













Being Me Comms Tooking

A step-by-step guide to help you tell the world your Free Being Me story



These notes are designed for the use of Member Organisation staff and volunteers who are talking about Free Being Me with external audiences.











































Introduction	4
a. Key messages and statistics	6
Generating News	8
Writing a press release1	10
Generic press release1	L2
Getting noticed1	L 4
Contacting journalist and using	
social media1	.6
Media interviews, what to do1	8
Interview techniques2	20
Conclusion and checklist2	21









Introduction



Welcome! This toolkit has been designed to help you to share your Free Being Me story. Whether you are running the activities with your own group or coordinating Free Being Me at a local or national level, there will be a story for you to tell.

This toolkit will:

- Explain the basic principles of media relations
- Help you identify story ideas
- Provide press release templates and tips on making your story newsworthy
- Offer advice on building contacts and relationships with the media

Whatever your experience with the media, we hope that you find elements of this pack useful in raising awareness about Free Being Me.







What is Free Being Me?

Free Being Me (FBM) is a World Association of Girl Guides and Girl Scouts (WAGGGS) educational programme that promotes body confidence and a world free from appearance-related anxiety. Through relevant, fun and learner-led activities, young people discover that body confidence and self-esteem come from valuing their bodies, challenging beauty stereotypes and advocating for a healthy body image in their friends, and communities.

Find out more at www.free-being-me.com.



















Why tell the media?



- **Spread the body confidence message:** girls and boys taking part in Free Being Me are encouraged to tell their friends, family and wider community about harmful beauty steretypes. Telling the media about your activities will spread the message even wider!
- **Grow membership:** adults reading or hearing a story about your activities may be inspired to become a volunteer with Girl Guides/Girl Scouts, or send their child to join.
- Show expertise and leadership: you will demonstrate that your group or organisation is taking the lead in making a real difference for children and young people's body confidence and self-esteem.







Checklist

At the end of this toolkit is a checklist which you can use as a quick reminder of each step featured here.



Key messages and statistics





When speaking to the press about Free Being Me either via a press release or through an interview, it's useful to prepare a set of key messages that tell your story, backed up with statistics where possible.

Below are the key messages for the Free Being Me programme, accompanied by suggestions on how you can localise each message.





Key message 1:

Created with world leading body confidence experts, Free Being Me has already supported more than 6.5 million young people to improve their body confidence and self-esteem and is set to impact a further 3 million by 2025.

This key message demonstrates that the programme is both far reaching and effective. Further detail below.

The programme is based on the latest academic research into how to increase young people's body confidence and self-esteem through fun, non-formal educational activities but also scientific principles of cognitive dissonance and media literacy.

Evaluations from WAGGGS found that:

- 97% of Guide Leaders rated the programme as good or excellent
- 85% report feeling better about themselves and their bodies
- 80% of participants felt the programme positively impacts their community
- 76% believe they can take action to create a more body confident world.

Localising the message

Include the number of children and young people in your group. Share evidence that the activities have made a difference to the members of your group, baseline and endline surveys conducted, quotes or anecdotes from parents, leaders or participants.









20000

Key message 2:

Having high body confidence and self-esteem is vital for ensuring girls reach their full potential.

This message demonstrates the importance of body confidence.

All around the world, young people – especially girls and young women – struggle with self-esteem as a result of low body confidence. They often lack body confidence because they are constantly told to achieve an impossibly 'perfect' look: society's beauty standards. The impact of all this pressure has serious consequences on young people's physical and mental health, and holds them back from achieving their full potential. Helping children and young people feel free to be themselves; to follow their dreams, fulfil their potential and make a difference to the world is of paramount importance. Noone should be held back by worries about the way they look or feelings of inadequacy.

The statistics

- A <u>Dove Global Survey</u> found that 6 out of 10 girls stop doing something they love or that will benefit them because they feel bad about the way they look.
- A WAGGGS study of women and girls from 70 countries found that 45% of respondents think girls are held back from taking on leadership positions because of low body confidence.

Localising the message

- What does your group think about the statistics above?
- Ask your group whether they think lack of body confidence holds back girls or boys they know, and what they imagine a body confident world would be like. Record their opinions.

