

Publicizing Your Unit

A guide for the unit positive publicity coordinator



CONNECTICUT RIVERS COUNCIL

BOY SCOUTS OF AMERICA

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Material for this document came from public sources and from BSA Marketing. We recommend the wide variety of materials found at BSA Marketing (<http://www.scouting.org/sitecore/content/Home/Marketing.aspx>).

The Purpose of This Guide

The purpose of this guide is to assist units in the successful authorship and placement of articles in local community newspapers.

Why Should a Unit Publicize?

Thousands of Scouting articles and photos carry a strong, positive message each month about the presence and vitality of the Boy Scouts of America and its impact in local communities. Positive publicity helps establish credibility, an essential ingredient in attracting youth members and volunteers.

We need your help in getting the word out. What can you do to help? The answer is simple. You can provide local media with information that communicates the fun and values of Scouting.

A newspaper is a business, and like most businesses, it is operated to produce a profit. At the same time, the newspaper's editors also recognize their responsibility to serve the people of the community and are always looking for items with local relevance. The people in your community want to know about Scouting. They want to read the articles about their neighbor earning his Eagle Scout Award and the Cub Scout pack collecting thousands of cans of food for the hungry. They also want to see the photo of a local troop setting up a neighborhood watch program as part of achieving the Crime Prevention merit badge. Therefore, your community newspaper is interested in reporting Scouting news about your pack, troop, team, or post. Odds are that if you have a good story, it will be reported.

Please send any newspaper clippings (with the newspaper name and date), and the TV or radio stations (include dates and times and a tape, if possible) to the Council Service Center, P.O. Box 280098, East Hartford, CT 06128-0098.

Links for stories published on a paper or TV or radio station's web site should be submitted via the following on line form: <http://www.ctrivers.org/form/formjump.asp?bidx=0&surveyID=15411&OrgKey=1705>

Quick Start: The Beginners Path to Unit Publicity

If you are picking this publication up after you've had your event and want to report the results of that event in the paper here are some quick, easy steps that you can do:

- Use the sample Press Release (included at the back of this document) and the helpful hints included on it to write your story.
- If you have pictures pick the best one (preferably where scouts are in action). Follow the rules in the Photos Attract More Readers Section to write the caption.
- Submit your story and photos on-line. Go to <http://www.ctrivers.org/inthenews> to find links to submission e-mail addresses for Connecticut newspapers.
- Review the rest of this document to best understand how to fully promote a publicity campaign.

Overview: Plan, Promote, and Perform Publicity Campaigns

Good planning is indispensable to a successful publicity campaign. Whether you are a part of the planning group or handling the entire event, the key is dividing the function into smaller objectives and goals.

Getting publicity for an event requires persistence and follow-up. A good working relationship with your local media is ideal. However, you can build new relationships to get media attention for your event.

Plan

- Create a master event calendar for the year.
- Create a publicity plan for each event that meets the needs of your units.
- Identify a spokesperson for the event. Is there a local celebrity willing to support the function?
- Will a local newspaper or TV or radio station cosponsor the event?
- Can you tie your event to similar events planned in your community?
- Does your event coordinate with a monthly theme? For example, April is National Child Abuse Prevention Month and BSA Youth Prevention Month.
- Is the event's location in a well-traveled area or does it provide great exposure?
- Taking photos? Download the BSA talent release form from ScoutNET. Under the BSA Info section, click on "Marketing & Communications Division," select "Council Positive Publicity," and scroll to the bottom of the page.
- Reporters generally have a beat or area of focus. Contact local news media to learn who covers a beat that relates to your event and send your press release to that individual.
- Many large cities have local editions of newspapers and may send a reporter out to cover a local event. Ask if a reporter is assigned to your community.

