

Communication

- For all members
- At Guild level
- At County level
- At Country/Region level

To attract new members

 How to manage the media in the event of a crisis



The Trefoil Guild has Public Relations Advisers at various levels, able to give advice when asked.

Communication

- is the key to good public relations
- if you don't inform people they will never know

For all members

- every member has a part to play in presenting a positive image
- wear your badge and/or scarf
- let people know you belong to the Trefoil Guild
- invite others to join in Guild activities
- be involved in Trefoil events at all levels

At Guild level

- make sure the Guild keeps a high profile so that people hear about you
- recruit and welcome new members from within and outside the movement
- develop close links with Girlguiding UK in the District and Division
- tell Leaders what you are doing and provide copies of your Guild programme
- invite Leaders to share in your activities
- encourage members to act as occasional helpers if there is a need
- offer help to Girlguiding UK in other ways
- become involved in Community events as a Guild
- submit articles and photographs to your local newspapers and magazines. You will not always be successful but keep trying
- put up posters at the hall where you meet if this is possible. Always give contact details
- ask permission to leave *The Trefoil* magazine at local venues such as your library
- occasionally set up a display
- keep in touch with your County Public Relations Adviser
- forward copies of media coverage and pictures to County
- submit an annual report to County
- make sure you are represented at County Executive Meetings so that your Guild will know what is happening
- encourage members to support County events so that they feel part of a wider organisation

At County level

- encourage Guilds to use opportunities for Public Relations
- keep media informed of any interesting County events
- liaise with Girlguiding County Public Relations Adviser, volunteer help and support if needed and share opportunities for publicity if they arise
- welcome opportunities to set up displays and be involved in Community activities
- be in touch with the Country/Region Public Relations Adviser
- provide an annual report for inclusion in the Country/Region Report
- send photographs and reports for inclusion in the Country/Region and National Report, *The Trefoil* and the Trefoil Guild website
- encourage members to support County, Country/Region, National and International events where they can meet and befriend people from all over the World

At Country/Region level

- keep in touch with County Public Relations Advisers and provide encouragement and support
- liaise with Girlguiding Country/Region Public Relations Adviser and share opportunities for publicity as they arise
- keep in touch with the media and inform them of interesting Country/Region events
- welcome opportunities to set up displays and be involved in community activities
- look out for radio and television opportunities
- keep an eye on the news - you may be able to 'piggy back' a story
- be in touch with the National Public Relations Adviser
- provide photographs and report for inclusion in the National Report, *The Trefoil*, *guiding* and the Trefoil Guild website

To attract new members

- you need to be known and this is where your public relations will come in
- you need new members to keep the Guild young and forward thinking
- especially encourage Leaders to become associate members

How to Manage the Media in the Event of a Crisis

No matter how well organised and careful members are, an accident or other crisis may occur. There is no set checklist in dealing with a crisis, as, obviously, each one is different and circumstances alter cases. However, the following points should be borne in mind:

- stay calm
- ensure you have all the correct and necessary facts
- inform the relevant Chairman and keep in touch with her as the situation develops
- **do not say more than is necessary to anyone, especially to the media.**
Be warned - you may have to react to a telephone call out of the blue from a newspaper/radio journalist who has heard the story even before you are aware of it. In this case, be polite but firm. Say that you will ring back within an agreed time and seek out the facts before making any comment at all. Write down a prepared statement and make sure you keep your promise to ring back
- do not give any live interviews, particularly on Radio
- keep a content record of all conversations together with dates, times and the name of the person to whom you spoke
- keep dated and timed photocopies of all correspondence sent and received. You may need to arrange an emergency telephone helpline, a press statement or press briefing
- in the event of an accident, contact AON Limited Claims Department who will send a 'Notification of Accident' form which should be completed as soon as possible - see Chapter 10