Key message 3:



WAGGGS, Dove Self-Esteem Project (DSEP) and the Center for Appearance Research (CAR), are working together to empower a generation with the freedom to be themselves.

This message demonstrates the size and importance of the partnership, its world-leading partners and its global nature.

The World Association of Girl Guides and Girl Scouts and the **Dove Self -Esteem Project** forged a unique partnership in 2013 to empower a generation with the freedom to be themselves. This exciting partnership brings together Dove Self-Esteem Project's mission of improving young people's body confidence and self-esteem, and the non-formal education expertise and global reach of the World Association of Girl Guides and Girl Scouts with the research prowess of the University of the West of England's **Centre for Appearance Research**. Since 2013 we have reached over 6.5 million young people with life changing body confidence and self esteem education, and advocacy, and aim to reach an additional 3 million by 2025. Together we work to realise our vision of a world free from appearance-related discrimination and anxiety for young people.

Localising the message

The Free Being Me activities focus on the global aspect of unobtainable beauty standards. You could record your group's feelings about differences between stereotypes around the world and being a part of a worldwide 'body confidence revolution'!



Making your sto 'newsworthy'

Once you've finalised your key messages, it's a good idea to bring in specific information about the activities you have been doing.

A good way to do this is to focus on a specific activity you have done. Here are some practical ideas linked to the Free Being Me activities to help you generate stories for your local press.





Media Detectives

The home challenges offer a great opportunity to generate newsworthy content. Example headline: "Media detectives expose beauty myths"

Show a collection of beauty standard examples that the girls or boys have given and pull out any recurring themes. Ask participants to comment on what they found and the harmful effects the beauty standards in the media can have.





Dear Friend

The **Dear Friend** home challenge asks the participants to write a short note to a younger person, explaining why it's not worth trying to achieve beauty standards. Why not stick up all the notes on a wall and take a photo, with all the participants included? You can pick out a few key quotes from the lettesr for the story too. And remember a picture paints a thousand words!













Take Action projects

The most exciting aspect of the Free Being Me activities for the media may be the Take Action project, where participants come up with a project to spread the body confidence message. In your story, you could reference a few projects from your group and highlight the most impactful one including details of:



- The decision-making process what did they decide on as their take action project?
- The team who was involved and what did they do?
- **The project** what happened? Who did they reach out to?
- The result what was the impact? Include quotes and anecdotes as well as numbers.



Writing your own press release

You have identified your stories and now you need to contact the journalist with the information. You need to write a press release.

Here are some basic tips of how to turn your story idea into a press release that will get noticed:



Grab their attention with your headline

Make sure it is snappy and will catch the eye of the journalist.



Informative opening paragraph/introduction

This is the key element to your press release. Look at any story in any newspaper and you will notice that the most important parts of the story are all revealed in the first paragraph. A journalist will receive many press releases every day, so there is only a small window of opportunity to make a positive impact.



Simple, clear format

The most important reader of your release is the editor, news editor or community editor; they will decide whether the information is likely to appeal to their readers, listeners or viewers. Therefore it is really important to present your press release in as simple format as possible:

- Title
- First paragraph, outlining the key elements
- Expand the story this is where you can use the key messages and the stats that are provided in this kit.
- A quote from a key spokesperson / member Note: If you are quoting children only give limited information e.g. first name, age, troop name i.e. but not their hometown.
- Relevant group/troop background information
- Your contact details
- Notes to editors under a Notes to Editor header, put your summary information about the Free Being Me project. We have written this for you above – please include the following at the bottom of any press release about Free Being Me.





About the Free Being Me Programme

WAGGGS and Dove believe that every young person should be given the opportunity to fulfil their potential in life, and if they all were, the world would be much better off for it. The World Association of Girl Guides and Girl Scouts and the Dove Self -Esteem Project forged a unique partnership in 2013 to empower a generation with the freedom to be themselves. This exciting partnership brings together Dove Self-Esteem Project's mission of improving young people's body confidence and self-esteem, and the non-formal education expertise and global reach of the World Association of Girl Guides and Girl Scouts with the research prowess of the University of the West of England's Centre for Appearance Research. Since 2013 we have reached over 6.5 million young people with life changing body confidence and self esteem education, and advocacy, and aim to reach an additional 3 million by 2025. Together we work to realise our vision of a world free from appearance-related discrimination and anxiety for young people.