Promote

- Prepare your press release to be sent via mail, fax, and e-mail.
- Give the news media the cell phone numbers of your spokesperson and other key contacts so reporters may speak with them before and during the event.
- Consider faxing a news alert to local media within two days of the event. A sample alert is available on ScoutNET in the same place as the talent release form.
- Television is visual. Identify two or three areas that are most visually appealing and will tell the story of Scouting.
- Have realistic objectives. These types of events are "soft news" or human interest stories. If a big story is happening at the same time, even your best efforts may not produce the results you want.
- Greet reporters. Establish in advance who will do this. Have potential stories ready to pitch to the reporter.

Perform

- Develop two or three strong talking points for the spokesperson to use to help the reporter and audience understand the importance of what you are doing.

- If your project is a community service, remember to report it on the Good Turn for America Web site (www.goodturnforamerica.org).
- Have refreshments available to the media during the event.
- If it is a large event with significant community appeal, consider having a press briefing or conference at the site.
- If you invite a camera crew, be sure to provide an agenda with speaker times, suggestions for parking the equipment van, lighting and sound equipment available at the location, and other relevant details.
- After the event, meet with the group's organizers and planners. Evaluate the campaign and, if it is an annual event, encourage feedback on improvements for next year.

Typical Types of Publicity Tools

Press Release:

This is created and distributed **well in advance** of an event. A press release is designed to gain access to the press and get a reporter to attend and report on the event. The press release contains essential information that assists the reporter in developing their story. A press release is the best way to place news with a TV or radio station.

Media Alert:

A media alert will trumpet an upcoming event. Naturally, you would never distribute a media alert at a press conference -- the media is already there with you! A media alert may follow a press release as a more immediate reminder of an event.

Placed Story:

A Placed Story is normally written by a unit and provided **after** an event occurs. Historically these were not included in a paper but cutbacks in budgets make these more attractive. Normally these are included in town or community news. Initially, most units will rely on Placed Stories for publicity.

Community Calendar Event Notices:

These are short blurbs written by a unit and placed in a paper prior to an event's occurrence. Normally these are used to generate participation in the event and included by the paper as a community service. Dinners, service projects and fundraisers are normally included in this category. These can also be placed with Cable TV Local Access Stations.

Press releases and Placed Stories differ in that a Press Release is written before an event and is used to encourage press participation while a Placed Story is written after an event without Press participation. Both a Press Release and a placed story share the same format. See the sample press release for a format example.

Organizing Your Unit's Positive Publicity Campaign

Be prepared by developing a publicity planning calendar.

1. Pencil in all the events in the coming year that you feel are newsworthy. Divide these into Press Releases, Placed Stories and Community Calendar Event Notices based on newsworthiness.
2. Backdate the tasks of writing the news release and mailing the release; insert those dates on the calendar.
3. Update the calendar periodically.
4. On quarterly and annual intervals, review your success. What articles were published? What can you do to improve the quantity and quality of the news coverage? It will surprise you how soon you will begin to develop a "nose for news," knowing when an event is news and when it isn't.

Know the media in your area.

1. Determine all the available media sources in your area for getting your news out. Make a list of daily and weekly newspapers, tabloids, city magazines, local business journals, and your chartered organization's publications. Check the internet for most of this information. Photocopy the media contact sheets in the appendix of this guide or make your own and store the information in a binder. The Connecticut Rivers Council maintains a submission list at: <http://www.ctrivers.org/inthenews>.
2. Learn as much as you can about the media in your area—deadlines, editorials, policies, and names of reporters, editors, and the managing editor. The newsroom also has a managing editor who handles the day-to-day news production for the paper, including scheduling assignments for reporters and photographers. He or she will also work with section editors. Editors are responsible for areas such as real estate, business, and sports, etc. Add other details and developments to your media contact sheet as you begin to know the sources better. Learn how news is submitted for each organization. Many prefer online submissions especially for placed stories or community Calendar Event Notices.
3. Produce your mailing list and labels from this information.
4. Update your file often.
5. Establish relationships with your media contacts. Keep them aware of what you are up to – they may spot a good story where you don't. Establish credibility and availability with them.

