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10 HINTS For getting your story published

- ✓ Get to know the editors and pertinent section editors for the papers and websites that cover your town.
- ✓ Find out what the newspaper's deadlines are & stick to them.
- ✓ Whenever possible or plausible submit pictures with your story--papers will eat them up, especially if they are full of smiling girls!
- ✓ Keep your stories as local as possible. It's nice to put in the "big picture" somewhere in the story, but community-specific events and people are what smaller papers are looking for!
- ✓ Always include the name **Girl Scouts of Eastern Massachusetts** in your news releases and use facts to illustrate the size and scope of your events.
- ✓ Utilize your local celebrities! People are always willing to plug the Girl Scouts, so why not get a quote from your mayor, selectmen, newscasters etc.?
- ✓ Always make a follow-up call to the person you sent the release to--make sure they received it, offer names of people they can call for quotes, and ask if they have any questions. And send thank you notes!
- ✓ Continue to send press releases even if your previous story was not used. Don't get discouraged!
- ✓ Do pass on ideas for feature stories to your editors! They are always looking for human interest and "feel good" stories!
- ✓ If you hit a stumbling block for story ideas bounce some ideas off of editors, other media managers, or Media and Public Relations Manager, Allison Rubin 857-453-5314 or arubin@girlscoutseasternmass.org.