



BEST PRACTICES FOR CONTACTING THE PRESS

Looking to promote Girl Scouting in your area? Contacting your local press is a great way to spread the word. Here are a few tips to make your efforts successful:

Find the sweet spot. Let the media know about your news in a timely fashion—and that means on their timeline. A good practice is to communicate with your local paper at least 7 days in advance, but not more than two weeks from when you'd like your piece to run.

Content is key. “What, what, where, and why” is still the best guide. The editor’s job is to report on what readers want to read, so make your pitch strong by being interesting, relevant, and concise. It can help to link the pitch to other things happening in the area or that time of the year.

Invite them to an event. Is your troop/service unit hosting an event in the community? Is one of your girls being recognized with an award? Invite reporters to your event or share details and photos for them to write a story.

Build relationships. You are the face of Girl Scouts, so even if an editor doesn’t run your story, a professional and polite experience can still help roll the odds in your favor for the next time. Strive to be the resources that is quick to respond, contacting the media once is reasonable, but if you follow up on the same story too often, you could jeopardize future pitches.

Quick Tips:

- Email is the best way to communicate with the media
- Please let us know if you have a story that will be running, especially in a major paper, radio, or television by emailing us at girlscouts@girlscoutsrv.org.
- Utilize Girl Scouts River Valleys other resources such as our press release template and style guide and brand resources at Volunteers.GirlScoutsRV.org/brand-communications-resources.