Prepare and maintain a "Fact Sheet"

Fact sheets are used to provide essential information about scouting and its core missions in any press release or news story. The entire fact sheet does not need to be included in each story. Select those items that pertain to the story or press release that you are creating. For an example of how Fact Sheet information can be used see the sample press release. In addition, the fact sheet can be provided to any press an event attracts as a tool to help them expand their article.

For major events where you anticipate press coverage Fact sheets should be supplemented with short biographies of key participants (omit personal information except town of residence, include scouting and community accomplishments) and event an history.

Follow these pointers when working with your local newspaper

Inform the media of your story through a news release. Submit a story about a scheduled event about one to two weeks in advance of the event.

When there's not enough time to write a news release, the media alert comes in handy. It takes only a short time to write and can be faxed or e-mailed to your media source. It can also serve as an announcement of an important upcoming event; planning ahead allows the paper to reserve a prominent space for your article. In this case, you may want to send a media alert two to three weeks prior to the event and follow up with the news release one to two weeks prior to the event. Sample formats for the news release and media alert are included in the appendix of this guide.

If you need to call the managing editor or reporter assigned to your story, Monday mornings usually are the best and most efficient time to reach him or her. When familiar with the reporter's deadlines, be careful not to call during that busy time. Remember, you are not the only person pitching a story idea to the reporter. Other callers are trying to sell their story idea also.

Find the "hook" or "angle". Each news medium identifies reporters that cover a specific area; for example, one reporter may be assigned to sports, and another for business or finance, family, religion, entertainment, etc. This will allow you to contact different reporters with fresh ideas and pitches. Send only one release per story to each publication. If for some reason you do furnish duplicate releases, let the recipients know, for example, note, "Also sent to Sports Editor."

Avoid fax pollution. Only fax important messages.

Most newspapers draw sharp lines between the news and advertising departments. New stories find their way into the paper on their individual merit; don't demand that an article be published. Use bullets to highlight different story angles.

"No" means "no." Don't persist; be polite. Don't take it personally if a reporter may be too busy to do your story right away. Perhaps follow up by sending your own photos and news release. Save your energy for the next time you have a story to pitch. If your story is not used, it could be because of a number of reasons: didn't meet publisher's deadline, no space available, or it's not as newsworthy as other stories that particular week. There's no need to call the reporter every time a story is not used. If it happens consistently with no luck, you might want to talk to the reporter to seek advice on what material would be beneficial to him or her. Continue promoting your events.

Don't ask the editor for a clipping. Good manners and common sense dictate that you buy a copy of the newspaper and do your own clipping. Reporters have moved on and are busy preparing for the next issue. Make vital use of each contact with the media.

Thank the reporter. Send a personal note after the story runs. Don't say "thank you" as if the reporter did you a favor —acknowledge the reporter for "doing a good job in covering the topic."

How to Determine if You Should Issue a Press Release, News Alert or a Placed Story

In relative terms, news is “new.” It is a vision, a unique approach. It’s controversial. It’s an idea, a launch, or an event that is relevant to consumers. It’s something that makes a difference or an impact. News doesn’t operate in a vacuum; rather, it takes you to identify and create it and then share it with the media. It has to be organized and well thought out. News should be encapsulated into the five W’s and the H—who, what, when, where, why, and how:

- Who—Your local unit and any partners affiliated with the initiative
- What—Discuss the components of the initiative and explain its importance
- When—Disclose the timing of the initiative or event
- Where—Determine if this will impact the entire or part of the community or if it is a staged event taking place at a specific locale
- Why—Explain the purpose. What is the rationale?
- How—The logistics of the initiative or event

An example of a newsworthy event is a Scout from your local council being chosen as a delegate for the Report to the Nation. If properly positioned and pitched to the media, this can turn into a wealth of local coverage. Making something ordinary newsworthy requires planning, time, and creativity.

