



The Girl Scouts of New Mexico Trails Media Policy

This policy is to be used to provide guidance and enable the Girl Scouts of New Mexico Trails to communicate in a united voice and to assure our mission is expressed favorably towards our goals; promoting our mission and stem any possible negative news.

- This policy includes emergency incidents such as injuries, car accidents, etc. If a sudden emergency or situation should occur during a Girl Scout activity, contact the Girl Scouts of New Mexico Trails Council office immediately and guide all questions to the CEO or Director of Communications.
- Any and all requests from reports for background on the Girl Scouts of New Mexico Trails, or are any news stories that could affect the perception of the Girl Scouts of New Mexico Trails as a whole, refer the reporter to the Council Office and immediately let us know the call will be coming.

Girl Scout of New Mexico Trails Council Contacts:

- Director of Communications: (505)923-2508, (505)264-7905
 - CEO: Peggy Sanchez Mills: (505)923-2517, (727)463-8179
 - Council Main Line: 505-343-1040
- All media solicitations and requests for any Girl Scout activity needs to be approved by the Girl Scouts of New Mexico Trails prior to submitting media releases or any other media announcement.
Prior to seeking media coverage for a Girl Scout event, you must submit to the Girl Scouts of New Mexico Trails:
 - Date and Location of the event.
 - Description of the event and any other materials and information related to the event.
 - List all media outlets you will be seeking coverage and attention and the media release/announcement that will be submitted for the event
 - Provide Troop Contact information including Troop Number, phone number, email address and location.
 - The Council office and staff are available to media counseling and training.
 - Service Units and troops need to alert the Council office about news stories involving the Girl Scouts of New Mexico Trails and all significant news stories.
 - Forward all news stories, web links, hard copy prints or summaries to the Council Office after they are published.

For more information or for any other questions contact the Girl Scouts of New Mexico Trails Director of Communications at 505-343-1040.