

**Pack News Release:**  
**Cub Scout Pack [number] Wants You!**

Pack [number], chartered by [name], joins with America's favorite cool cat Garfield to invite you and your son to become a part of one of America's leading values-driven organizations. The Cub Scout program is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Cub Scouting combines fun with educational activities and lifelong values. It also helps parents to help their boys strengthen character, develop good citizenship, and enhance both mental and physical fitness. In addition, the program provides boys with positive peer groups and tools to shape their future.

In Cub Scouting, boys learn ideals like honesty, bravery, and respect. These values help boys make constructive decisions throughout their lifetimes and give them the confidence they need to grow and develop. According to a recent study conducted by Louis Harris & Associates, "Character may be defined as the 'willingness to do what is right, regardless of circumstances.' Cub Scouting teaches boys what is right, in part by encouraging them to reflect on lessons learned through Cub Scouting activities."

Pack [number] will be hosting a recruitment campaign. [Details of event]. Join us for more information. Garfield will be bringing his buddy Odie and encourages every boy to bring a buddy, too.

Cub Scouting: Everything you could want for your son and more.

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## **Pack News Release**

### **Is Your Child Learning Your Values?**

Do you want your son to grow up to be self-reliant, dependable, and caring? Is it important to you that he learns traditional values such as honesty, trustworthiness, and respect for others and the environment?

If you answered “yes” to either of these questions, then you should check out what Cub Scouting has to offer boys in first through fifth grades. Pack [number], chartered by [name], joins with America’s favorite cool cat Garfield and his buddy Odie to invite you and your son to become a part of one of America's leading values-driven organizations. The Cub Scout program is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Pack [number] will be hosting a recruitment campaign, and Garfield encourages all boys to bring a buddy. [Details of event]. Join us for more information.

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## Pack Marketing Tip Sheet

- Find out what reporters, photographers, and other news professionals need to put a story together, and what the Boy Scouts of America can do to make that task easier.
- Examine the media in your area regularly to determine what types of stories and photos are used.
- Before sending a news release, check with local media for lead times.
- Invite local reporters to Boy Scout activities to experience Scouting firsthand. Remember to brief youth, so they can answer a reporter's questions with confidence.
- Ensure that media correspondents or contacts know how to reach you. Be sure to respond promptly to reporters' inquiries.
- Don't be afraid to thank or compliment a reporter on a well-written story. You may want to mail holiday thank-you messages to all media outlets that have written about or visited your council, or have a youth or pack send a note. You may also want to consider giving awards to reporters and news outlets that go above and beyond the average in their coverage of Boy Scouts of America events and activities.
- Don't forget to send news releases to nontraditional media outlets such as religious institutions or educational, community, or corporate newsletters.
- Follow these pointers when working with your local newspaper:
- Inform the media of your story through a news release. Submit a story about a scheduled event about one to two weeks before the event.
- Get the reporter's attention. Begin with the realization that you might be only one of dozens of publicists trying to reach a reporter that day. Be creative. Be concise. Be informative. If you send creative material to prime the media contact, your call stands a better chance of being well-received.
- Keep selling the story. Newcomers sometimes become so flustered when a reporter listens to them, they forget to sell the story. Once you have the reporter's attention, sell. Run through a list of different possible story angles when you are on the phone, or use bullets to highlight different angles in your story.
- Get a commitment for the next step. If you get a "maybe" because the reporter doesn't know enough, keep pitching. If you get a "maybe" because your contact doesn't want to schedule the story yet, make a note to call back. If a reporter asks for more information, take it as an expression of interest and get the information to him or her right away.
- Work the local angle. Look for a local angle, or "hook," in every story and make sure the appropriate bureau knows about it.
- Think photos. An interesting photo takes planning, or luck. You can't count on luck, so you must plan. If you're pitching an event, be sure to pitch the photo desk, as well as the reporter.

- If you are calling the managing editor or reporter assigned to your story, Monday mornings usually are the best and most efficient time to reach him or her. When you become familiar with the reporter's deadlines, be careful not to call during that busy time. Remember that you are not the only person pitching a story idea to the reporter. Other callers are trying to sell their story idea also.
- Avoid fax pollution. Fax only important messages.
- ““No” means “no.” Don't persist; be polite. Don't take it personally if a reporter may be too busy to do your story right away. Follow-up by sending your own photos and news release. Save your energy for the next time you have a story to pitch.
- Send copies of news releases and clippings to your local council's public relations director.
- Thank the reporter. Send a personal note after the story runs. Don't say “thank you” as if the reporter did you a favor. Acknowledge the reporter for doing a good job in covering the topic.

### **Alternate Publicity Instruments**

- Letter to the editor. A simple, straightforward statement, written to the editor of your local newspaper.
- Op-ed page: “Opposite the editorial page.” Some newspapers use this page to print reader opinions and articles by columnists.
- Send news releases to local business newsletters and community bulletin boards.
- Speak formally at your chartered organization, as well as informally with parents, friends, and co-workers on behalf of your council.
- Decorate a float for Tiger Cubs, Cub Scouts, and Webelos Scouts to ride on in your local parade.
- Set up booths at trade shows or fairs. Provide information that visitors can take home with them.
- Hang posters and fliers in places where boys and parents will see them.
- Deliver pancakes to local radio personalities on a chosen day. The radio personalities could talk about Cub Scouting. Give the personalities a flier listing details of the recruiting program or an upcoming event.
- Word of mouth can be your best marketing tool. It is a free and effective method of spreading positive messages. So, how do you do it?
  1. The best place to start word-of-mouth marketing is inside the unit. Sparkle originates internally; enthusiasm starts in your pack.

2. Enthusiastic volunteers attract and sustain positive attention at civic, social, and industry functions. Create positive energy, and people inside and outside the organization will feel it. Enthusiasm is a powerful persuasion tool.
3. Share your excitement with people. They will want to know what you are so excited about and will want to learn more.
4. Encourage everyone associated with the Cub Scouts to be informed, enthusiastic, and anxious to tell everyone about the fun and benefits of Cub Scouting. Maybe ask the following question at a pack meeting: “Who have you told about Cub Scouting this week?”
5. Ask everyone you know to pass along a good word about Cub Scouting.
6. Smile!