

Centenary Key Messages

- ✧ **We provide a unique girl-only space...**
Guiding provides a safe, unique space where girls can be comfortable just being themselves.
- ✧ **We give girls and young women a voice...**
We've always put girls in the lead and if they've needed any encouragement to voice their views we've given it.
- ✧ **We promote equality and diversity...**
We aim to welcome even more members and supporters from a wider diversity of cultures and socio-economic backgrounds ... and have done so for 100 years
- ✧ **We're relevant to today's girls...**
*Guiding has always been led by the ambitions and needs of the girls of the day - how else could we be modern 100 years on?
... and have been for 100 years*

Girls of all ages have told us that they value spending time with no boys around. Guiding gives girls the chance to discuss issues such as body-image and self-esteem and to try out new activities in a safe space where they grow in self-confidence - and have fun!

In our Girls Shout Out! reports we ask girls about the subjects that they say matter to them most and then we help them tell the world what they think.

We are always reaching out to new communities through innovative projects such as starting up a group for young mums and groups for girls from migrant communities.

Our programme is girl-led, all the way from the Rainbow Roundabout, which allows our youngest members to choose their favourite activities, to community projects overseas, which enable older girls to tackle issues such as AIDS, human trafficking and teenage pregnancy.

Please try to include at least one key message when you talk to anyone and everyone about guiding during the Centenary. These will be even more effective if you use local, modern examples of the messages in action in your reports.

Guidance on issuing a local



Issued on behalf of Girlguiding Nottinghamshire

News Release

What makes news?

News is people, drama, scale, surprise, innovation, the unusual, the outstanding, strong images, relevant to the reader. It likes to be authoritative. But 'News' has a common-sense view of the world and finds it difficult to deal with complexity.

Any story that is of regional or national interest or that is picked up by regional or national press or media should be passed on to advisers with more experience as soon as possible. Contact guides.popplewell@btinternet.com for support.

What Makes A Press Release Stand Out?

- ✧ A great story: something new, surprising or funny
- ✧ An attention-grabbing headline:
 - A snappy summary of the nub of the story
 - Word play and punning
 - Alliteration
 - Something counter-intuitive
 - Shocks and surprises
 - Remember: it is not about getting all the facts in - that comes later
- ✧ Getting all the facts in the first two paragraphs

What?	Why?	Who?
When?	Where?	How?
- ✧ TELL THE STORY - DON'T HIDE IT AWAY!
 - Good, clear writing
 - Short sentences
 - No jargon
 - No clichés
- ✧ Quotes
 - Opinion - not facts
 - Catchy - not bland
- ✧ Pictures
 - Quality, small group, focused on the subject
 - Active
 - Local People

Surprising Facts about Guiding

- ✧ Girlguiding is the largest youth organisation for girls in the UK
- ✧ One in four eight-year-old girls is a Brownie.
- ✧ One in seven of all six year old girls in the UK are in Rainbows.
- ✧ One in ten of all 11 year old girls in the UK are Guides.
- ✧ Almost half of all women in the UK have been involved in guiding at some stage in their lives.
- ✧ Adult volunteers give on average 120 hours a year.
- ✧ Girlguiding UK has half a million young members aged 5 - 25.
- ✧ We're part of a worldwide organisation that has over ten million members in 145 countries.
- ✧ Girlguiding UK's current membership would fill Wembley Stadium more than six times over and you would need more than 9,000 double-decker buses to get them there

Nottinghamshire Statistics

(from 2009 census)

- ✧ In Nottinghamshire we have nearly 8700 members.
- ✧ More than 7½ thousand are girls, aged 5 - 14.
- ✧ These are supported by nearly one and a half thousand adult volunteers and nearly 300 Young Leaders (aged 14 - 18).
- ✧ We have nearly 1200 Rainbows in 98 units with more than 450 girls wanting to join when places are available.
- ✧ There are more than 3½ thousand Brownies in 196 units and almost 300 girls on waiting lists.
- ✧ Almost 2300 Guides are in 119 units with more than 200 girls waiting to join.
- ✧ 164 Rangers belong to 27 different units.

** Use of Girls' Names and Photos in Press

There is some confusion about using the names of young members in media work - especially when they are used alongside photos. Many media outlets are getting stricter about being provided with people's full names if they are going to run a story about them. There have been a few occasions when stories have been dropped and problems caused because we haven't been willing to provide names so here is the clarification issued by the CHQ PR team.

You can provide the girls' full names if you have permission from their parents/carers to do so.

