



Well my name is Kirstie Wright and I'm from the mighty county of Essex! I am a little freshling at Loughborough University studying Accounting and Financial Management for four years. Back home in Essex I am a Beaver Scout Leader and a Media Development Manager for my District, as well as being on the County Media Team. I have been in Scouting for eight years and before that I was a Brownie for two, and I have loved every minute of it including every opportunity I have been given. What convinced me to go to University in Loughborough over my other choices was partly due to the fact they had a SSAGO club, where I knew I could find friends easily and have fun.

I am running for Publicity Officer because I believe I have the skills and experience that is needed for it. My first work with the media was when I was 13 and I wanted to promote Scouting in my District at home, but I knew very little about how to do this. So I went on a Young Spokesperson training course, and since then I have developed my skills and had many opportunities with a wide area of the press.

As a Young Spokesperson for The Scout Association I had the chance to be on Blue Peter, speak live on BBC Breakfast News, spend a day with an ITV film crew to film a show for Tonight with

Trevor McDonald and also speak to both print and radio. All these opportunities and many others have taught me how to liaise with the press and find out what they look for in a good story. However, one thing stood out at me every time and that was how little people know about Guiding and Scouting; that is why we have to continue to publicise and think up new ways to put our message across.

My passion for wanting to show the world what Scouting is all about led to me training to become a District Media Development Manager (MDM). This means that I coordinate all the stories in my District that go to the press, radio or even TV if the story is big enough. I get direction from HQ about what stories they are running every month, but on such a local level it is down to me to find out what is going on so that we can get the movement noticed locally.

Due to my involvement in becoming a MDM I have got more involved in the County Media Team and therefore I am helping out at more events and having an input into ideas. The last event I helped on was the Essex International Jamboree in the summer of 2008 where I was on the Media Team as a Reporter for Planet Essex, our onsite newspaper. This definitely was an eye opener, it was hard work but very enjoyable and I learnt a lot about writing in the media style and to a very strict deadline.

By being SSAGO Publicity Officer my main aim would be to get the organisation noticed more. I like to think big, therefore one objective would be to try and get a piece of TV coverage at some point during the year from a club anywhere within the UK. As well as getting more eye catching and exciting advertising out to interest more people into joining; as I have found out there are a lot of people who do not know what SSAGO is.

Not only do I want to help SSAGO nationally but I want to help the clubs individually to grow, through working with their Publicity Officer to create effective advertising campaigns and amazing press releases. By working together across the country I believe we can show more people what SSAGO does and why it works so well for University students.

Finally I would like to bring the website to life and make it more appealing to potential members, as well as ensuring that it is kept up to date and useful for current members. One final ongoing task is to find out as many stories as possible from all clubs to put into SSAGO news, The Scouting Magazine and the equivalent Guiding Magazine.

I have many ideas for Publicity and new ones come to me everyday depending on what I am looking at and who I am talking to. I am active and passionate about this, so let me take SSAGO to a new level. Let's show everyone who we are and what we do, and that we are not just your typical students.