News can’t be an afterthought to generate coverage for something at the last minute or that already occurred. This might be worthy of a “Placed Story” but do not expect a newspaper to assign a reporter once an event is finished.

News is ultimately determined by the reporter/editor, not by you, so it’s important to understand the reporter’s journalist style and points of interest. In general, journalists are trying to portray an objective point of view and want to appear as unbiased as possible. News is not business as usual, nor is it promotional. It is not necessarily a new version of an existing initiative.

An example of an event that is not newsworthy is a service project Scouts have already completed, regardless of the size and scope. Remember, for the media to be interested, they must feel as if they are “breaking” timely news.

Story Angles Local Media Seek

- Efforts that benefit the community and its residents
- Creative ideas generated by the youth membership
- Educational initiatives
- Efforts with a human interest component
- Initiatives created because of local trends

Troops that are in the news six or more times can earn the Unit Media Award. Applications for the award can be found at:

<http://ctrivers.doubleknot.com/openrosters/DocDownload.aspx?id=69552>

- Strong visual for photo opportunities (a strong visual might contain an unusual point of view and Scouts in action)

Checklist to Determine Newsworthiness of Story Angles

- What are the five W's and the H?
- Is the topic something new?
- What are the two to three key messages that I'm trying to convey?
- Will the story be relevant to the local community? Does it have a strong enough local angle?
- Does the opportunity provide a strong visual appeal for photo journalists at newspapers and TV stations? Is the photo opportunity spontaneous and original?
- Have the right media contacts been identified? Does the story match the section of the paper, and do the editors write about the story you're pitching?

Writing the News Release or Placed Story

Study newspapers in your area. When reading the newspaper, notice the types of stories printed, notice which articles are printed on the front page and which on the opinion page.

Follow the style and construction of articles that already have appeared in the paper. If you're really interested in becoming an expert writer, refer to the *Associated Press Stylebook and Libel Manual*. The book contains information on the writing style preferred by the media.

The reporter or editor will appreciate your professionalism. The following guidelines should be used when writing your release.

An excellent source on Scouting terms, punctuation, and acronyms is *The Language of Scouting* found at <http://www.scouting.org/scoutsource/Media/LOS.aspx>

Format (see the attached sample news release):

Print your news release double spaced on one side of the page. Use 8 1/2 x 11-inch paper if you mail a hard copy. Ensure that it is formatted to print on 8 1/2 x 11-inch paper if you send an electronic copy.

Start typing the story about one-third of the way down the page. Remember to keep the story as accurate, brief, and concise as possible while providing all the important details. Many online submissions recommend that you limit your release to a specified number of words – try to keep within that limit.

One or two pages should cover it. Four or five paragraphs should be sufficient. The second page should be headed with the organization's name and page number.

Include contact information in case the reporter needs more information. At the upper right hand corner, type your unit contact's name and phone number.

Don't copy or copy-paste text that is hard to read. Use standard fonts such as Times New Roman. Don't submit a story typed in all uppercase or capital letters. Neatness counts. Leave no typos, misspellings, or cross-outs. Check for the correct spelling of all names.

End the story with a centered -30-, END, or ###.

When sending an exclusive press release to a particular newspaper and the publication is the only recipient of the press release, let the publication know by adding that information to the top of the release, for example, "SPECIAL TO THE HARTFORD COURANT."

Content:

You must have an intriguing lead. The lead (first) paragraph should not be longer than four lines. It should follow the inverted pyramid model by starting with information that is the most important or interesting. Rank the material by importance and interest; begin with the highest ranking material and end with the lowest ranking material. Tell who, what, when, where, why, and how by answering what journalists call the "5 Ws and H". This may spill over into the second paragraph if necessary.

Who did it?

What did they do?

When did they do it?

Where did they do it?

Why did they do it?

How did they do it?

Put the local news angles in the beginning if the story concerns a larger area that is beyond the community's borders or newspaper's circulation area. Include a good quote from Scouts, volunteers, or local distinguished individuals early in the story.

