Award and let the girls lead their projects on their own from start to finish.

"I really think that they come from strong parents and a high work ethic," Brust says.

When asked what advice they have for younger Girl Scouts to go for Gold, the girls said earning the award was not only a great addition to their college applications, but personally rewarding beyond measure.

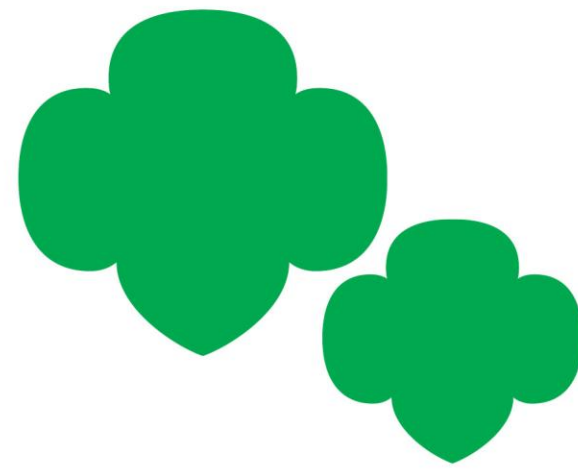
"It's really hard, the amount of hours, or years really, that you put into it, but it is worth it and you should follow through," Nicolette Barraza says. "And don't wait to the last minute!" [spt](#)

To learn more about how you or your daughter can get involved in the San Pedro Girl Scouts, email SPGS@cox.net.

Just press releases?
What are my other
PR options?



Other PR Possibilities



Media Alert

News Brief

Community
Calendar

SU Blog

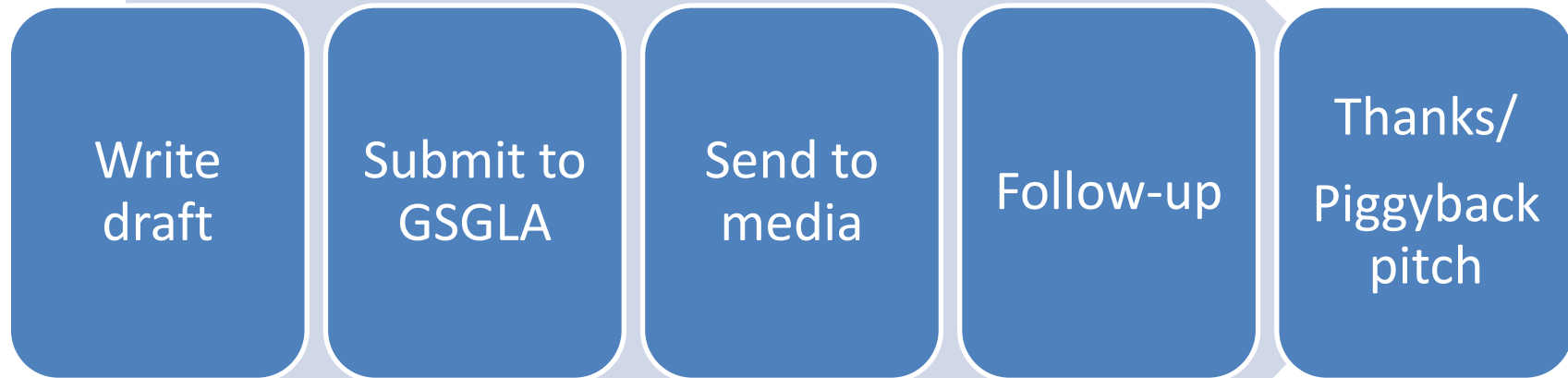
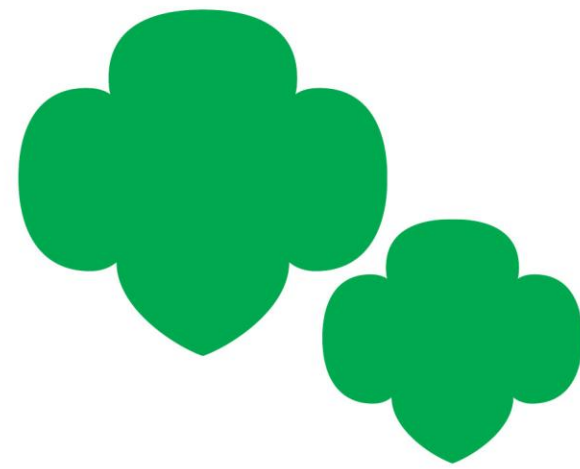
Citizen
Journalism

Newsletters



News Submission Process

Send PR drafts to pr@girlscoutsla.org for approval.



