

General guidance to support members in dealing with the media

Trefoil do some amazing things and the media can support us in raising awareness and celebrating all things that are good about what we do.

The media however are sometimes more attracted to the more negative aspects or incidents that may occur.

This simple guidance document summarises some general issues to be aware of when dealing with the media.

Why would I want to speak to the media?

You may want to use the media to support the promotion of Trefoil – what we do and upcoming activities. Often local press welcomes our local good news stories. This may mean that you write a story for them or that a journalist comes out to cover your event. Be clear about what you want to say and potential questions they may ask.

- Always discuss in advance with our national communications and engagement adviser or your county, country or region public relations adviser – they are there to help and support you.
- Remember when providing information to adhere to our GDPR, photography and safeguarding policies and guidance. Always ensure that you have permissions to divulge any members details or photographic images.

Why would the media want to talk to me?

The media are attracted to any newsworthy issue or incident. This could be something positive that is happening in Trefoil or Girlguiding but is more likely to relate to a negative issue or incident that has occurred.

If you believe that the media interest could harm the reputation of Trefoil or Girlguiding in any way, contact the Trefoil office on **020 7834 6242** ext: **3010**, for advice and support *before* giving any information or issuing a statement. If the office is unavailable and this is an **urgent** media enquiry, then contact the Girlguiding press office on 020 7592 1891 or if out of hours 0207 592 1733.

For all media enquiries

- Remember that you do not have to speak to newspaper or television journalists so don't be daunted or pressurised by them.
- Do take the journalists name, the newspaper or television company they represent together with their contact details, such as phone number and email address.
- Get clarity on what story they are covering and what they want from you or our organisation and check the deadline that they are working to.

- Do let the Trefoil office and your public relations adviser know of all media contact.

Other useful guidance

[Handling media attention after a major incident – GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/handling-media-attention-after-a-major-incident)

[Working with the media | Girlguiding](#)

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