Add "boilerplate" material from your "Fact Sheet", general information about Scouting, to help people understand the importance and relevancy of Scouting. For example: "Scouting has had more than 100 million members since its inception in 1910."

Include full names and titles of key persons involved.

Be accurate.

Don't use flowing tributes, flowery descriptions, and glowing adjectives when writing your news release. The news release should be more informative than subjective. Be impartial and objective; try to write the release as the reporter might.

Use a person's full name the first time it is mentioned in a story. After that mention, use the person's last name alone. Nicknames are discouraged in a newspaper copy, and the terms "Mr., Mrs., and Ms." are seldom used. Use the term "women" instead of "ladies," us the term "men" instead of "gentlemen." Women's names should be presented as follows: Mary Smith. Husband's names in reference to married women (e.g. Mrs. John V. Smith) are not used.

Photos Attract More Readers

To request a photographer

Inform a newspaper about a photo opportunity no less than one week before a scheduled event. The managing editor will determine whether the newspaper can use the photo and if a photographer is available. In many cases, staff photographers take photos only during normal business hours of 9 AM to 5 PM, Monday through Friday.

If you take your own photo

If you take your own photographs, they must be sharp, preferably at least 5 x 7 in size. Most newspapers prefer digital photos.

Taking an interesting photo

An interesting photo takes planning or luck. Newspapers prefer photos of no more than three subjects-the fewer the people, the better the photo. Individuals in photos should be doing something, not just looking at the camera. Identify people from left to right by typing, or printing clearly, full names on a full-size sheet of paper, then clipping or taping, not stapling, the paper to the photo. Do not write on the back of the photo, it may show through when printed.

Alternative Publicity Methods

Other Parts of the Newspaper:

- Letter to the Editor A simple, straight forward statement, written to the editor of your local newspaper.
- By-lined articles A formal article designed to be placed in local newspapers and magazines. Such articles are written to appear under the name of a council president, board chair, or a representative of a chartered organization.
- Op-ed page "Opposite the editorial page," some newspapers use this page to print reader opinions and articles by columnists.

Alternative Publicity Tools:

- Target vertical media, publications that target special interests, such as magazines for parents and kids, outdoors publications, and other youth development magazines in your area.
- Send releases to local business newsletters and community bulletin boards.
- Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your unit.
- Word-of-mouth marketing in your community is a free and effective method to spread positive messages. It can be obtained by doing what you do so well that people are excited and want to talk about it; by communicating to the members and leaders in your unit so they can be enthusiastic and prepared to tell other people about your unit and what you do, and by telling individuals in your community about the benefits of Scouting.
- Decorate a float for Scouts to ride on in your local parade.
- Hang banners during Scouting Anniversary Week or to promote School Night for Scouting.
- Pass out fliers promoting School Night for Scouting.
- Set up booths at trade shows or fairs. Provide information that visitors can take home with them.
- Hang posters and fliers in places where boys and young adults will see them. The school may have a bulletin board for these items.

Cable TV Local Access Stations: Rules and capabilities vary by locale. Most have the capability and unused air time to add Community Calendar Event Notices to their scroll. Others may have the capability to run DVDs or Videos produced after an event. Most have a capability to produce studio shows. These videos and studio shows are repeated often

Sample Fact Sheet

USE OF THE FACT SHEET:

To provide essential information about scouting and its core missions in any press release or news story. Not all of the fact sheet needs to be included. Select those items that pertain to the story or press release that you are creating. For an example of how Fact Sheet information can be used see the sample press release.

BACKGROUND INFORMATION:

The Connecticut Rivers Council is one of New England's largest private youth-serving organizations; the Connecticut Rivers Council delivers Scouting programs that develop character, citizenship, fitness, and leadership skills to more than 31,000 youth and nearly 10,000 adult volunteers in 127 cities and towns in Connecticut. The Boy Scouts of America collaborates with hundreds of churches, school affiliated groups and other community organization that organize and operate local Scout groups.

