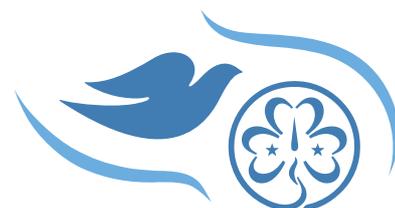


Free Being Me

Media Relations Toolkit

A step by step guide to help you tell the world your Free Being Me story

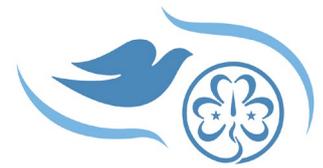


Dove & the World Association
of Girl Guides and Girl Scouts

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1. Introduction

Welcome! This toolkit has been designed to help you to share your Free Being Me story. Whether you are running the activities with your own group, running an event, or coordinating Free Being Me at a local or national level, there will be a story for you to tell.

This toolkit will:

- Explain the basic principles of media relations
- Help you identify story ideas
- Provide press release templates and tips on making your story newsworthy
- Offer advice on building contacts and relationships with the media

Whatever your experience with the media, we hope that you find elements of this pack useful in raising awareness about Free Being Me.

What is Free Being Me?

An innovative educational programme for 7 -14 year olds developed by the World Association of Girl Guides and Girl Scouts (WAGGGS) in partnership with the Dove Self Esteem Project.

Find out more at www.free-being-me.com

WAGGGS and Dove's joint vision is a world free from appearance-related anxiety for girls. Our mission is to empower girls (and boys) to reach their full potential by strengthening body confidence and self-esteem.

Why tell the media?

- **Spread the body confidence message:** girls and boys taking part in Free Being Me are encouraged to tell their friends, family and wider community about the Image Myth. Telling the media about your activities will spread the message even wider!
- **Grow membership:** adults reading or hearing a story about your activities may be inspired to become a volunteer with Girl Guides/Girl Scouts, or send their child to join.
- **Show expertise and leadership:** you will demonstrate that your group or organisation is taking the lead in making a real difference for children and young people's body confidence and self-esteem.



Checklist

At the end of this toolkit is a checklist which you can use as a quick reminder of each step featured here.

1.1 Key messages and statistics

When speaking to the press about Free Being Me either via a press release or through an interview, it's useful to prepare a set of key messages that tell your story, backed up with statistics where possible.

Below are the key messages for the Free Being Me programme, accompanied by suggestions on how you can localise each message.

Please refer to the 'How to talk about Free Being Me' document for more details on each of these key messages.

Key message 1: Free Being Me is a set of activities for 7-14 year olds that will boost the body confidence of 3.5 million girls worldwide

The programme is based on the latest research into how to increase young people's body confidence through fun, non-formal educational activities.

This message demonstrates that the programme is both far reaching and effective.

The statistics

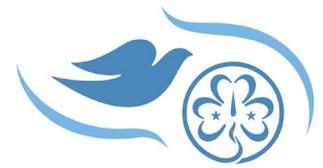
One study found that three years after taking part in activities that Free Being Me is based on:

- 60% of girls had significantly improved body confidence
- 78% of girls feel more confident and capable at school
- 71% of girls had better relationships with their peers
- 53% get on better with their families.

Localising the message

Include the number of children and young people in your group.

Share evidence that the activities have made a difference to the members of your group, using quotes or anecdotes from parents, leaders or participants.



Key message 2: Body confidence and self-esteem help girls reach their full potential.

Body confidence is key to higher self-esteem, helping children and young people feel free to be themselves; to follow their dreams, fulfil their potential and make a difference to the world. WAGGGS and Dove believe that no-one should be held back by worries about the way she looks. This message demonstrates the importance of body confidence.

The statistics

A [2010 Dove Global Survey](#) found that 6 out of 10 girls stop doing something they love or that will benefit them because they feel bad about the way they look.

A [2013 WAGGGS study](#) of women and girls from 70 countries found that 45% of respondents think girls are held back from taking on leadership positions because of low body confidence.

Localising the message

What does your group think about the statistics above?

Ask your group whether they think lack of body confidence holds back girls or boys they know, and what they imagine a body confident world would be like. Record their opinions.

