

Greater Pittsburgh Council
SCOUTING FOR STORIES
 The Case for Positive Publicity



BOY SCOUTS OF AMERICA

1. **The media (news, entertainment, advertising) is THE most powerful institution** in American society today. It's arguably more powerful than government, religion, business, even our families...because it informs and influences all of them.
2. **In order for Scouting to grow**, new families and youth need to understand the program's value and relevance. Parents and kids are busier than ever. We need to cut through the clutter and sell the benefits of getting involved in the BSA.
3. **Because of the media's power** and Scouting's need to grow, an important way to learn about the BSA can and should be through **positive publicity**, especially grass roots (local) PR.
4. **News organizations large and small** constantly need good stories, and help in finding them.
5. **Your neighbors are interested** in how Scouting has a positive impact in our community. There's plenty of news about bad behavior and poor choices—Scouting's story is uplifting.
6. **Visibility:** We meet in church basements, camp in the woods and often do community service out of uniform, so Scouts are less visible to the general public.
7. **Many reporters and editors** often perceive Scouting stories as "soft" news (translation: less important, lower priority). However, the chart below would indicate otherwise.

	Top Media Issues	Scouting Activities and Stories
1	Child obesity	Personal fitness; nutrition, exercise- hiking, swimming, bicycling
2	Alcohol/Drug abuse	Participation in school/community/unit anti-drug programs
3	Emergency preparedness	Disaster training w/ Red Cross, first aid/lifesaving skills
4	Leadership training	Leading patrols, running meetings, planning events
5	Character development	Learning and living the Scout Oath and Law
6	Family values	Family Life badge; "We do something to do together that's fun."
7	Diversity/tolerance	Helping Scouts with physical and mental disabilities
8	Environment	"Leave No Trace" training
9	Community service	Good Turn projects- Katrina relief, Eagle projects
10	Youth achievement	Merit badges/rank advancement, popcorn sales
11	Outdoor safety	Learning how to use a saw, ax, knife; campfire cooking
12	Mentoring	Ongoing need for adult leaders and their impact on young lives
13	Civic involvement	Citizenship training, flag ceremonies
14	Faith formation	"A Scout is reverent"; benefits to chartered orgs like churches

Success Stories in local media - 2006

New Scouting for Food record, Troop 215's 100th Eagle Scouts, Race to Cub Scouting radio & TV interviews, Catholic Leadership hike at Philmont.

Calling all Conestoga Storytellers

Do you know about Scouting stories you'd like to see in the news? Would you like to help? We are looking for stories as well as a *Conestoga District Publicity Coordinator* & team.

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