

## Press Release Strategies

The media can be very helpful in building awareness of your Cub Scout Joining Night efforts. Here are some tips and ideas for building coverage of your event and a customizable template for your unit's events.

### Tips and Ideas for Building Media Coverage

- **Target your audience.** Make a list of the best media outlets to help you reach the parents of Cub Scout-age youth in your community.
- **Develop a media contact list. Always send your media releases to a specific person.** Develop a list of reporters and editors who cover events like yours. Find the best contact person by reading the newspaper or paying attention to radio and television broadcasts. Make a note of the reporters who cover Scouting-, youth-, family-, or community-related issues. If you are still unsure of the appropriate contact person, call and ask.
  - Include the following information for your media list:
    - Name of assignment editor(s)
    - Name of reporter(s)
    - Phone number
    - Fax number
    - E-mail address
- **Develop a news release.** Remember that reporters are busy people; therefore, a one-page press release about your Joining Night would be ideal.

- **Grab their attention.** Choose a catchy, easy-to-read headline for your news release.
- **Include all the pertinent details.** Be sure your release includes the *who, what, where, why, when,* and *how* of your event.
- **Tell them whom to call.** Include the name and phone number of the contact person so the reporter can follow up.
- **Proofread your release.** It is important that at least two pairs of eyes look over the advisory to ensure it's accurate and free of grammatical errors.
- **Timing is everything.** Your release should be distributed to local media outlets at least a week before your event. Releases for weekly publications should be sent at least two weeks early. If you are unsure of how much time your local newspaper or radio or television station will need, simply call and ask.
- **A picture is worth a thousand words.** Photos are an excellent way to tell your story. Choose fun action shots that best depict Cub Scouting in your community.
- **Always say thank you.** Always send a brief thank-you note to the reporters and editors telling them how much you enjoyed working with them.

### **Press Release Template**

Use the following template to develop press releases for your community.

**Press Release Template  
(For Pack Use)**

**For Immediate Release**

**(Contact name(s))  
(Contact phone number)**

**Join the Fun! Join Cub Scouting!**

(CITY, CT)—Cub Scouting wants you! Now is the time to join the fun and excitement of America's foremost youth program for boys—Cub Scouting. A sign-up night will be held at (time) on (date) at (location). Fliers with additional details will be distributed at school.

Designed for boys in Grades 1 and up, Scouting combines outdoor activities, sports, academics, and more in a fun and exciting program that helps families teach ideals such as honesty, good citizenship, and respect.

The Boy Scouts of America is composed of more than 1.27 million volunteers working together for the sole purpose of helping its more than 3 million youth succeed in life.

For more information (contact name, title and phone number.)

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