Key message 3: WAGGGS and Dove are working together

Dove Self Esteem Project and the World Association of Girl Guides and Girl Scouts are world leaders in our fields, both with a mission to help girls and boys reach their full potential. Our collaboration gives us a unique opportunity to empower a generation with the body confidence and freedom to be themselves.

This message demonstrates the size and importance of the partnership, its world-leading partners and its global nature.

Localising the message

The Free Being Me activities focus on the global aspect of the Image Myth. You could record your group's feelings about differences between Image Myths around the world and about being a part of a worldwide 'body confidence revolution'!

Also explain that you are all members of WAGGGS

– each of you is one in 10 million.





2: Making your story ‘newsworthy’

Once you’ve finalised your key messages, it’s a good idea to bring in specific information about the activities you have been doing. It’s not just events that make it into news!

A good way to do this is to focus on a specific activity you have done. Here are some practical ideas linked to the Free Being Me activities to help you generate stories for your local press.

Take Action projects

The most exciting aspect of the Free Being Me activities for the media may be the Take Action project, where the group shares what they have learned with their friends, spreading the body confidence message. You could include:

- **The decision-making process** – what you did to decide on your project and its aims
- **The team** – who was involved and what did they do
- **The project** – what did you do? Who did you reach out to?
- **The result** – what was the impact you made? Include quotes and anecdotes as well as numbers.

Personal challenges

Media Detectives

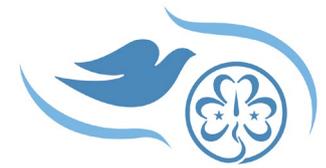
- **Personal challenges** offer a great opportunity to generate newsworthy content. Example headline: “Media detectives expose beauty myths” Show a collection of examples that the girls or boys have given and pull out any recurring themes. Ask participants to comment on what they found and the effects the Image Myth has.

Friendship note wall

- **The Friendship Note** personal challenge asks the participants to write a short note to a friend, explaining why trying to look like the Image Myth has downsides. Why not stick up all the notes on a wall and take a photo, with all the participants included? You can pick out a few key quotes for the story. Remember a picture paints a thousand words!

Real role models

- **The Real Role Models** personal challenge asks the participants to identify real life role models who they find inspiring. Share the findings with the press. There are often many stories in the media suggesting that young people today are heavily influenced by celebrity, whilst this may be the case to a certain extent you can use these findings to create new content for journalists.



3. Writing your own press release

You have identified your stories and now you need to contact the journalist with the information. You need to write a press release.

Here are some basic tips of how to turn your story idea into a press release that will get noticed:

- **Grab their attention with your headline**

Don't try and write a headline as it might appear in a newspaper. Instead make sure it is snappy and will catch the eye of the journalist.

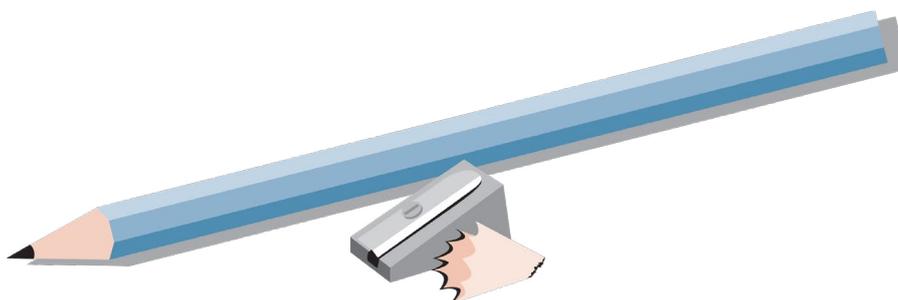
- **Informative opening paragraph/introduction**

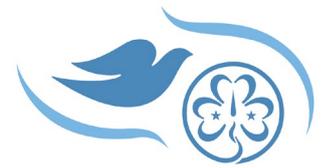
This is the key element to your press release. Look at any story in any newspaper and you will notice that the most important parts of the story are all revealed in the first paragraph. A journalist will receive many press releases every day, so there is only a small window of opportunity to make a positive impact.