OUR MISSION:

It is the mission of the Boy Scouts of America and the Connecticut Rivers Council to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout oath and law. **Est. 1910.**

SCOUT OATH:

On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake and morally straight.

SCOUT LAW:

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

PROGRAM OBJECTIVES:

The various programs are age appropriate and grade specific and include:

Tiger Cubs-For boys in the first grade and an adult partner. Tiger Cubs learn about the environment and how to get along with others, and experience the world around them.

Cub Scouts-For boys in 2nd to 5th grade. A family centered-program, Cub Scouts focus on the motto "Do your Best". They learn teamwork and new skills through interaction with others, and grow in self-esteem as they advance at their own pace through this non-competitive program.

Boy Scouts-For boys in grades 6-12. Boy Scouting challenges young men to achieve increasing levels of leadership, practical living skills and knowledge about career and hobby interests. Scouting develops young men who are physically, mentally and emotionally fit, self-reliant, interested in lifelong learning, and have the desire to help others.

Venturing-For young women and men, 14-20 years of age. Activities focus on a variety of areas including youth ministry, high adventure, and service, which are designed to help prepare them to become responsible and caring adults.

Exploring-For young women and men, 14-20 years of age. Exploring provides hands-on educational opportunities for young people to learn about a variety of careers. Companies organize bimonthly activities and recruit career mentors to nurture career interests.

Learning For Life-For boys and girls, K-12th grade. Learning for Life is an in-school character education program which provides resources, training and literature for teachers and administrators.

SAMPLE UNIT FACT SHEET:

Boy Scout Troop 347 of Newington, CT was founded in 1948 and continues its mission to encourage citizenship, personal growth and leadership through community service and outdoor adventure. During Troop 347's sixty plus years of Scouting over fifty boys have earned the rank of Eagle Scout. Troop 347 meets weekly on Wednesday from 6:30 to 8:30 at Martin Kellogg School and welcomes all boys 11 to 18.

FACT SHEET SUPPLEMENT (Developed for each event)

Billy Pollock, Newington, Age 17. Student at Newington High School. Working on His Eagle Project, Newington Volunteer Fire Department Cadet, Recognized for Use of First Aid Skills during a school emergency

Sample Media Alert

Who Boy Scout Troop 347 of Newington, Eagle Scout Candidate Billy Pollock age 17, Town of Newington Parks and Recreation Coordinator Larry Fine.

What Billy Pollock will be leading a team of Boy Scouts and Newington residents in the building of a Challenge Course Team building obstacle on behalf of the Town of Newington Parks and Recreation Department.

Where Stamm Road Newington

When Saturday, March 6, at 11:00 p.m. to 1P.M.

How This Service project was conceived and directed by Billy Pollock, a 17 year old Boy Scout, as part of his Eagle Scout requirements. He is leading the creation of a challenge course element that expands the existing challenge course used by the Newington School Dare Program and other community organizations. The challenge element being created will require a team to figure out how to cross from one side of a set of pylons to another using two wooden planks and without stepping off. The goal is to teach teamwork and inspire self confidence and awareness. To complete the project Billy Pollock will manage a group of scouts and community participants in the building of twelve cement pylons and landscaping the area.

Why Leadership development and community service are central to the Boy Scout Program. The Eagle Project, where a young man must create, plan, and carry out a

service project to benefit the community, combines these goals.

The Challenge Course run by the Newington Parks and Recreation department teaches team building and self confidence to over 1000 youth each year. This new challenge course element will provide a new, complex skill and benefit youth for many years to come.

Contact Unit Publicity lead: Mindy P. (860-555-1212)

Sample Press Release or Placed Story Format

Use letterhead.

