



# 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?**