

Getting Media Coverage For Your Troop!

Volunteers are getting Girl Scouts covered in the press more and more - especially with our 100th anniversary right around the corner! We couldn't be more excited and enthusiastic about your efforts. Here are some helpful tips to give you success in getting covered!

How to Write a Press Release

What is a press release?

A press release should have all the information that a reporter will need to write a story. Be sure that the "Why/Media Worthiness" is very clear. Explain that the girls are doing a community service or award project and why it is important.

Always send a copy of your release to pr@gs-top.org so that the council can use and share the information!

What is the proper format?

Remember to include your contact information so a reporter can follow up.

What should I put in my press release?

Headline: Headlines should be short, informative and exciting.

Basic Tips:

- The reporter is looking for a story that will be interesting to his readers. He wants to know only the info that will help him craft a good story.
- State your most exciting news in as few words as possible.
- To protect girls we do not use girls' last names when dealing with the media.
- It's a good idea to attach a picture if you have one.
- Show that the story is of interest to the local community.
- Always write from the heart.

Don't forget the Who, What, Where, When and Why.

Some Key Things to Remember

- Stay away from hype-bloated phrases like "breakthrough", "unique", "state-of-the-art", etc.
- Avoid using "I" or "we" unless it's in a quote.
- Shorter is better. Say it in one page.

Good Work Pays Off!

See how Girl Scouts in the Lubbock Region were covered on their local news channel: [Click here to view clip.](#)

If you need assistance contact the council Public Relations Department at 817-735-5331 or pr@gs-top.org.

How to Take Good Pictures

Set your camera to the highest resolution.

Take pictures of girls smiling.

1. Hold your camera at the **subject's eye level**. For kids, that means getting down on their level.
2. Use a **plain background**. Check the area behind your subject before taking a picture. A cluttered background will be distracting while a plain background will emphasize your subject.
3. **Stand 6 - 10 ft.** from subject For flash efficiency keep your subject within ten feet (about four steps). If the subject is further away, the flash will not be effective and the picture will be too dark.
4. Zoom in close. **Fill your picture with the subject** by moving in close or using the zoom until your subject fills the viewfinder. Don't stand closer than about 6 feet, use the zoom to get closer. Try not to crop parts of girls' heads.
5. Bright colors photograph the best, so always be on the lookout for subjects that contain **bright colors**.
6. **Take time to focus.** Use the lock focus on your subject (usually by pressing the shutter button halfway down).
7. **Take more than one picture.** After you've gone to the trouble of arranging a great picture take two pictures. This way you'll have a backup.



VS.



8. Watch the light – **Use the flash!** When indoors, don't forget to use your flash. When shooting outside, the best time to take photos is during the morning and evening, or on cloudy days when the light is soft. Use the flash in bright sunlight to lighten dark shadows. Use the flash on cloudy days to brighten faces and make them stand out from the background.