



Eagle Scout Publicity Plan



There are basic steps to follow in publicizing any Scouting event, the following suggestions will help unit leaders develop a media plan for the Eagle Scout presentation.

CONTACTS: Prepare a mailing list of the newspapers in your council, district, and unit area. These should be daily, weekly, religious, and school newspapers, and industrial, business, church, organization, United Way, council and district newsletters, and the Scoutmaster's employer's newsletter.

OBTAIN DETAILED BIOGRAPHICAL material from the recipient and a 4" x 5" (or larger) black and white glossy photo (some newspapers take their own photos.) Include Scouting honors and leadership positions, education, church, civic and school activities, and names and addresses of parents and Scoutmaster.

PREPARE A ONE PAGE double-spaced news release from the biographical material. This should be typed on a standard 8½ x 11 sheet of white paper. If the story is longer than one page, write "more" at the bottom and continue to a second sheet. Be brief, use short words, always use exact dates, give age of youth member and name of chartered organization, and above all, SPELL CORRECTLY.

WHEN TYPING A NEWS RELEASE, six points are important to remember: Who . . . What . . . When . . . Where . . . Why . . . How . . . Get all those points into the first two or three sentences. Then go into the details of your story. (See sample news release on reverse side.)

SPECIAL NEWS COVERAGE could be obtained for unusual or distinctive Eagle Scout projects depending on the newsworthiness of them. (Newspaper editors decide the newsworthiness of an item.)

MAIL NEWS RELEASE to editors of all newspapers and newsletters a week in advance of the presentation. Because of space limitations, most large metropolitan newspapers deal exclusively with photos and captions of Eagle Scout recipients, while smaller suburban newspapers welcome photos and longer articles and are more likely to use them.