

# PRESS RELEASE STRATEGIES FOR PACKS

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The media can be very helpful in building awareness of your Cub Scout roundup efforts. In this section, you'll find tips and ideas for building coverage of your event, guidelines for developing press releases, and customizable templates for unit, district, or council recruiting events.

## *Tips and Ideas for Building Media Coverage*

1. **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.
2. **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

3. **Develop a news release.** Remember that reporters are busy people; therefore, a one-page press release about your roundup would be ideal.
4. **Grab their attention.** Choose a catchy, easy-to-read headline for your news release.
5. **Include all the pertinent details.** Be sure your release includes the *who, what, where, why, when, and how* of your event.
6. **Tell them who to call.** Include the name and phone number of the contact person so the reporter can follow up.
7. **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.
8. **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.
9. **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.
10. **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 Templates*

Use the following format and three templates to develop press releases for your community.

## **GENERAL PRESS RELEASE FORMAT**

**For Immediate Release**

**(Contact Name(s))  
(Contact Phone Number)**

**Headline** – One sentence. Be creative. Use proper title case, capitalizing every word except for “of,” “it,” “the,” “a,” “an,” and “from.”

(CITY, STATE, Month, Day, Year) – Grab their attention with a strong introductory paragraph that includes who, what, when, where, why, and how.

Put the body of your press release here. Expound on the information in your introductory paragraph. Include quotes from volunteers, parents, and youth.

The body of your press release should contain more than one paragraph. The final paragraph should restate and summarize the key points of your news release. You can also include details on your roundup.

Include a short background on Scouting and your council.

For additional information, contact (include contact information here)

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