

Ozark Trials Council

Boy Scouts of America



Prepared. For Life.™

Scout Press Corps



Prepared. For Life.™

Dear Unit Leader:

This unit public relations kit has been prepared to assist you in getting positive publicity and recognition for your unit.

Positive public relations are everyone's job in Scouting! We need to put our best foot forward to get the good news out about our Scouting programs.

Your unit could have a public relations program, in addition to efforts already being made by the council and districts for events, ceremonies, membership, recognition, advancement, activities, etc.

Public relations are most effective when one member of your committee or a capable parent volunteer is assigned the task. What a great way to get a parent involved!

This council has materials and resources such as clip art, fact sheets, and community information resources to help you. If you need assistance, or have any questions, contact your district executive.

Remember to always use your sponsor's official name along with your unit number in any of your public relations items. This will help build stronger Scouting ties with our charter partners.

Thank you for your efforts to positively promote the Scouting program.



“Scout Press Corps”

Earn this Patch!

The Scout Press Corps encourages Scouts and Scouters to write and submit news worthy stories about their unit’s activities.

Any news release, feature story, or event where your unit receives media coverage is eligible to receive a Scout Press Corps collectable patch.

By participating in the Scout Press Corps youth can fulfill advancement requirements- example: A Boy Scout’s news story would fulfill requirement 3a of the Journalism merit badge.

Note: Cub Scouts should verify all advancement requirements with their parents, and Boy Scouts should verify all advancement requirements with their merit badge counselor or Troop advancement chair.

Simply fill out the information below. Attach a copy of your published article and drop it off at the Service Center to the attention of “Scout Press Corps”. Only one submission per program year (Aug 1 – July 31) is allowed for earning the patch.

Please Print

Name _____ Unit Number _____

Address _____

City _____ St _____ Zip _____ Phone _____

District: Blazing Trails Frontier Mokan
Nih ka ga hah Osage Hills Pathfinder River Trails

Youth (Rank _____) Adult

Below are the approved publications/media sources (please check one):

- | | | |
|--|---|--|
| <input type="checkbox"/> Daily Newspaper | <input type="checkbox"/> School Newspaper | <input type="checkbox"/> School Website |
| <input type="checkbox"/> Weekly Newspaper | <input type="checkbox"/> School Newsletter | <input type="checkbox"/> Community Website |
| <input type="checkbox"/> Church/Synagogue Bulletin | <input type="checkbox"/> Local Magazine | <input type="checkbox"/> TV (local, cable, etc.) |
| <input type="checkbox"/> Community Newsletter | <input type="checkbox"/> Company Newsletter | <input type="checkbox"/> Radio |

Name of Media Source _____ Date of Story Run _____

Tell us who your Scoutmaster, Cubmaster or Crew Advisor is: Name _____

Return this form along with the story/photo/video/audio from the media source to:

Ozark Trails Council, BSA
Attn: Scout Press Corps
1616 S Eastgate Ave, Springfield, MO 65809

**Submitted items will not be returned.*

Getting Started

Choose the most important/interesting fact and start from there.

- Try to tell “Who,” “What,” “When,” “Where,” “Why,” and “How” in the first or second paragraph of the news release.
- Try to keep your sentences short and simple
 - One thought to a paragraph
 - Use lots of action verbs and avoid adjectives
- Always type it
 - Double space
 - Start the first page a third of the way down
 - Never use the back of a page
 - See following examples in the packet
- Be alert to future possibilities
 - Keep your eyes open for the stories that are not breaking news but may be in the future. Example: Eagle Scout service project in the works or helping in a hospital for crippled children.

Creating Your Press Release

A useful format to begin with is the **inverted pyramid**.

- What is that?
 - A pyramid style of writing that puts the most essential information at the beginning, followed by the items of decreasing importance.
- Why use this style
 - In many cases editors will rewrite releases to fit their style. This style will help present the information as clearly and as accurate as possible without losing focus of your main point in the details.