Engaging content

Check that where appropriate the release answers all the traditional questions:



- Who?
- Where?
- When?
- Why?
- What?
- How?

Always check the facts and ensure that essential and basic information like names, times and dates are correct.



Include quotes

Quotes are a really useful way to make a story come to life. It's easiest to give the person you want to quote an idea of what you want them to say. For example you could ask them if they have enjoyed the event and what they have learnt about body confidence. The quote would then read: xxx said: "It's been a really great event. I learnt that xxxxx."

It's always great to have an idea of the kind of quote you would like before you start asking questions, as this will influence the kind of questions you ask. Jot down two or three questions beforehand so you can keep conversation going.

Tip: It helps to read quotes out loud to make sure they sound as if someone had said them.

Using a generic press release

If you do not have a specific story to tell from the programme or from any of the activities you can still provide your local paper with a press release and a great picture of your group. All you have to fill in the highlighted sections of the press release with the relevant details and send over to your local paper with a picture.

MO press release template – Free Being Me

Please fill in the sections highlighted in red



CONTACT:
Name
Phone
Email
www.free-being-me.com

For immediate release: [date]

[HEADLINE] – e.g. "WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS, DOVE and CENTRE FOR APPEARANCE RESEARCH MOBILISE YOUNG PEOPLE TO CHALLENGE UNOBTAINABLE BEAUTY STANDARDS WORLWIDE"

With the support of the Dove Self-Esteem Project, the World Association of Girl Guides and Girl Scouts (WAGGGS) and the Centre for Appearance Research (CAR), [INSERT YOUR PACK/TROOP NAME] is taking part in a ground-breaking programme to empower young people across [INSERT LOCATION] to improve their body confidence and build a world without beauty standards where everyone feels Free Being Me.

The new programme – Free Being Me – support children and young people/girls and young women to improve their body confidence and take action to empower the next generation to celebrate the diversity of their bodies and personalities. 7 - 10, 11 - 14 and 15 + year old Girl Guides/Girl Scouts/Boy Scouts are supported to identify and unmask society's image myths, expose unobtainable beauty standards and the comparison trap.

Globally, 6.5 million young people have already taken part in Free Being Me worldwide with an aim to reach an additional 3 million to by 2025, and [INSERT NUMBER] being reached in [INSERT GROUP/LOCAL AREA NAME] specifically. On completion of the Activity Packs, Girl Guides/Girl Scouts will be rewarded with a special Free Being Me badge, the first body confidence badge of its kind.

[INSERT YOUR PACK/TROOPS NAME], WAGGGS, the Dove Self-Esteem Project and CAR are taking action to tackle a growing body confidence crisis among girls and young women. With 6 out of 10 girls worldwide* choosing to withdraw from activities because of poor body confidence, we are working together to help girls overcome appearance concerns that can hold them back, to reach their full potential.





* The Real Truth About Beauty: Revisited. Global review commissioned by Dove, 2010 [INSERT NAME AND QUOTE]

Anna Segall, Chief Executive, WAGGGS said: "As the largest voluntary movement for girls and young women in the world, WAGGGS has identified body confidence as one of the biggest issues holding girls back, and one which we need to raise awareness on and invest in much more heavily. Through Free Being Me we are supporting young people to recognise and challenge global beauty pressures, and ultimately become an unstoppable force for change."

[The voices of girls and young women are particularly powerful in a Press Release, for example: Julia, 18, Peer Educator: "I see girls every day wasting their time and energy worrying about the way they look. The Free Being Me activities have shown the girls that this is all a myth, and that they can be whoever they want to be!"]

www.free-being-me.com #FreeBeingMe

PHOTOS – provide pictures you know you have consent for to share with the media – for example an image of Girl Guides using the Free Being Me activities

END

NOTES TO EDITORS: For more information about the Free Being Me programme please contact freebeingme@wagggs.org

About the Free Being Me Programme

Free Being Me (FBM) is a World Association of Girl Guides and Girl Scouts (WAGGGS) educational programme that promotes body confidence and a world free from appearance-related anxiety. Through relevant, fun, and learner-led activities, young people learn that body confidence and self-esteem come from valuing their bodies, challenging beauty stereotypes and advocating for a healthy body image in their friends, and communities.

