



CVC Scout Press Corps

“Creating a better program through awareness”

NEWS RELEASES

Fellow Scouter,

Do you know how simple it is to get **recognition for your boys** and your Scouting unit? How about conducting an experiment to find out?

Use any of the attached templates to publicize your next activity. Name the Scouts who have advanced in rank or submit photos to the newspaper or other media sources.

Take out what does not apply, fill in the blanks, and send your **instant news release** with a photograph to your weekly or daily newspaper.

We bet you will **see it in print, hear about it on the radio, or even see it on TV.**

We even provide the **contact information** for various media sources.

Why shouldn't your boys be acknowledged in the newspaper when they advance in rank? Why shouldn't your fund-raising activity or public service project be announced on the radio beforehand or splashed on the inside page of a newspaper afterwards?

Weekly newspapers, especially, are glad to accept digital shots of Scouts in action--if you take them. For tips on how to do this, read on.

One of the best tactics is to find out who covers news in your area and cultivate a relationship so that you may call them up if something big happens in your unit, like boys going to a national jamboree or one of your Scouts working on his Eagle project.

Your boys will enjoy seeing themselves in the newspaper and you will feel even better about being a Scout leader with a little recognition coming your way.

Typing up a **Scout News Release** and getting it in the mail takes 10 minutes. Most newspapers are prepared to receive your **Scout News Release** electronically as well.

AND you may, of course, devise your own – and may want to as needed for publicizing special programs such as a pinewood derby. Feel free. You'll like the results.

Here are some tips for Scouters on how to take photos that newspapers will be glad to use:

1. Understand that a **digital shot is perfectly OK** to submit for publication, as long as subjects are in focus and are not too dark or too light.
2. Use your highest quality digital setting or 400 ASA color print film or 800 if you are willing to spend a little bit more money.
3. Shoot a lot of pictures. That's how you get one or two good ones.
4. But don't feel you need to spend the whole day taking pictures or making a complete photographic record of an activity. Your goal is to get **one usable photo** to submit to the newspaper or give to the boys as a memento.

5. Ask the photo shop for 4x6 double prints to give you one or two for the paper and lots to give away to the boys, put in a scrapbook, etc.
6. Avoid sending the same photo to two competing newspapers.
7. ID all the people in the photo from left to right and explain what is going on in a sentence or two (template will guide you).
8. Avoid using zoom unless you really know how. Get up close to your subject instead.
9. In bright daylight, use flash so faces don't go black beneath baseball caps.
10. Action shots are preferred over boys just standing in rows.

Here are some tips for promoting your Scouting activities to other media sources:

1. Invite the TV weather person, sports anchor, or weekend reporter to do their report from your pinewood derby, day camp or camporee.
2. Send a sample of popcorn to the morning radio station DJ announcing your unit's popcorn sale.
3. Promote your unit's recruiting efforts, Scout anniversary activities, court of honor, etc. to your school/s newsletters and chartered organization's newsletter (before and after the event).

Always include the basics in all news releases:

WHO did it?

WHAT did they do?

WHERE did they do it?

WHEN did they do it or **WHEN** will they be doing it?

WHY they are doing it?

HOW did they do it?

The next two pages are actual press releases for events that received media coverage. You may use these formats as a guide for writing your press release.



Boy Scout News Release

[Release Date]

[Boy/Cub/Venturing] **Scout** [Troop/Pack/Crew] [No.] **of** [town] **offers you these photos to publish of a recent activity, [state what/when/where it was].**

Here is what you should know about each photograph: (Note: All photos of youth should have a written release from their parent/guardian for permission to use their photo and name.)

Photo 1: [explain what it shows and name everyone, from left to right]

Photo 2: [explain what it shows and name everyone, from left to right]

Photo 3: [explain what it shows and name everyone, from left to right]

The photographer was [name him or her]. **It** [is/is not] **necessary to credit him. Our next activity will be** [what/where/when]. **Anyone interested in joining** [name unit] **may contact** [name & telephone]. **The** [pack/troop/crew] **meets** [where/date/time]. **Any boy may join Scouts if he is** [state joining requirements].

CONTACT _____ **Daytime phone** _____



SAMPLE PRESS RELEASE
Boy Scout News Release
Contact Mike Hardy mmhardy1@excite.com

FOR IMMEDIATE RELEASE

Boy Scouts Open New Disabled Awareness Trail at Camp Agawam in Lake Orion, Michigan

A service group within the Clinton Valley Council of the Boy Scouts of America is dedicating a new "Handicapable Trail" at Camp Agawam near Lake Orion, Michigan on Sunday October 3 from 1:00 – 4:00 pm. The Chief Pontiac Trail Committee has worked over a year to develop a "Handicapable" Disabled Awareness Trail. The trail's intent is to inform the public about programs for Boy Scouts with disabilities. Various stations on the trail offer interactive displays to experience the challenges that the disabled must overcome in their daily lives. Representatives from Leader Dogs for the Blind, Therapeutic Dogs International, and Paws-With-A-Cause are scheduled to be in attendance for a demonstration of their programs.

The dedication will occur during the Annual Fall Hike at the camp. It's expected that approximately 1,200 people will attend the event. All youth groups are invited and admission is \$3 per person.

About the Chief Pontiac Trail

The Chief Pontiac Trail Committee is a volunteer group of Scouters operating a hiking trail system with outdoor experiences for all age groups. Although primarily focused to support the Boy Scouts of America program (Tiger Cubs, Cub Scouts, Webelos, Boy Scouts, Venturers and Explorers), all youth groups are welcome to participate. The Chief Pontiac Trail Program is administered through the Clinton Valley Council of the Boy Scouts of America serving, Oakland and Macomb Counties.

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SAMPLE PRESS RELEASE
Boy Scout News Advisory
Contact Mike Hardy, mmhardy1@excite.com

ATTENTION: ENTERTAINMENT CALENDAR / PHOTO EDITORS

Come Fly with the Scouts at the 2004 Fly-In & Camporee at the Romeo Airport (D 98)

When: October 8-10 2004

Where: Romeo Airport Near 32 Mile Road and M-53 (approximately one mile east of Van Dyke Road (M-53))

The Ojibwa District Boy Scouts are getting off to a high-flying start for the 2004-2005 program year by having a fall Camporee held on the grounds of the Romeo Airport. Metro area flying enthusiasts will be in attendance at this event Scouts and Scouters will be able to get up close and personal with the pilots and their planes. All events and activities will be aviation-oriented from big planes and helicopters to model planes and balloons. There will be a midway with representatives from the armed forces and local R/C model aviation clubs to demonstrate flying and building model planes. There will also be stations where Scouts may learn about aviation and other aspects of flying such as the weather and navigation.

Events currently planned are:

- Midway featuring booths from hobby shops, pilots, flight schools, aviation and other flight oriented merit badges, The US Air Force, Navy, and more
- Saturday morning fly-in by pilots from all around the metro area
- Hot air balloon launch
- Remote controlled model airplane demonstration
- Six stations patrol competition
- Cooking competition
- And a few surprises...

More information can be found about the Fly-In at the web site <http://activities.ojibwa-cvc.org>.

Members of the media are encouraged to attend this colorful and intriguing event.

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