What to Include!!!

All news releases begin with a headline designed to attract to the reporter/editor and to encourage them to read the rest of the release. **Bring attention to the topic, bold the headline. Remember, first impressions count.**

- The five W's and the H
 - Using these six items as a guideline to help you remember what to include and in what order to include it in your press release.

1. Who

- List name of organization and an individual who is either an expert or a contact

2. What

- This is the topic of your release. Remember that people want to hear about the unusual rather than the usual. Unusual can be different, better, less expensive, unique, or beneficial to the community.

3. When

- Two components
 - Include the date and time of the news in the release.
 - Include the date and time when it is sent to the reporter/editor.
- Keep in mind:
- Election days and holidays are very busy times.

4. Where

- Include location and give the specifics.

5. Why

- Remember this is not a time to advertise and promote but rather share the benefits of what you are doing for the readers/listeners.

6. How

- Make sure to include how the Scouting program affects the volunteers, community, current, and potential members.

Don't forget to look twice!!!

Don't forget to double-check everything! The smallest errors can immediately discredit the information that you are trying to convey.

- Things to look for when double-checking your press release
 - **SPELLING**
 - Names of people and organizations are important to have correct
- Be accurate with everything
 - Facts, addresses, quotes, etc.
- Avoid clichés, jargon, technical terminology, acronyms and foreign phrases
- Be specific not general when presenting your information
- Releases should rarely exceed two pages
 - Less is more
 - Sentences should be varied in length and should have no more than twenty words.

Snap, Click, and Send

The story comes to life with a photograph and multiplies the impact.

If your local newspaper cannot arrange for a photo to be taken, take it yourself. Here are some helpful tips to make your photos better and more likely to be published.

- Candid shots of subjects are better than posed “mug shots”
 - If possible show Scout action
 - Stay in close to the subject!
- Try to take from a side angle to make it more natural than head on
- Keep the number of people featured in the photo to five or less
- Subjects in the photo should be neatly dressed, full uniform is preferable, watch for hats that distract.
- Write a caption for the photo and mention who, what, when, where, why, and how
 - Tell a brief story in one sentence
- Never write on the back of a photo
- Good information to acquire for releasing a photo:
 - Subject(s) name
 - Signature of the subject (parent or guardian for minors)
 - Date, time, and place photographs were taken
 - Statement the photos may be used for either publicity or advertising
 - Name of organization/pack/den

Bad Photo Example



Good Photo Example



EXAMPLES OF A PRESS RELEASE LAYOUT

[Your name]
[Name of organization]
[Address, your current one]
[Phone number, use your residence one]
[E-mail address]

Release date (if relevant) or
For immediate release

Begin here with a headline in bold face

Set your paragraph margins in about ¼-inch. Make sure that your margins are “0” left and somewhere between 6 and 6.5 inches on the right.

Single space the information at the top left down through the headline. Then set your spacing for the news story for **DOUBLE SPACE**.

For consistency, plan to use Times New Roman font at 12-point size.

It is an excellent idea to use footers for your stories. Click on view and move the cursor down to Header and Footer. Double-click and you will see the footer box. Use Times New Roman Typeface, but at 10 or 9-point font. Write your slug line (key words) and set the page number counter. (It will automatically paginate.) If you click the date icon, it will automatically change the date every time you work on the story. The **FOOTER** is essential for any story or paper or report that is longer than one page.

If your story is one page, you can omit the footer and simply indicate the end of the story by writing or using the symbol **-###-**. Remember, it is best to keep the release to one page, you may want to write-more-at the bottom of each page, but the footer should be enough. Also you may want to mention what you have attached whether it be photographs, quotes, etc.

-###-

[Name of organization]
[Address, your current one]
[Phone number, use your residence one]
[E-mail address]

Release date (if relevant) or
For immediate release

Cub Scout Day Camp at the Izaak Walton Park

On June 13th and 14th, 2003 the Izaak Walton Park Cub Scout Day Camp was held. 230 boys age's eight to ten attended as well as 150 volunteers and leaders.

