

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 Girl Scouts and our council well, please follow the guidelines below.

For media relations support, contact:
Nathan Chandler, Director of Marketing and Communications nchandler@gswestok.org 405-418-7931 (cell) or 405-528-4475 (council office)

What do I do if I'm contacted by media (television, radio, newspapers, etc.)?

1. Identify yourself as a volunteer or Girl Scout member.
2. Say, "I'm not the appropriate person to speak with. Let me put you in contact with the GSWESTOK director of marketing and communications, who can answer your questions in greater detail." Please do not say, "no comment."
3. 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 the GSWESTOK director of marketing and communications as soon as possible and confirm that they have received the information.

If you are unexpectedly contacted by media, or in a crisis: Do not provide any information to the reporter without first speaking with the GSWESTOK director of marketing and communications. Write down the basic information listed above and let the reporter know someone will be in touch with them ASAP. Then, immediately contact the GSWESTOK director of marketing and communications for guidance on next steps. Treat reporters with respect. Don't place blame, argue or become defensive or hostile.

If media show up at an event: If media show up at an event, it is okay to speak with them. 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 a

question, 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 GSWESTOK 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 GSWESTOK director of marketing and communications, 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 tell the Girl Scout story throughout our council! Before contacting media, you must contact the GSWESTOK director of marketing and communications. They can assess the newsworthiness of prospective media pitches, provide expertise, resources, support and ensure we’re taking the right approach.

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 [Annual Permission Form](#) or the [Photo/Video/Audio Release Form](#). 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.).