News Submission Process

Hi [Insert name],

Attached and pasted below is a press release regarding an anti-bullying campaign, which was created by local Girl Scouts at La Canada High School for their Girl Scout Silver Award project. (The Silver Award is the highest award a Girl Scout Cadette can earn!) This Friday, there will be a great photo opp – the girls' campaign is culminating with a bullying awareness assembly at the school (8:45-10:20 a.m.)

We hope you will consider writing about this project and sending a reporter or photographer to cover the event on Friday. Please let me know if you have any questions. Thanks so much for your time.

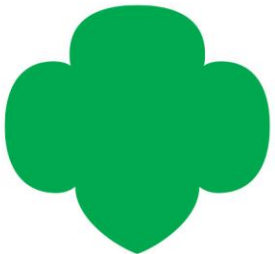
Best regards,

[Your Name]

[Your volunteer title, service unit]

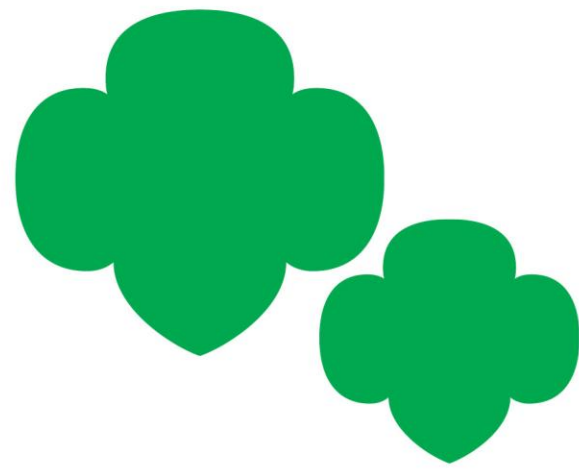
Girl Scouts of Greater Los Angeles

[Phone number/Email address]



Media Contacts

- Who do you send this to?
 - Features/lifestyle editors
 - City/neighborhood editors
 - Family/parent/education reporters
- Check website for “contact us” or “submit news/press releases”



Media Contacts

Glendale News-Press

Thursday, Sep. 11, 2014
12:28 p.m. PDT

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► by date

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Articles (115)

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115 search results for girl (-) scouts (-)



Girl Scouts create garden for Rosemont Preserve

September 3, 2014

Three local **Girl Scouts** recently took on a project at the Rosemont Preserve that blossomed into...When considering what project they should pursue, McKiernan said the **girls** initially wanted to help

repair the trails that had been damaged by...

BY MARK KELLAM, MARK.KELLAM@LATIMES.COM

Letter: Boy Scouts deserve 'Spotlight' also

August 29, 2014

...Press was going to feature local **scout** achievements each week (‘since its inception. Every week a **Girl Scout** has been featured. Are the Boy **Scouts**...you for all the good stories about **Girl Scouts**, but let’s not forget...



Spotlight on Scouting: Girl Scout shares passion for Irish dance with local youth
August 25, 2014

...you go to school? I have been a **Girl Scout** since first grade, 12 years. What and **Girls Club** of Burbank and

Thanks for that great story! Here's another...

GSLA Media Center:

- girlscoutsla.org
- About Us
- Media Center



PR Tools: Press Release Template

Get tools and templates on the Resources and Tools page in the For Volunteers section of girlscoutsla.org.



Contact: Name, Volunteer Title
Phone Number
Email Address

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, STEAM (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. 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 is a high-resolution image (at least 300 DPI).

PR Tools: Media Alert Template



Contact: Name, Volunteer Title & Service Unit
Phone Number
Email Address

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:

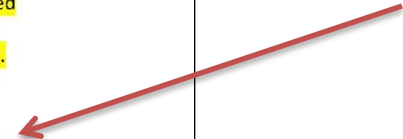
Name who will be there. Here's an example from our volunteer recognition ceremony: More than 400 Girl Scout volunteers, Girl Scouts, and guests; emcee KTLA5 Morning News reporter and anchor Lynette Romero (a Girl Scout alumna); and GSGLA Chief Executive Officer Lise Luttgens

FACTS:

- List the key facts 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.

