MEDIA GUIDELINES & SUPPORT

It's Our Story – Let's Tell It!

Girl Scouts of Utah's communications team has a goal to increase community awareness by highlighting notable girl and volunteer achievements and signature events in community-based and mainstream media. The following are areas we intend to target for expansion of media coverage:

- Girl Scout Gold Award projects
- Council-level adult award recipients
- Inspirational girl, troop, or volunteer stories
- Key program initiatives including environmental awareness, science technology engineering and math (STEM) and health

GSU members may also assist with these efforts by promoting noteworthy news and events throughout the state or alerting the communications team about Girl Scout happenings.

This form has two purposes; 1) to guide you as a Girl Scout member to promote a noteworthy project, accomplishment, or event on your own or 2) to provide needed details so communications staff can assist you. Your Service Unit SUD-Bud can be your community support person for determining which action to take. Member promotion of events is encouraged whenever feasible. A list of local media contacts is also provided here for your reference.

Scenario 1: Promote your news by preparing a press release

Also see GSU's press release template, form #04-0010

A common best practice for public or media relations is to have at least two individuals review your press release prior to distribution to media. You want to be sure your message is clear and concise and free of spelling or grammatical errors.

- Include complete details for your main contact person. Name, title (i.e., Service Unit Director, Girl Scout Volunteer, etc.), phone number (mobile preferably) and e-mail address and list under "For Immediate Release" at the very top of the page.

- Create a catchy title that will draw recipient's attention.

- Your first paragraph is called the lead and needs to compel your recipients to read on. In these three or four lines, answer the questions of "who, what, and why" (explain who the story is about, i.e., individual Girl Scout, one or more troops, service unit(s), adult volunteer(s), etc. (list specific names – first name only for girls – and avoid using acronyms please).

- Be sure to explain the significance of your story and who or what it might impact.

- Write the rest of the release in logical order, using short, concise sentences and paragraphs. Expand on the lead paragraph and add important details, including the "when and where." Include the date, the time the event will begin and end, the complete address, including name of location, and the best time for photo/interview opportunities.

- Include the following statement at the close of your press release.

  While this is exciting information about one group of local Girl Scouts, it is not an official Girl Scouts of Utah press release. For more information regarding Girl Scouting in Utah, please contact the communications team at 801-265-8472, or communications@gsutah.org. All official press releases can be found on our web site www.gsutah.org.

Preparing your press release *(continued)*

- If available, include photos or video footage along with your press release. This will help bring the story to life and increase appeal for media involvement. These details should always be shared if reporting on an event that's already occurred.
- Consider contacting your media source to find out the best way to send your release. Is it by e-mail, fax or snail mail? Ask the recipient what they like best.
- Please notify Girl Scouts of Utah's communications team of your activities regardless of how you've initiated contact with media personnel. Simply include the communications team on your distribution list if submitting via e-mail: communications@gsutah.org.

Scenario 2: Provide communications staff detailed information

In addition to the suggested details in scenario one, please share the following if submitting a project, event or accomplishment for consideration to Girl Scouts of Utah's communications team. Send all inquiries to communications@gsutah.org.

Contact Person: _____ Title: _____

E-mail: _____@_____ Cell: ( ) _____

Service Unit: _____ Troop: _____

Type of Media Request	❑ Event	❑ Service Project
	❑ Unique Story	❑ Girl Scout Award
	❑ Special Achievement	❑ Other _____

Submitted by:_____ Date: _____

E-mail: _____@_____ Cell: ( ) _____

For Your Reference: Statewide Media Contacts *(continued on next page)*

Television

KUTV 2
News Assignment Desk
newsdesk@kutv2.com
Fax: (801) 839-1235 Attn: Assignment Desk
Phone: (801) 839-1222

KSL TV 5
News Assignment Desk
eyewitness@ksl.com
Phone: 801-KSL-5500

KTVX ABC 4
News Assignment Desk
news@abc4.tv

KSTU FOX 13
News Assignment Desk
news@fox13now.com

Print

Box Elder News Journal, Brigham City
News Assignment Desk
newsjournal@benewsjournal.com
Phone: 435-723-3471

The Daily Herald, Provo
News Assignment Desk
Phone: 801-344-2540
Fax: 801-344-2985
City Editor: Logan Molyneux, lmolyneux@heraldextra.com or 801-344-2560

Davis County Clipper, Bountiful
News Assignment Desk
newsroom@clippertoday.com
Phone: 801-295-2551

Deseret News, Statewide
News Assignment Desk
newstips@desnews.com
Phone: 801-237-2100

The Herald Journal, Logan
News Assignment Desk
news@jhjnews.com
Phone: (435) 752-2121Fax: (435) 753-6642
Local News Editor: Emilie H. Wheeler, ewheeler@hjnews.com

The Park Record, Park City
Editorial Desk
editor@parkrecord.com

Salt Lake Tribune, Statewide
News Assignment Desk
news@sltrib.com
Fax: 801-257-8525
Phone: 801-257-8742
Communities, Education and Social Services Editor: Sheila McCann, srmccann@sltrib.com or 801-257-8712
Ahora Utah Editor: Laura Vallejo, lvallejo@ahorautah.com or 801-257-8841

The Sanpete Messenger, Manti
News Assignment Desk
news@sanpetemessenger.com
Phone: 435-835-4241
Fax: 435- 835-1493

The Spectrum, St. George
News Assignment Desk
news@thespectrum.com
Phone: 435- 674-6200

The Standard Examiner, Ogden
News Assignment Desk: cityed@standard.net and life@standard.net (main and sub-publications)
Editorial Desk: 801-625-4234
El Estandar: 801-625-4239

Vernal Press, Vernal
Editorial Desk
editor@vernal.com
Phone: 435-789-3511

The Wasatch Wave, Heber
Editorial Desk
editor@wasatchwave.com
Phone: 435-654-1471

The Valley Journals, Wasatch Front

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Josh McFadden	(801) 824-2611	josh@valleyjournals.com	Draper, South Salt Lake, West Valley