World-leading research base

We have worked closely with world-leading experts in body confidence, the Centre for Appearance Research, to ensure that Free Being Me has a real and lasting impact on participants' body confidence. The programme is grounded in over a decade of research and experience of improving young people's body confidence and is grounded in the principles of cognitive dissonance and media literacy.

About Dove Self Esteem Project

Dove launched the Dove Self-Esteem Project (DSEP) in 2004 to ensure the next generation reaches their full potential by giving parents, guardians, teachers, and mentors the tools to address today's biggest barriers to a young person's self-esteem. Since launching, DSEP has worked with world renowned body image experts and leading universities to develop evidence-based and academically validated educational tools for schools, youth leaders, parents, and youth organizations like ours. To-date, DSEP has positively impacted the lives of more than 69 million young people, with the goal to reach 250 million young people globally by 2030, making it the largest provider of body confidence and self-esteem education of its kind.

Getting noticed



It is often a misconception that once you have written your press release and sent it over to your local paper, radio station or TV station, it will be printed or aired. Unfortunately this is not always the case as you are up against many other people who want to get their news featured too! Here are some ideas to help you grab the attention of the editors and journalists.



A picture is worth a thousand words!

A good photo is essential and can give your story more prominence. Think about how to tell a story through your photo. The photos that you send will need to have been taken on a digital camera, and be of a high resolution. 200dpi is the newspaper standard in most places. You must have consent from the guardian/parent of any child (under 18 year old) to share it with the media.

What makes a good picture for press?

- You can stage your picture to bring in everything you need to tell your story
- Getting people close together makes a better picture – if you have to, physically move people in to the position you want them to be in, and show their faces.
- Always include a photo caption in your release about who and what is in the picture



Email it to the right person

When you've got your press release ready, it's time to email your press release to the journalist. You'll find the email address of either the editor or the news desk, on their website or in your local directory.

Journalists generally have inboxes that get clogged very easily, so when you send over the press release, copy and paste it into the body of the email and tell them you have a photo for them to use. Only send over the photo when they've asked for it and will be expecting it.



Helpful note: if the image is too big a file to send over as an attachment you can use "We Transfer", www.wetransfer.com - a free online file sharing tool that is quick and easy to use.





Follow up with a call

Once you send it off, it is good practice to follow up with a call. Thebest time to contact the press is in the morning. Ask to speak to a reporter that covers your area. Always check if 'now is a good time to talk' as a journalist might be in the middle of writing a story. Then simply explain who you are and inform them about your release.



Note: remember that you are never really "off the record" with journalists!







Before and after

It's always great to remember you have two opportunities to be featured in your local press – both before and after your event. If they cover your story before the event, make sure you get back in touch afterwards. They might be interested in a photo of you during your event and hearing about your experiences. Also a great way to connect with journalists is to invite them along to see for themselves. However, this is often a harder task to accomplish as they have such a busy diary.











Share your success

If your story is featured in a newspaper, online or on radio or TV, share it with everyone you know! Don't forget to use social media to spread the word.



Contacting journalists using social media

Sometimes the traditional methods outlined above do not always work. Phone calls can be difficult given the mobile nature of journalists' jobs and their email inboxes are so full that your press release may just get lost.

Social media can be a great way to cut through all these obstacles!
Whilst many journalists really like to be contacted by social media, there are some platforms that are more accepted than others. Below are a few tips.



Twitter can be a great place

Generally speaking, Twitter can be a great place to contact journalists as they are often very engaged with Twitter. Most journalists treat their Twitter accounts at least partially professional, so it is likely that they will be happy to chat with you on Twitter about topics relating to their stories.



Tip:

Many journalists receive lots of people contacting them on Twitter, so be mindful of your first approach. For example If you just tweet "Hey xx, I have something I think would be interesting — DM me" (direct message), you're leaving the journalist no reason to reply. It is much better to approach them with some information to hand.