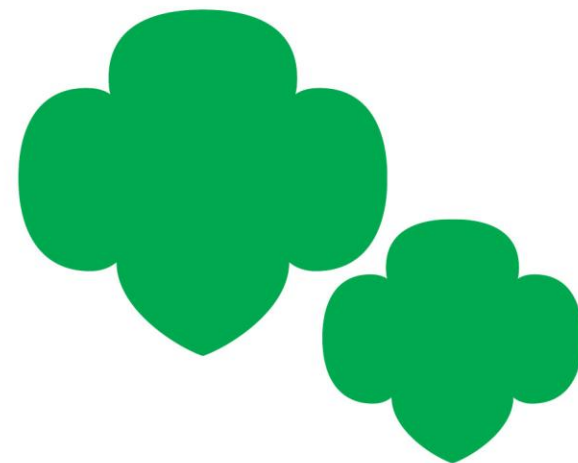
PHOTO/B-ROLL OPPORTUNITIES:

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



PR Tools: Media Contacts Excel Template

Get tools and templates on the Resources and Tools page in the For Volunteers section of girlscoutsla.org.



Media Contacts

Media Outlet ▾	Main Contact(s) ▾	Email ▾	Phone ▾	Deadline Info ▾	Notes ▾



PR Tools: GSGLA Editorial Style in a Pinch

Get tools and templates on the Resources and Tools page in the For Volunteers section of girlscoutsla.org.



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.)

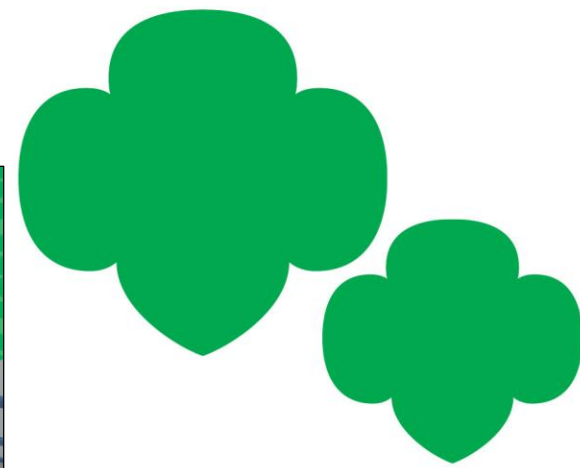
Council boilerplate 2014:

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.

PR Tools: GSGLA Fact Sheet



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



PR Tools: Consent Forms



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.

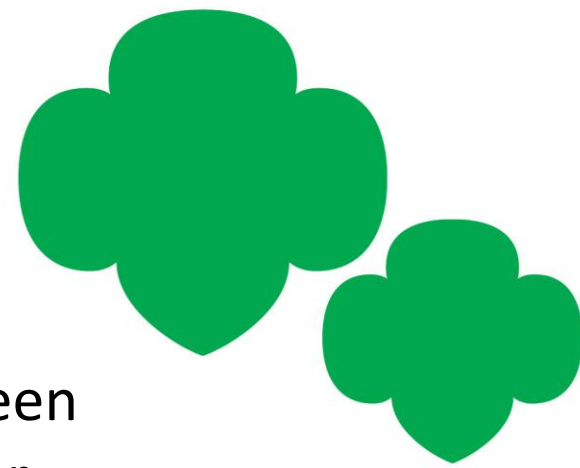
NAME OF MINOR (please print): _____
ADDRESS: _____
CITY _____ STATE _____ ZIP _____
PHONE NUMBER: (____) _____

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* _____@_____

Getting Started

- Check with SUM that your name and email have been submitted as either the communication coordinator OR PR facilitator.
- Sign up for the first quarterly meeting on Oct. 21, 2015, 7:30-8:30 p.m. on the adult education calendar.
- Think of your Girl Scout “elevator speech.”
- Start researching who to contact at your local media outlets.
- Set a plan for story fielding and submissions.
- Set a PR goal.
- Start on your first assignment (yes, there’s an assignment!)



Assignment: Recruitment PR!

Season PR toolkits (press release templates, etc.) are introduced at quarterly meetings and posted to the volunteer “Resources & Tools” page at girlscoutsla.org. Send drafts to pr@girlscoutsla.org.

- It's recruitment season!
 - Recruitment event
 - Op-ed
 - Volunteer profile



Target for recruitment PR = Aug. thru Nov.



Thank you!

pr@girlscoutsla.org

**CC Quarterly Meeting
Oct. 21, 2015 7:30-8:30 p.m.**

**Special thanks to:
Communication Go Team volunteers!**