- **Simple, clear format**

The most important reader of your release is the editor, news editor or community editor; they will decide whether the information is likely to appeal to their readers, listeners or viewers. Therefore it is really important to present your press release in as simple format as possible:

- Title
- First paragraph, outlining the key elements
- Expand the story – this is where you can use the key messages and the stats that are provided in this kit
- A quote from a key spokesperson / member - Note: If you are quoting children only give limited information – e.g. name, age, home town and group/troop they are a member of.
- Relevant group/troop background
- Your contact details
- Notes to editors – this is summary information about the project. We have written this for you – please include the following at the bottom of any press release about Free Being Me.





About the Free Being Me Programme



WAGGGS and Dove believe that every girl and young woman should be given the opportunity to fulfil her potential in life. Body confidence is an important building block of self-esteem. A young woman with high self-esteem believes in herself and her abilities, and feels empowered to make her own choices in life, make her voice heard and make a difference to her local and global community. Free Being Me is an innovative and non-formal education cutting-edge programme for 7-14 year olds. It is based on the latest research into how to increase young people's body confidence through fun, non-formal educational activities. Free Being Me uses the Girl Guide and Girl Scout educational method.

- **Engaging content**

Check that where appropriate the release answers all the traditional questions:

- Who?
- Where?
- When?
- Why?
- What?
- How?

Always check the facts and ensure that essential and basic information like names, times and dates are correct.

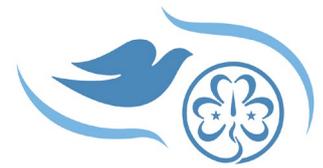
- **Include quotes**

Quotes are a really useful way to make a story come to life. Sometimes getting a quote can be tricky! It's easiest to give the person you want to quote an idea of what you want them to say. For example you could ask them if they have enjoyed the event and what they have learnt about body confidence. The quote would then read: xxx said: *"It's been a really great event and I have learnt xxxx about body confidence."*

It's always great to have an idea of the kind of quote you would like before you start asking questions, as this will influence the kind of questions you ask. Jot down two or three questions beforehand so you can keep conversation going.



Tip: It helps to read quotes out loud to make sure they sound as if someone has said them.



4: Using a generic press release

If you do not have a specific story to tell from the programme or from any of the challenges you can still provide your local paper with a press release and a great picture of your group. All you have to fill in the highlighted sections of the press release with the relevant details and send over to your local paper with a picture.

MO press release template - Free Being Me

Please fill in the sections highlighted in red

CONTACT:
Name
Phone
Email

For immediate release: [date]

[HEADLINE] – e.g. “WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS AND DOVE MOBILISE GIRLS AND YOUNG WOMEN TO CHALLENGE BODY IMAGE MYTHS AROUND THE WORLD”

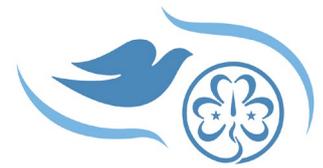
With the support of the Dove Self-Esteem Project and The World Association of Girl Guides and Girl Scouts (WAGGGS), [INSERT YOUR PACK/TROOP NAME] is taking part in a ground-breaking programme to empower young people across [INSERT LOCATION] to speak out and challenge body image myths – and boost the body confidence of a whole generation.

The new programme – *Free Being Me* – challenges girls and young women to stand up and take action to empower the next generation. 7 – 14 year old Girl Guides/Girl Scouts will unmask society’s body image myths, expose airbrushing and challenge body talk.

Globally, 3.5 million girls and boys worldwide will take part in Free Being Me over the next two years, with [INSERT NUMBER] being reached in [INSERT GROUP/LOCAL AREA NAME]. Girl Guides/Girl Scouts will be rewarded with a special Free Being Me badge, the first body confidence badge of its kind.

[INSERT YOUR PACK/TROOPS NAME], WAGGGS and the Dove Self-Esteem Project are taking action to tackle a growing body confidence crisis among girls and young women. With 6 out of 10 girls worldwide* choosing to withdraw from activities because of poor body confidence, we are working together to help girls overcome appearance concerns that can hold them back, to reach their full potential.

* The Real Truth About Beauty: Revisited. Global review commissioned by Dove, 2010



[INSERT NAME AND QUOTE]

Mary McPhail, Chief Executive, WAGGGS said: “As one of the voices for girls and young women, WAGGGS has identified self-esteem and body confidence as issues where we need to raise awareness and make a difference in girls’ lives. Together we can make a meaningful impact in girls’ lives and empower them to always be unstoppable.”

