



Narragansett Council - Scouting America Local Media Kit

Purpose: This kit is intended to guide Scouting engagement with the media, both locally and statewide. Individual troop leaders are encouraged to engage with local newspapers and reporters about the activities, projects, and exciting accomplishments happening in their troops. This kit is intended to help facilitate that.

How to Use:

1. Identify notable announcements or projects for possible media coverage.
2. Use the table in Page 2 to determine the most appropriate/effective course of action.
3. Fill in the highlighted boilerplate language in media advisory/press release template with Troop-specific information.
4. Send to local outlets where Troop is located.
5. *Please reach out to Chasity Chatham (Chasity Chatham (Chasity.Chatham@scouting.org) and/or the Narragansett Council's communications consultants, Liam Collins (lcollins@nharbor.com), if further support is needed beyond this kit.*

The following content is outlined:

1. When to Engage with Local & Regional Media and What to Include
2. Key Messaging
3. Sample Media Advisories, Press Releases and Templates
4. List of Local Media Contacts

When to Engage with Local & Regional Media and What to Include:

Type of Event	Media Timing	Recommended Actions
Public Events	• One-two days before the event.	• Send <u>media advisory</u> or email to local media, including who, what, when, where, and why.
Private Scout Events	• After event	• Send a <u>press release</u> after the event. Include pictures and videos, if available.
Community Service Events	• One day before the event	• Send <u>media advisory</u> or email to local media, including who, what, when, where, and why.
Major Achievements	• One-two days before an announcement, if one is being held. • After the full details of the announcement are available.	• Preview any public announcements with a <u>media advisory or email</u>, including the basic who, what, where, when, and why. • Send a <u>press release</u> after full details of the announcement are available. Include pictures and videos, if available.

Key Messaging: *Incorporate these lines, key words, or phrases into your releases and content to stay on brand.*

Scouting Fosters:

Friendship	Lifelong bonds through teamwork and shared adventures.
Life Skills	Practical skills that prepare youth for the future.
Self-Reliance	Confidence in overcoming challenges and problem-solving.
Fun & Adventure	Exciting activities that engage and inspire.
Personal Growth	Encouraging independence, responsibility, and self-improvement.
Leadership Development	Teaching young people to lead and mentor others.
Community Service	Instilling a sense of civic duty and giving back.
Diversity & Inclusivity	Welcoming all backgrounds to create a stronger, united community.
Outdoor Exploration	Hands-on learning in nature, away from screens.

Opportunities in Scouting:

Camps & Outdoor Adventures	Explore nature, build resilience, and develop survival skills.
Merit Badge Programs	Engage in unique skill-building activities.
Leadership & Service Projects	Make a lasting impact in communities.