For Immediate Release

City name in all capitals, state name (spell out), release date in ()

Local Eagle Scout Prepares for a "Cool Summer" in the Antarctic

IRVING, Texas (Date) —When 19-year-old Marietta, Georgia, resident Brad Range leaves in August for the operational hub of the U.S. Antarctic Program, McMurdo Station, Antarctica, he will be the 11th Scout chosen to conduct scientific research through the National Science Foundation's (NSF) U.S. Antarctic program. The first Scout accompanied Admiral Richard Byrd—at the well-known explorer's request—on his famous 1928 expedition to the then-unexplored continent.

From McMurdo, Range will join scientists studying the Antarctic ozone hole, and the subsequent effects of global warming on the Earth's ecosystem. He will then team up with NSF-supported researchers building a runway on sea ice. Range's educational studies in engineering will be useful in determining the thickness of the ice as it relates to the landing and takeoff of cargo planes.

Bring in a quote(s) in paragraph 3.

"The Boy Scouts of America in coordination with the National Science Foundation places Scouts with scientists in Antarctica as part of its commitment to integrating research and education. Scouting provides great opportunities for young people to experience life adventures others only dream about," said Roy L. Williams, Chief Scout Executive for the Boy Scouts of America.

Range studied astronomy in high school and will do so once again at the Amundsen-Scott South Pole Station, situated in the vast Antarctic interior at 90°S latitude. To close out the expedition, he will join an ice-breaking research ship as it travels toward New Zealand. Range will return to the United States in the spring, following the conclusion of his eight-month expedition.

An article about the BSA Antarctic expedition roused Range's sprit of adventure and spurred him to apply for this research opportunity. While an honor student at Alan C. Pope High School, Range demonstrated his acumen for science—as an excellence in biology recipient, an academic bowl member, and a candidate of the highly selective Governor's Honors Program in science.

Contact Name
Contact Number

Use full name and best number to reach you at-if it is a cell phone number note that information.

One sentence-be creative.

First paragraph identifies, who, what, when, where, why.

Use at least two paragraphs to provide detailed information about person or event.

- more -

Use to let reader know there is more to the story.

Use key words and page number to begin page 2 of release.

Cool Summer
Page 2

Range joined the Scouting program at the age of 10 as a Boy Scout in Troop 431, chartered to the Roswell, Georgia, United Methodist Church. He completed the requirements for Eagle Scout and is currently a member of Scouting's high-adventure Venturing program. Range's Scouting experiences allowed him to grow not only as a leader and outdoorsman, but spiritually too—serving as chaplain aide at various camping ventures.

Despite his academic, spiritual, and Scouting activities, he still finds time to pursue another passion—music, playing for his high school band and the Georgia Tech Marching Band. Range just completed his freshman year at the Georgia Institute of Technology, where he is majoring in mechanical engineering.

Boilerplate information

Since 1910, the Boy Scouts of America has been the nation's foremost program of character development and values-based leadership training for youth. The program encourages youth to pursue their special interests, make new friends, develop leadership skills, and give back to their community. Scouting annually serves the needs of nearly 5 million youth. Learn more about Scouting at www.scouting.org.

###

This identifies the end of the release.

Special instructions for the media only

Editors Note: If you would like to review pictures or to read journal entries while Range is on the expedition, please go to www.xxxxxxxx.org. Special arrangements can be made to speak with the Scout by calling XXX-555-1212.

MEDIA CONTACT SHEET

Name of Newspaper/Magazine _____

Mailing Address _____

Delivery Address _____

Contacts:

Editor _____ Phone: _____ E-Mail _____

Reporter/Columnist _____ Phone: _____ E-Mail _____

Reporter/Columnist _____ Phone: _____ E-Mail _____

Reporter/Columnist _____ Phone: _____ E-Mail _____

News Desk Fax _____

Publication day Deadlines _____

Notes:

UNIT PUBLICITY PLANNING CALENDAR

Month: _____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Month: _____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Write in newsworthy events for the coming year.
 Work backwards to determine the best dates to create and mail news releases and Media Alerts.