

NEWSGATHERING GUIDE FOR CENTENARY EVENTS

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INTRODUCTION

Sharing your guiding news is a great way to help Girlguiding UK celebrate remarkable events and achievements and share best practice. To ensure we cover Centenary celebrations from all over the UK we need to hear from you!

By using this guide you can work out whether your event has a good news angle that could give it a shot at appearing on the Centenary website at www.girlguiding.org.uk/centenary or in the pages of *guiding* magazine, and make sure you provide all the necessary information.

THREE NEWS STORY ESSENTIALS

1) If you think an event in your area would make a good news story first consider what makes it interesting for:

- > A guiding audience - what makes this event stand out against other guiding events?
- > An external audience - what would really surprise or interest a non-guiding person about this event?

2) If you decide the event is newsworthy, make sure you take notes on all the basics when gathering information - who, what, where, when, why and how - as well as all-important 'colour' (this is a news term to describe the details that make the story interesting to read, such as quotes from those involved in the event and descriptions of quirky or interesting features or happenings).

If you don't have a pen and paper, maybe you could use the recording function on your mobile phone?

Finally, before you finish talking to someone, make sure you have:

- > correct spelling of names, ages and guiding roles and contact details (if appropriate) for anyone you get quotes from.
- > permission for anyone under 16 featured in a photograph. You can ask the unit Leader whether she holds this or use the photo permission form attached.

You may find it useful to use the news template below.

3) Before you send out your template or information, make sure it is in line with the Centenary key messages:

1. We provide a unique girl-only space... and have done so for 100 years!
2. We promote equality and diversity... and have done so for 100 years!
3. We're relevant to today's girls... and have been for 100 years!
4. We give girls and young women a voice... and have done so for 100 years!

NEWS TEMPLATE

Name:
Region:
Email:

Date:
Telephone:
Local PRA:

KEY INFORMATION
How many people came?:
Who were they (ie what sections/units and where did they come from):
Where and when was it?:
Why was the event held?:
What happened at the event?:
How was it established or carried out?:

QUOTES AND OBSERVATIONS
NB: Remember to record names and details of those quoted.

SECONDARY INFORMATION
Name of photographer, names of those pictured: Any other info:

Please send your completed template and photo permission form (if required) to centenary@girlguiding.org.uk.

SENDING IN PHOTOGRAPHS

Please send in no more than three photographs with your news. You should name all the people in the photographs in their appearance order (ie, from left to right) and the name of the person who took the photograph.

All photos should be of high-resolution quality. A high-resolution photograph is one that works out to 300ppi (pixels per inch) when printed out - this means there are so many pixels per inch that they are too small to see and you don't get that fuzzy, square-grain look.

To work out whether your photograph is 300ppi, divide the image size (usually something like 2,000 x 1,300 and found by looking for the photograph's 'Properties' or 'Information') by 300.

For example:

$$2,000/300 = 6.67$$

$$1,300/300 = 4.33$$

This means the photo is able to be printed at a high quality 300ppi up to a size of 6.67 inches by 4.33.

GUIDE FOR ROVING REPORTERS

Your job as an 'on the ground' event reporter is an essential part of the newsgathering process. While the facts are easy to gain, it's the 'colour' that catches people's imaginations and allows them to feel like they were there.

Your tasks as roving reporters are to:

- Get quotes from a range of different people - different ages, genders, backgrounds, involved with guiding or not. This range of voices creates an accurate picture of the event and helps a story appeal to a wide audience.
- Make notes on the environment - what colour were the fireworks?; What was the mood of the crowd?; What did it feel like inside the maze - were the trees big, was it dark, was it difficult?; Did anyone dress up?; What things stood out? Most readers won't have been there so you need to use all your descriptive powers to paint them a picture.

Interviewing tips

1. Prepare your questions beforehand and make sure they can't be answered with a 'yes' or 'no'. Instead of 'Are you excited to be here?' ask 'What are you most excited about tonight and why'
2. Introduce yourself and explain what you're doing.
3. After someone has agreed to chat, start with an easy question to warm them up ie, 'Where did you come from today?'
4. Keep it short - people are there to party so unless they seem chatty or are saying really, really interesting things, don't take up too much of their time.
5. Make sure you get the correct spelling of the person's name, their age, and their guiding role or why they're there if they're not in guiding (maybe they came with a friend or are part of a news crew).
6. Be sure to say thanks!