When you are submitting a report or expecting a reporter it is worth checking this permission, especially if the story or photo opportunity is about a small number of girls as, in this case, the press is more likely to want to use their names.

If parents are unhappy with their daughter's name being used, you can check if they would be happy to use a false surname or would they rather her name was not used at all? This information should be stored alongside the photo/video permissions for your unit.

Hopefully this clarifies the position but if you have any questions please do contact the PR team.

Best type of Photo

The quality of photos for the press should be at least 300dpi.

Ideally they should be of a small number of people preferably doing something active and exciting. They should fill most of the frame and hopefully the girls will look like they are enjoying what ever they are doing.

Try to make sure that the girls are in uniform unless specialist clothing is necessary for the activity. There should also not be too much flesh showing.

What are journalists looking for?

When you are planning your pitch to a journalist or writing a press release it is good to remember what they are looking for in a news item. Keeping their needs in mind and capturing their interest from the start is key to presenting a good news story.

This '**TRUTH**' acronym is a useful way of remembering what elements a journalist will be looking for in your story:

Topical - your story is news because it is *new*. It can also be counted as news by being connected to something that is topical and that people are talking about. For example, older *Girls shout out!* reports still get mentioned in the news because they support a story that people are still interested in like self-esteem.

Relevant - think who you are trying to speak to with your story and make sure you are pitching it to the right journalist and media outlet. To get coverage the story has to be relevant to the people who are reading/hearing/watching it.

Unusual - news should be surprising. Journalists like stories that are a bit quirky or different - what sets your story apart from others?

Trouble - often what makes the news are stories that show conflict and drama. Although we try to avoid this kind of coverage it is worth thinking about the ways that a story could be manoeuvred to show how Guiding handles difficult situations positively. But don't go looking for controversial stories.

Human - news is frequently about people. The views, experiences and feelings of people is what often makes a story interesting and helps the reader/listener/viewer to connect with it. Always try to include a 'human' element by using quotes, case studies and/or pictures.

Remember to keep it simple. News has a 'common-sense' view of the world and finds it difficult to deal with complexity. Girlguiding has a lot of jargon, try to avoid using it so that everyone can understand and the story more accessible.

Press Release Writing

What to think about before you write

- * **Why** are you writing this press release - what are you trying to achieve? If it is to tell local people about your activities make sure they are modern/high interest.
- * **What** key messages are you trying to get across?
 - o How does your story support those messages?
 - o How can you build the messages into the story?
- * **Who** is your audience?
 - o What do you want them to think?
- * **How** will I achieve my aims?
 - o What is the story and why is it interesting?
 - o Is there a local angle?
 - o Which media should you target?
 - o What facts, figures, examples or photos do you have to make the story interesting?
 - o Keep it simple - don't use Girlguiding jargon that we use all the time and understand, but that the press won't!
- * **Practicalities**
 - o Who are you going to quote? Make sure they are happy with the quotes you are attributing to them!
 - o Are there picture opportunities? Will the relevant people have permission, be agreeable and available at short notice?
 - o Who is going to be available for contact and/or interview probably during office hours and at short notice?
 - o If you are providing digital pictures make sure that they are at a high resolution otherwise the papers won't use them - at least 300dpi.
- * **And a note of caution ...**
 - o Are there any difficulties with the story or the message?

The Actual Press Release

- * Keep all press releases to one side of A4 - if it's any longer journalists can't be bothered to carry on reading. If necessary change the font size! Also remember to put the most important bit at the top.
- * Try to include quotes in all releases - it makes a journalist's job easier if they can just lift quotes without interviewing anyone if they don't have time.
- * Make sure that there is a contact name and number (or names and numbers!) on each release, and that they will be available for the press to call during office hours.
- * Use the Girlguiding house style that is detailed on the Logos, guidelines and resources DVD available from CHQ. If you want a sample of the press release layout that is used within Nottinghamshire contact guides.popplewell@btinternet.com
- * Please remember that it is best to coordinate press or media contact where the story is likely to reach beyond your local area so that the best possible press opportunities are realised. You may not always be aware of events that are planned in nearby areas and the press is sometimes reluctant to carry many Guiding stories within a limited time frame. All stories that are carried by regional or national press or media should be referred to Midlands or CHQ as soon as possible.



If you need any help contact:

PR Adviser	or	Press Officer
Alison Popplewell		Jill O'Sullivan
tel: 0194981604		tel: 01949860126
e: guides.popplewell@btinternet.com		e: jill@principalpr.co.uk