



Public Relations Award

The public impression of Girl Scouting is affected by the activities of everyone involved with Girl Scouting. All Girl Scouts, from the youngest Daisy to the oldest Girl Scout adult represent the Girl Scout movement, not just themselves.

Girl Scouting would not be possible without our wonderful volunteers. Local volunteers who live and work in the communities they serve are the best connection to local newspapers and media. In order to spread the word about Girl Scouting, Girl Scouts Heart of the South needs volunteers to help garner coverage and visibility for the wonderful activities and events that Girl Scouts participate in. Service Units are encouraged to take advantage of this great opportunity to promote Girl Scouting and WIN an award in the process!

Rules

1. Each Service Unit must complete a minimum of 15 items listed on the following pages during the membership year. Service Units that successfully complete the requirements will earn an award at the Annual Meeting. The six starred items are required and must be completed. Each Service Unit can then choose an additional 9 items to complete the requirements for the award.

If you have an item that isn't on the list that your Service Unit does or would like to do, and it is public relations worthy, contact the Marketing and Communications Department for approval prior to obtaining publicity for the event.

- For the 'Greater Memphis Area', contact Kristen Posey-Russell:
kristen.posey-russell@girlscoutshs.org
- For 'West Tennessee and all Mississippi counties', contact Jenny Jones:
jenny.jones@girlscoutshs.org

2. The Service Unit 'Public Relations Representative' will be the primary contact with the Council's Marketing and Public Relations Manager and Communications Department. If a Service Unit doesn't have a PR Representative, the Service Unit Manager will be the primary contact. Or she can appoint someone to be the primary contact. Entries can be made by troops and/or the Service Unit.

- Create a binder due on March 15, 2012 documenting your public relations results for your service unit.

3. When you have obtained publicity for an event, fill out the information sheet provided and compile them into your binder along with photos, articles or anything else that demonstrates your Girl Scout Troop or Service Unit completed a publicity opportunity. Be sure to fill out the form entirely. Items dated June 1st – March 15th will be accepted for the Public Relations Award. All binders are due to the Council by March 15th. There will be no exceptions.

A special award will be presented to each Service Unit completing the required number of items. The PR Representative and Service Unit Manager should be present at the Annual Meeting for the presentation of the award on behalf of the Service Unit.

Public Relations Award Guidelines

1. *Have at least 3 pictures or stories published in your local newspaper of Girl Scouts in your Troop or Service Unit participating in an activity. All areas should submit their information to the Marketing and Communications Department for submissions into local newspapers and television stations. However, you may make submission to local newspapers on your own.
2. Host one event for Girl Scout Week, Be Your Best Day, Girl Scout Sunday, Thinking Day or Juliette Gordon Lowe's Birthday. Be sure to set up the event in your Service Unit or Troop at least 3 months in advance. You should seek media coverage at least two to three weeks prior to the event.
3. Create a Girl Scout display and place it in a prominent place, like a library, school, church or community center. It must stay up and have visibility for at least one week.
4. *Submit at least 5 pictures or stories throughout the year for consideration in Council publications including facebook, GS Weekly Update, etc. You will receive credit towards the reward regardless if it's printed or not. They should be action photos (photos where the girls are actually involved in something, not just posing).
5. Submit an action picture to your local paper and Girl Scouts Heart of the South as girls participate in booth sales during the cookie sale. On the information sheet explain what the girls plan to do with their earned profit.
6. Make a banner or poster to put in a prominent place honoring a special Girl Scout event(s), such as those mentioned above in item #2.
7. Obtain publicity through newspaper, radio, school or other form of media for a service project. A service project is a good deed for the community or other worthy causes such as another organization, helping your town out with something they need, landscaping a school, etc. If the service project is for another organization, partnership, and they print the information in their newsletter, church bulletin, etc. Send a copy with information sheet and photos for proof of project. Girl Scouts are not allowed to raise money for other organizations. Service Projects cannot be fundraisers
8. Update Girl Scout resource books, brochures and Girl Scout information in your local library, Chamber of Commerce, City Hall, or church. Place current handbooks along with other Girl Scout information there. It's your responsibility to continue checking back with the business/organization or church to see if they need more information throughout the year. Materials such as brochures may be picked up at your closest Girl Scout Service Center.
9. *Participate in a community activity in uniform or Girl Scout T-shirt such as festivals and community events, church socials, and other organizational events.
10. *Host an event with the intent of recruiting new girls and adults. This can be at the Troop or Service Unit level. Example, have a recruiting booth at a local fair or school. Obtain media coverage and stress the need for adult volunteers. Also, let your Membership Manager know your plans.
11. *Find 5 different locations in your area to place Girl Scout general information (10 to 20 per location). Your local Chamber of Commerce can help find these locations. Brochures are available through your closest Girl Scout Service Center. Examples: churches, doctors' offices, realtors' offices or local restaurants. List the location on the reporting form.

12. Promote Girl Scout events such as Girl Scout Week, Thinking Day, etc. on community bulletin boards. Take a picture of the bulletin board and include with information sheet. Special flyers displayed in these areas also count, include flyers in displays. Most local Wal-Mart Stores have bulletin boards.
13. Participate in a flag ceremony for another organization such as P.T.A.'s, Civitans, a local sporting event, city or council meeting etc. as Girl Scouts in uniform or T-shirt and submit a picture.
14. Serve as hosts at an event for another organization and submit a picture of the girls at the event. Your P.R. representative can call local organizations early in the year and let them know that they are interesting in serving at an event. P.T.A. Meetings and United Way luncheons are excellent opportunities. You may offer to help serve snacks, help with setup, help seat people, etc.
15. Obtain a feature story in your local newspaper about girl and adult recipients of awards, honors or participants in Council-sponsored trips. Some examples are Silver and Gold Awards, Outstanding Leader, etc.
16. Submit copies of any publication your GS Troop or Service Unit received publicity or mention in such as church newsletters, bulletins, etc.
17. Gather and donate food or other items to the needy during Thanksgiving or Christmas and make photos.
18. *Participate in a community service project in uniform or T-shirts and submit pictures of the event. Get pictures of the girls with the people they are helping (action shots). Example: help plant a flower garden at a senior citizens home, etc.
19. Submit a picture of adults in your Troop or Service Unit attending a Council-wide training or of Troops participating in a Council-wide event.
20. Assist Girl Scout Service Center during a special P.R. campaign or large council events and festivals. Information on such special campaigns will be sent as events occur. Distribute posters, flyers or other information to area businesses to display in windows promoting Girl Scouting (your girls can help make these). Distribute to youth organizations, dance studios, schools, etc.
21. Other-please explain activity and specify why you should get credit for the activity.



Public Relations Award Activity Reporting Form

Please fill out the form in its entirety (front and back). All P.R. submissions will be considered for insertion in Council publications.

Date of Activity _____

#of Participants _____

Service Unit _____ Girl Scout Troop # _____

(Check appropriate level)

Daisy Brownie Junior Cadette Senior Ambassador

Event/Topic _____

P.R. Award Activity # (s) _____

Contact Person _____ Daytime Phone # _____

2nd Contact Person _____ Daytime Phone # _____

Names of Girl Scouts, Leaders, and others participating in event or pictured in photo from left to right

(Check items enclosed) Photo Newspaper Newsletter Flyer Other

General Information about publicity: (please print or type – continue on back if needed)
