



## Media Star Program

*Guidelines as of October 2022*

Flex your media muscles whether you prefer to be on camera, sharing via written word or even working behind-the-scenes creating a Girl Scout Vlog or podcast, becoming a Media Star is an opportunity you won't want to pass up! You'll gain hands-on experience pitching a story, creating content for social media to boost the Girl brand, and practicing and mastering the craft of communication.

As the official girl faces and voices of Girl Scouts of Colorado, Media Stars will:

- Receive exclusive training from local media professionals and coaches
- Represent Girl Scouts at special council and community events
- Star in GSCO videos and print features
- Create content to be shared on Girl Scouts of Colorado social media channels
- Participate in interviews and other media-related opportunities (radio, TV, and print)
- Explore interests in writing, video production, social media, and more!

The role of a GSCO Media Star is to deliver the excitement (or do interviews) about all the amazing things that Girl Scouts do, including running their own cookie businesses, exploring the outdoors at camp, making the world a better place in their communities and beyond. Sometimes that means being interviewed by a TV or radio station, or featured in a newspaper article, and sometimes it can be creating cool content for GSCO social media channels, speaking at GSCO events, doing a girl or troop takeover of GSCO social media channels or interviewing other Girl Scouts or community members about topics important to Girl Scouts. [Here are just some of the media interviews Media Stars participated in during the 2022 Girl Scout Cookie Program.](#)

GSCO recruits Media Stars throughout the year, but the main push is during the fall in preparation for Cookie Program. Media Stars are selected from all regions of Colorado. To apply to be a Media Star, girls should fill out the [Media Star Application Form](#) where you will need to include a brief essay (250 words or less) about how Girl Scouts has helped you build courage, confidence, and character. Girls must also include a video (no more than a minute) in which they introduce themselves (first name only) and explain how Girl Scouts has impacted them.

Girls should expect to hear back from Hannah if they've been selected for the Media Star program within 5-10 business days of submitting their application. Girls who are selected to become a Media Star will be asked to provide basic information about themselves (name, age, contact information, etc.) and a caregiver must sign and return a photo release form to Hannah Gutkind.

All Media Stars get to participate in a training session. An in-person training will be held in the Denver office as well as a few virtual trainings will be available for those who live further away. During this training, girls will learn and practice skills needed to be a successful Media Star. Even if you have participated in this program before, we ask you to participate in the training to refresh your skills and review new talking points. If none of the pre-determined training times

work for your schedule you may request an individual training by emailing Hannah directly with a time that works for you. If you miss your appointment for training, you will be given one opportunity to reschedule.

Once trained, Media Stars will have opportunities to create content for GSCO and participate in media interviews depending on the season and media interest. We cannot guarantee that every Media Star will get the opportunity to do media interviews but we do get a lot of interest from the media, especially during the Cookie Program. If there is an opportunity for a Media Star to participate in an interview, Hannah will contact local Media Stars who excel at being a Girl Scout community influencer and ask them if they would like to participate. Spots for media interviews are awarded on a first come, first-served basis. Special consideration may be given if a particular media outlet has a specific request. For example, a news outlet may request a Girl Scout who lives in a particular town or was a Top 100 CEO. Special consideration will also be given to Girl Scouts who are excellent Girl Scout spokesgirls but have not yet participated in a media interview for the current Girl Scout year.

If a Media Star is able to participate in an interview, they'll meet with Hannah prior to the interview to discuss the details, go over tips and tricks. This gives everyone the chance to discuss the details of the interview and practice answering questions that may be asked during that specific interview to help ensure the girls feel confident and prepared. While trainings typically last about an hour, these practice interviews last about a half hour. Media Stars/ their caregivers will need to work with Hannah to determine a training date, time, and location (via phone, FaceTime, or in-person) that works best for all parties. GSCO does not recommend early morning practice interviews or practice interviews after 8 p.m. Media Stars who choose to do their practice interview over the phone or via FaceTime will need to call Hannah for their appointment. This shows GSCO that you are committed to the Media Star Program and serving as a representative of GSCO. If you miss your appointment or do not call within 15 minutes of your scheduled appointment, you will be asked to reschedule.

If you have any questions/concerns, please reach out to Hannah Gutkind via email at [hannah.gutkind@gscolorado.org](mailto:hannah.gutkind@gscolorado.org).