Please feel free to use this video link and hash tag to reach out: http://goo.gl/ORYxFY #freebeingme





Know a bit about the journalist and the publication's content before

Before you contact them about your story do some research. Social media is a really great way to find out what they have written about in the past and what sort of stories interest them. Although these may sound like basics, they're ignored more often than you may think.









Be selective

If you have a story you really want to be picked up but have absolutely no idea what outlet or reporter may be interested, don't leave a trail on Twitter. As soon as you contact a journalist, they will likely click on your Twitter profile to learn more. If they see that your last 20 tweets are copy-pasted versions of the tweet you sent them, they will quickly lose interest.



Facebook does not work

Facebook is generally for friends, and Journalists by and large do not want to be contacted through this platform. Journalists, especially ones who consider their Twitter account to be an extension of their reporting, tend to want to maintain some privacy on Facebook.







Facebook have recently put in a lot of new technology to protect people's privacy. So if you try to message someone you're not friends with, your message will land in their 'other messages' folder, which is likely to go unchecked.







The next section of this guide will offer you some advice on what to do if a journalist contacts you. If this does happen feel really excited as this is a great position to be in!



Media interviews - what to do

Firstly, don't panic!

Before you agree to an interview find out:



WHO you are talking to, are they a specialist or general reporter, and which paper, radio show or TV show are they representing?



WHAT sort of feature is it going to be? (Long feature or news story)



WHERE is the story going to appear? A national broadsheet, a regional paper, weekly, glossy monthly magazine, on radio?



WHY are they calling you? There will always be a reason





Additional questions:

- What do they want to know?
- How much information do they have already?
- Have they been talking to anyone else on the same subject? If so who and what did they say? (this may not always be relevant)
- Will you be quoted? If so, can you check the quotes and facts before publication? (you may not always get the chance to do this)











Buy yourself time:



If you don't feel comfortable answering the questions straight away, it's OK.





Once you have obtained as much information as you can about the journalist and the story they want to write, you can call them back.



Once you have decided to do the interview, decide what you want to say beforehand, as an interview is your chance to say something positive about your group. If you decide not to do the interview make sure you call the journalist and explain why not.

















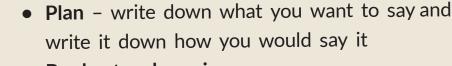
Interview techniques

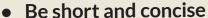












- Don't be too technical avoid jargon
- Give examples
- Be positive
- If you don't know the answer, promise to
- find out don't guess!
- Don't be led off the agreed agenda
- If you have a particular point you want to get across, don't worry about repeating yourself















Conclusion

We hope you have found this pack useful and it has given you some ideas on how to publicise all the great Free Being Me activities. Here is a checklist you can use to help yougenerate publicity.

STEP	ACTION	COMPLETE
1	Identify your story and your angle	
2	Write the press release using quotes, key messages and stats	
3	Check that your headline is interesting	
4	Make sure you have a great high resolution picture	
5	Identify the newspaper and journalist you wantto contact	• • • • • • • • • • • • • • • • • • •
6	Email them with the press release copy and pasted into the body of the email – Remember only send pictures once they confirm	
7	Follow up with a call	
8	If they do not respond contact them on twitter and copy in a Free Being Me video url , the website and hashtag #freebeingme	



ANY QUESTIONS?