[The voices of girls and young women are particularly powerful in a Press Release, for example: Julia, 18, Peer Educator: “I see girls every day wasting their time and energy worrying about the way they look. The Free Being Me activities have shown the girls that this is all a myth, and that they can be whoever they want to be!”]

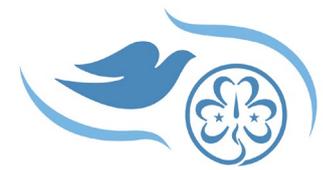
www.free-being-me.com

#FreeBeingMe

PHOTOS – provide pictures – for example an image of Girl Guides using the Free Being Me activities

..... END





NOTES TO EDITORS: For more information about the Free Being Me programme please contact freebeingme@waggs.org

About the Free Being Me Programme

WAGGGS and Dove believe that every girl and young woman should be given the opportunity to fulfil her potential in life. Body confidence is an important building block of self-esteem. A young woman with high self-esteem believes in herself and her abilities, and feels empowered to make her own choices in life, make her voice heard and make a difference to her local and global community. Free Being Me is an innovative and non-formal education cutting-edge programme for 7-14 year olds. It is based on the latest research into how to increase young people's body confidence through fun, non-formal educational activities. Free Being Me uses the Girl Guide and Girl Scout educational method.

World-leading research base

We have worked closely with world-leading experts in body confidence education to ensure that Free Being Me has a real and lasting impact on participants' body confidence. The programme is grounded in over a decade of research and experience of improving girls' body confidence, from the Body Project Collaborative – a team of researchers and psychologists. Studies by The Body Project and other leading researchers have shown that taking part in activities like those in Free Being Me has a lasting impact on girls' well-being.

One study found that three years after taking part in Body Project activities:

- 60% of girls had significantly improved body confidence
- 78% of girls feel more confident and capable at school
- 71% of girls had better relationships with their peers
- 53% got on better with their families.

About Dove



Dove is a leading personal care brand, committed to improving the body confidence and self-esteem of the next generation of women. Dove's Self Esteem Project has been developed to make real change in the way women and young girls perceive and embrace beauty. The project has carried out extensive research into self-esteem and already reached 14 million girls through self-esteem education.

About WAGGGS



The World Association of Girl Guides and Girl Scouts' mission is to enable girls and young women to develop their fullest potential as responsible citizens of the world. Through its Member Organizations and through working directly with girls and young women, as well as boys and young men, WAGGGS delivers high quality non-formal educational programmes and international opportunities that provide dynamic, flexible and values-based training in life skills, leadership and citizenship.

www.waggs.org



5: Getting noticed

It is often a misconception that once you have written your press release and sent it over to your local paper, radio station or TV station, it will be printed or aired. Unfortunately this is not always the case as you are up against many other people who want to get their news featured too!

Here are some ideas to help you grab the attention of the editors and journalists.

- **A picture is worth a thousand words!** A good photo is essential and can give your story more prominence. Think about how to tell a story through your photo. The photos that you send will need to have been taken on a digital camera, and be of a high resolution. 200dpi is the newspaper standard in most places.

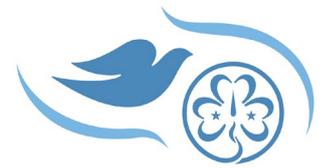
What makes a good picture for press?

- You can stage your picture to bring in everything you need to tell your story
- Getting people close together makes a better picture – if you have to, physically move people in to the position you want them to be in, and show their faces.
- Always include a photo caption in your release about who and what is in the picture
- **Email it to the right person.** When you've got your press release ready, it's time to email your press release to the journalist. You'll find the email address of either the editor or the news desk, on their website or in your local directory.

Journalists generally have inboxes that get clogged very easily, so when you send over the press release, copy and paste it into the body of the email and tell them you have a photo for them to use. Only send over the photo when they've asked for it and will be expecting it.

Helpful note: if the image is too high to send over as an attachment you can use "We Transfer", www.wetransfer.com - a free online file sharing tool that is quick and easy to use.

