

## NEWS RELEASES AND MEDIA ALERTS For Volunteers

News releases and media alerts are written communication tools directed to the news media (newspapers, TV, radio) for announcing upcoming events, new and existing programs, and additional important information about GSNWGL. The aim of news releases and media alerts is to attract favorable media attention and publicity. As a volunteer, if you have an upcoming troop or service area event or special recognition, you are encouraged to share your success story or event with your local Service Area Public Relations Representative or the Brand and Marketing Department. Then on your behalf, we will contact the local media in your area to share your news. Please review the following steps on sharing your news with the media:

1. Submit "Girl Scout News" form two weeks prior to the event or immediately after the event to your local Service Area Public Relations Representative and email a copy to **brand@gsnwgl.org**, or call 888.747.6945 and ask to speak with the Marketing Administrative Assistant. If the form is not long enough to include the information you need to include, attach an additional sheet. When filling out the form below, be sure to keep in mind:

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

Girl Scout Leadership Experience: This new approach to leadership is based on three keys - *Discover*, *Connect*, and *Take Action*. Girls will first *Discover* their own talents, interests and values; then learn to *Connect* with others in a diverse setting; and finally *Take Action* to solve problems around them.  
Discover + Connect + Take Action = Leadership

2. Within three business days, we will email you a draft of the news release for you to confirm and approve the information.
3. Upon confirmation, we will submit the news release to the media you have identified.

### GIRL SCOUT NEWS

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Date \_\_\_\_\_ Date to be sent to Media \_\_\_\_\_

Media to be informed \_\_\_\_\_

**WHO** (who is involved, hosting, honored, invited)

Troop # \_\_\_\_\_ Service Area \_\_\_\_\_

Age Level     Daisy     Brownie     Junior     Cadette     Senior     Ambassador

**WHAT** (what will be happening, what is being recognized, is there a fee to attend)

**WHEN** (when will it happen (specific time and date), did it happen, is it held rain or shine)

**WHERE** (where will it take place, provide site and address, directions if necessary)

**WHY** (why is this being done, who will benefit)