



unit

public relations

Spread your good news

Let community leaders know what you do for your community

Improve recruitment

Increase fundraising

Share the values of Scouting!

what's the point?

Ask the right questions - but don't forget the basic questions.

Contact your sources.

Do additional research.

Familiarize yourself with the media list.

Write a press release for the event. If no one knows, no one will care!

Send a media alert right before your event takes place.

handling media coverage

Consequence.

Educates and informs; is important to lifestyle or ability to cope; has a moral or social importance; is "should know" material

Interest.

Is unusual, entertaining, has human interest, arouses emotions or would cause people to talk about it

Timeliness.

Is current; is a new angle on events or a new trend

Proximity.

Pertains to local issues, trends or events

Prominence.

Concerns famous people, famous events; has received other media coverage

Conflict.

Concerns verbal arguments or physical fighting that shows opposing points of views on social, economic, political or cultural issues.

what is news?