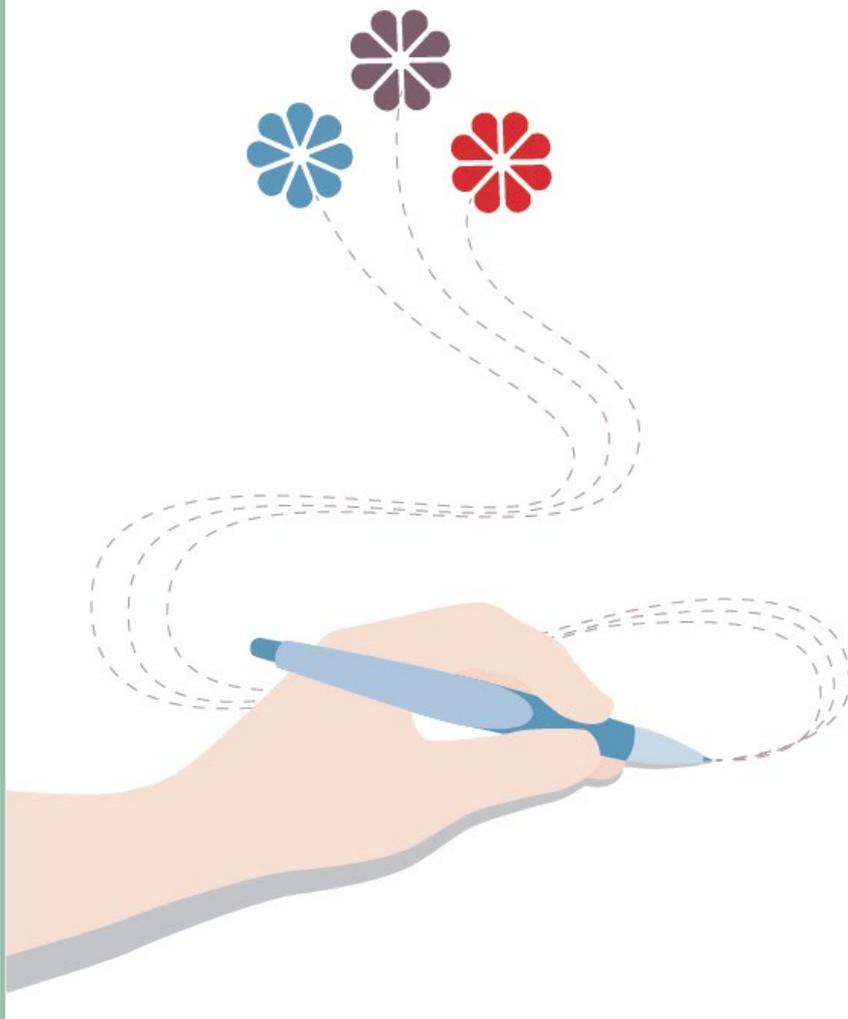


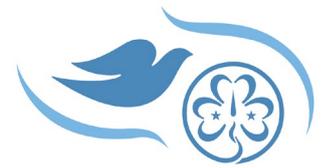


- **Follow up with a call.** Once you send it off, it is good practice to follow up with a call. The best time to contact the press is in the morning. Ask to speak to a reporter that covers your area. Always check if 'now is a good time to talk' as a journalist might be in the middle of writing a story. Then simply explain who you are and inform them about your release.

Note: remember that you are never really “off the record” with journalists!

- **Before and after.** It's always great to remember you have two opportunities to be featured in your local press – both before and after your event. If they cover your story before the event, make sure you get back in touch afterwards. They might be interested in a photo of you during your event and hearing about your experiences. Also a great way to connect with journalists is to invite them along to see for themselves. However, this is often a harder task to accomplish as they have such a busy diary.
- **Share your success.** If your story is featured in a newspaper, online or on radio or TV, share it with everyone you know! Don't forget to use social media to spread the word.





6: Contacting journalists using social media

Sometimes the traditional methods outlined above do not always work. Phone calls can be difficult given the mobile nature of journalists' jobs and their email inboxes are so full that your press release may just get lost. Social media can be a great way to cut through all these obstacles!

Whilst many journalists really like to be contacted by social media, there are some platforms that are more accepted than others. Below are a few tips.

- **Twitter can be a great place.**

Generally speaking, Twitter can be a great place to contact journalists as they are often very engaged with Twitter. Most journalists treat their Twitter accounts at least partially professional, so it is likely that they will be happy to chat with you on Twitter about topics relating to their stories.



