Roundtable Membership Moment

Press Coverage for Community Service

How many of your units perform some type of local community service? (Wait for hands.)

Now, how many of you send a press release to your local newspaper or online news service before or after the event to get news coverage)? (Wait for hands.)

More than half of prospective Scout parents do not know Scouting still exists. Positive publicity will help your unit and Scouting in your area.

Assign a parent who is not actively leading your event to contact news organizations. Take a few photographs with a phone and write up a short synopsis of what the unit did, when they did it, and send it to the online or print newspaper in your community. Include contact information so a reporter can follow up. Most media have online places to post stories.

Press coverage is one way we can keep Scouting in the forefront of everyone's minds and let them know that we are out there helping the community on a regular basis. Press coverage can also help with your recruiting activities, especially if you put your contact information at the end of the press release. People may want their children involved in a character and citizenship building program that teaches service and then contact you about joining.



Press releases are easy to write. There are numerous examples on the internet or you can enlist an Al app!

(Note: Consider preparing for this Membership Moment with a handout of local news outlets present in your community and their contact information.)