



MEDIA RELATIONS INFORMATION FOR VOLUNTEERS

This content is **intended for the sole use of Girl Scout volunteers.**

Speaking To The Media

We ask that volunteers and girls include the communications department whenever they are approached by mainstream/daily media outlets, television stations and radio stations. This is to ensure a consistent message throughout our council.

If you are contacted by or would like to contact small community newspapers or community radio stations, you can. We just ask that you call the communications department so we are aware of the story and so we can brag about your efforts!

Media Show Up At An Event

If media show up unexpectedly at an event, utilize the opportunity to promote Girl Scouting and the wonderful things we are doing to develop leadership in our girls. Do your best to answer their questions. If you are unsure of the answer or a potentially controversial topic comes up, do not answer! Instead, direct their questions to the director of communications. You can use the following phrase to help you make the transition, "I am not the appropriate person to speak with. Let me put you in contact with the director of communications who can answer your questions in much greater detail." Before the media leave the event, ask when they are planning to run the story. Please be sure to contact the director of communications as soon as possible so we are aware of the story.

Involving Girls

Please try to allow the girls to tell the story and do the interviews whenever possible. You must have a signed Photo/Artwork Release (form #002) that allows them to be quoted, photographed and/or filmed. Also, be sure their last name is not stated and/or included in the story (i.e. Sarah is 9 years old from Bend, Oregon) and that details of their troop meetings (time, location, etc.) are not published. Girl Scouts OSW does have a PowerPoint called *Speaking to the Media* that prepares girls for their interview; contact the communications department for a copy.

Media Don'ts

- 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 touch with our director of communications and she will call you back."
- Don't argue with a reporter or become defensive or hostile.
- Don't place blame.
- Don't underestimate any reporter and never speak "off the record."

Communications Department

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