Tip: Many journalists receive lots of people contacting them on Twitter, so be mindful of your first approach. For example If you just tweet “Hey xx, I have something I think would be interesting — DM me” (direct message), you’re leaving the journalist no reason to reply. It is much better to approach them with some information to hand. Please feel free to use this video link and hash tag to reach out :
<http://goo.gl/ORYxFY> #freebeingme

- **Know a bit about the journalist and the publication’s content before**

Before you contact them about your story do some research. Social media is a really great way to find out what they have written about in the past and what sort of stories interests them. Although these may sound like basics, they’re ignored more often than you may think.

- **Be selective**

If you have a story you really want to be picked up but have absolutely no idea what outlet or reporter may be interested, don’t leave a trail on Twitter.

As soon as you contact a journalist, they will likely click on your Twitter profile to learn more. If they see that your last 20 tweets are copy-pasted versions of the tweet you sent them, they will quickly lose interest.

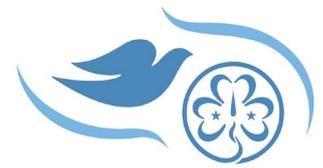
- **Facebook does not work.**

Facebook is generally for friends and Journalists by and large do not want to be contacted through this platform. Journalists, especially ones who consider their Twitter account to be an extension of their reporting, tend to want to maintain some privacy on Facebook.



Tip: Facebook have recently put in a lot of new technology to protect people’s privacy. So if you try to message someone you’re not friends with, your message will land in their ‘other messages’ folder, which is likely to go unchecked.

The next section of this guide will offer you some advice on what to do if a journalist contacts you. If this does happen feel really excited as this is a great position to be in!



7: Media interviews - what to do

Firstly, don't panic! Before you agree to an interview find out:

- **WHO** you are talking to, are they a specialist or general reporter, and which paper, radio show or TV show are they representing?
- **WHAT** sort of feature is it going to be? (Long feature or news story)
- **WHERE** is the story going to appear? A national broadsheet, a regional paper, weekly, glossy monthly magazine, on radio?
- **WHY** are they calling you? There will always be a reason

Additional questions:

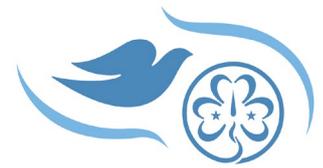
- What do they want to know?
- How much information do they have already?
- Have they been talking to anyone else on the same subject? If so who and what did they say? (this may not always be relevant)
- Will you be quoted? If so, can you check the quotes and facts before publication? (you may not always get the chance to do this)

Buy yourself time:

If you don't feel comfortable answering the questions straight away, it's OK .Once you have obtained as much information as you can about the journalist and the story they want to write, you can call them back.

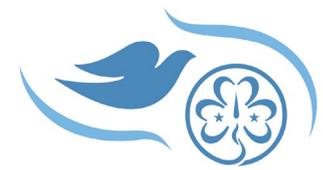
Once you have decided to do the interview, decide what you want to say beforehand, as an interview is your chance to say something positive about your group. If you decide not to do the interview make sure you call the journalist and explain why not.





8: Interview techniques

- Plan - write down what you want to say and write it down how you would say it
- Be short and concise
- Don't be too technical - avoid jargon
- Give examples
- Be positive
- If you don't know the answer, promise to find out - don't guess!
- Don't be led off the agreed agenda
- If you have a particular point you want to get across, don't worry about repeating yourself



9: Conclusion

We hope you have found this pack useful and it has given you some ideas on how to publicise all the great Free Being Me activities. Here is a checklist you can use to help you generate publicity.

Step	ACTION	COMPLETE
1	Identify your story and your angle	
2	Write the press release using quotes, key messages and stats	
3	Check that your headline is interesting	
4	Make sure you have a great high resolution picture	
5	Identify the newspaper and journalist you want to contact	
6	Email them with the press release copy and pasted into the body of the email – Remember only send pictures once they confirm	
7	Follow up with a call	
8	If they do not respond contact them on twitter and copy in the Free Being Me video and hashtag http://goo.gl/ORYxFY #freebeingme	

ANY QUESTIONS?

If you have any questions or queries regarding your PR then contact the WAGGGS communications team and we will be happy to offer your advice.

CONTACT DETAILS

freebeingme@waggs.org
+44 (0)20 7794 1181

