

# 2017-2018 Girl Scouts of Cranford Public Relations

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*Service Unit Representative for: ALL Schools, ALL Troops, ALL News*

## How can I help you?

It's easier than you think to get your troop some press! Here is what I need from you:

**WHO:** School, Level (Daisy, Cadette, etc), Troop #

**WHAT:** Name or Title of the event

**WHERE:** Location event was held

**HOW:** Details of the event to include what the troop did specifically to prepare for or host the event and **WHY** it is important – the impact on other troops, the Service Unit or the community.

**WHEN:** When it took place

**PHOTOS:** Photos are always welcome and in fact, encouraged, when we are reaching out to the press – **however** – please make sure that ALL of the girls featured in the photo have a signed photo release form (completed when registered each year). If you aren't sure or if you don't want to take a chance, you can take photos of the girls from the side or even the back –facing another focal point (guest speaker, decorations, something that represents the event). ***It is preferred that we do press on events that have already taken place unless the event or activity is open to the public. This is for the safety of the girls.***

**How it all “works”:** Contrary to popular belief, Public Relations is NOT Advertising. PR is the business of fostering relationships with editors and reporters. It's not as easy as it sounds so we cherish the relationships we've fostered over the years. We do not buy space from the papers and therefore, nothing is guaranteed to be printed (even the BIG news). Editors are slaves to deadlines, advertising space, and important news headlines. Remember – just because we feel our news is THE most important (well, it usually is), an editor needs to cater to their readers and what's important news “now” within the community (exp. 750 Walnut development). I ask that you never contact the papers on your own for two important reasons: 1) editors are particular about how they receive information and want it coming from one contact and 2) there's over 1,000 Girls Scouts in Cranford – plus the Service Unit news – which means I need to prioritize news in order to encourage coverage in the papers. I will do my absolute best to get your coverage, but nothing is guaranteed and it may take up to three months to see the end result.

**Service Unit Facebook Page:** There is a Facebook page for the Service Unit - only open to leaders, not parents. We post meeting dates, event information and answer questions for leaders. It's also a venue to share ideas, connect with other troops or post photos of your troops. You must request a friendship with Elayna Alvarado Torsonone who will accept your friendship, add you, then delete you as a friend on her page (nothing personal;). If you don't know Elayna, it helps to send her a private message letting her know you are sending her a “friend” request. This is a private page and can only be accessed by members who are added by the administrator(s).