This year's annual day camp's theme was Our Country, The Land, and It's People. Activities were based on this theme and were aimed to bring America's history into perspective for these young boys. They learned new skills, such as using a pocketknife, and tried out different activities that are uncommon in a daily routine but yet valuable knowledge to have. For example: archery, fishing, and bb guns.

The Izaak Walton Park Cub Scout Day Camp also consisted of a buck skinner Village complete with a tee-pee, animal hides, and volunteers dressed in period costumes. Other activities consisted of a flag folding lesson, woodcarving, leatherwork, and construction of birdhouses.

For more information on the Izaak Walton Park Cub Scout Day Camp contact Baden Powell at (555) 123-1400 or James E. West (555) 321-1910

Following is a list of quotes that were recorded at day camp.

-More-

Quotes from Volunteers

“One of the most rewarding things is that you get to see them learn new things for the first time, and you get to be with the kids outdoors.”

- Fred Freeman, pack 157 from Kendallville

“I see them get respect and support from each other.”

- Baden Powell, Pack 275 from Columbia City

“I see the best thing being is that they have respect for each other and the environment. I also have a lot of fun seeing the boys enjoy learning. Every now and then you will hear back that a boy made a reference back to learning a skill at day camp whether it’s from teachers or parents.”

- Will B. Good, Pack 275 from LaGrange

Quotes from Cub Scouts

“I would say whittling was my favorite thing because we learned how you use a knife and work with wood.”

- James West, Pack 128 from Fort Wayne

“My favorite part was whittling because I got to learn different names of different cuts and how to do them.”

- Baden Powell, Pack 128 from Huntington

“My favorite station was making ice cream with Tommy because we broke the record of spinning and making it the fastest.

- Seton Thomas, Pack 160 from Warsaw
- Bill Hillcourt, Pack 160 from Angola

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[Name of organization]
[Address, your current one]
[Phone number, use your residence one]
[E-mail address]

For immediate release

Begin Here with a headline in bold face

On February 8, 2004 the Boy Scouts of America will celebrate their 94th Anniversary. The Boy Scouts of America is the largest youth movement in the nation. Pack # _____, Troop# _____, Varsity Team# _____, and Venture Crew# _____ all chartered to (First Presbyterian Church) will participate in the celebration of the anniversary by holding (Scout Fun Day) on (Saturday), (February 13) from (9 am to noon) at the church.

The (Scout Fun Day) will consist of an indoor climbing wall, a white water canoe skills test, an obstacle course and numerous participatory demonstrations of traditional Scouting activities. The public is invited to attend for free with all young men, ages 7 to 14 receiving “freebies” and the chance to win a free whitewater-canoeing trip for a family of four.

For more information about the Scout Fun Day or Scouting call (name), (title) and (phone number).

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[Name of organization]
[Address, your current one]
[Phone number, use your residence one]
[E-mail address]

Release date (if relevant) or
For immediate release

Explorer Post

On (date) members of Explorer Post # _____, chartered to _____ participated in the (Law Enforcement Training Academy). Members participated in all activities, side by side, with leading professionals in the field in the (southeast region).

Young men and women involved in post # _____ participated in (list activities). They also received the opportunity to meet state governor (name) who stated, "These young men and women have impressed me today, not only in the professional skills performance, but with their personal attitudes."

Members of post # _____ will bring back the information and advice they have learned at their (training academy) and share it with the youth throughout the Exploring program. For more information on (chartered partner's names) Exploring program contact (name), (title), at (phone number).

Attached is a photo. (example caption)

Explorer Post # _____ and governor (name) are pictured participating in the (Law Enforcement Training Academy) (activity) with leading professionals in the field.

This event represented the first time youth were allowed to attend the (Academy).

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