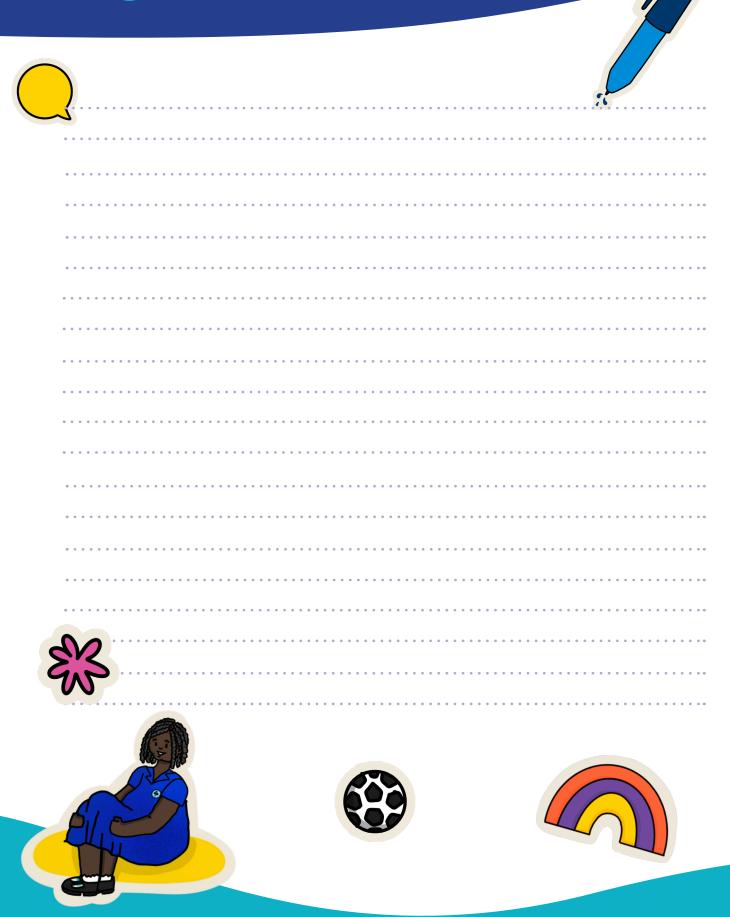
If you have any questions or queries regarding your PR then contact WAGGGS Free Being Me Team and we will be happy to offer you advice.

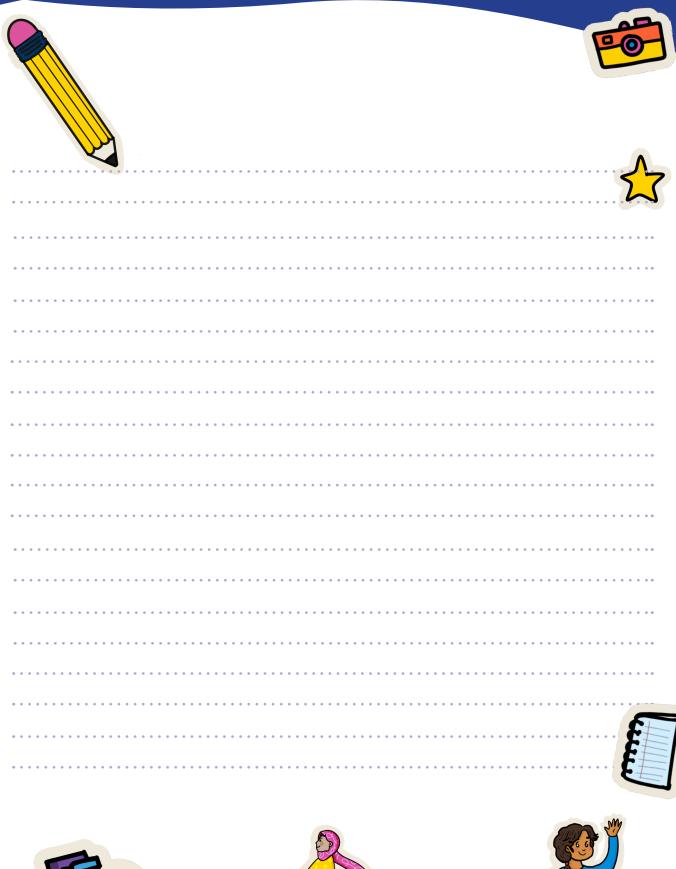
CONTACT DETAILS

FBM Email: freebeingme@wagggs.org
Abigail Bobby, Global Programme Coordinator: abigail.bobby@wagggs.org
Rio Grace Otara, Global Programme Manager: rio.otara@wagggs.org



My notes

























FBM first began in 2013, developed in partnership with the World Association of Girl Guides and Girl Scouts (WAGGGS), the Dove Self-Esteem Project (DSEP) and the Centre of Appearance Research (CAR). Since then, an incredible six million Girl Guides and Girl Scouts in 80 countries have improved their body confidence and helped other people do the same. This updated, more representative and interactive version of Free Being Me will support four million other Guides and Scouts to lead a movement towards a world free from body insecurities. We can't wait to see what your group will do!

















Dove & the World Association of Girl Guides and Girl Scouts











