



Media Star Program

Guidelines as of February 2019

The role of a GSCO Media Star is to deliver the excitement (or do interviews) about the Girl Scout Cookie Program, Girl Scout Camp, or other GSCO events/activities/news with area TV and radio stations, as well as newspapers. [Here are just some of the media interviews Media Stars participated in during the 2019 Girl Scout Cookie Program.](#)

GSCO recruits Media Stars annually, typically from August – October or until all spots are filled. Media Stars are selected from all regions of Colorado and the number of Media Stars for each region varies due to the region's media needs. To apply to be a Media Star, girls should email Public Relations Director AnneMarie Harper at annemarie.harper@gscolorado.org and include a brief essay (250 words or less) about how Girl Scouts has helped them unleash their inner G.I.R.L. 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 helped them be a G.I.R.L.

Girls should expect to receive an email within 5-10 business days of submitting their application as to whether or not they have been selected for the Media Star program. 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 AnneMarie Harper.

Media Stars must also participate in an individual, one-hour training session in November or December, so we are all ready to hit the ground running when cookie season starts. The way these trainings have been done in the past was via phone, FaceTime, and in-person. Media Stars/ their caregivers will need to work with AnneMarie to determine a training date, time, and location that works best for all parties. GSCO does not recommend early morning trainings or trainings after 8 p.m. During this training, girls will learn everything needed to be a successful Media Star. Even if you have participated in this program before, you must be trained each year if you want to participate in the program again. Media Stars who choose to do their training over the phone or via FaceTime will need to call AnneMarie 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 for training or do not call within 15 minutes of your scheduled appointment, you will be asked to reschedule. If you miss your appointment for training, you will be given **one** opportunity to reschedule.

GSCO starts contacting news outlets across Colorado about the Girl Scout Cookie Program after the launch of registration for Girl Scout Camp, which is typically mid-January. There is never a guarantee as to whether any particular news outlet will want to interview a Girl Scout

about the cookie program or when that interview may be. If there is an opportunity for a Media Star to participate in an interview, AnneMarie will contact local Media Stars who did well in their November-December training 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 did well in the November-December training, but have not yet participated in a media interview for the current Girl Scout year.

If a Media Star chooses to participate in a particular media interview, she will be required to do a practice interview with AnneMarie prior to the interview. This gives everyone the chance to discuss the details of the interview, review the top tips/tricks for interviews, and practice answering questions that may be asked during that specific interview. While trainings in November-December typically last about an hour, these practice interviews last about a half hour. The way these practice interviews have been done in the past was via phone, FaceTime, and in-person. Media Stars/ their caregivers will need to work with AnneMarie to determine a training date, time, and location that works best for all parties. Once again, 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 AnneMarie 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 miss your appointment for training, you will be given **one** opportunity to reschedule.

If you have any questions/concerns, please reach out to AnneMarie Harper via email at annemarie.harper@gscolorado.org.