



SQUARE KNOT NOTES

From your Sam Houston Area Council Commissioner Team

Monthly Edition

April 2008

Scouting News is Great News!

Who doesn't enjoy reading a positive news story about Boy Scouts at an exciting Camporee? A photo of Cub Scouts and their families having fun at a Pinewood Derby captures the attention of neighbors and friends. Reports of local Scouts providing community service are always newsworthy. Packs, troops, teams, crews, posts and ships have the unique opportunity to promote the goodwill of Scouting and reinforce the BSA image by sharing the good news of the Scouting program with the people in our neighborhoods and communities.

Sam Houston Area Council Scouting in the News Award



One of the best ways to share Scouting stories with our community is through our local media.

The **Scouting in the News Award** is given to Sam Houston Area Council units once they have collected published articles about their unit. These articles should feature their unit in local newspapers, newsletters, on the radio or even television.

Twelve points are required to qualify. News articles and radio coverage receive one point each. Articles with photos, and photos with captions or TV stories count for two points.



Information about the award and the award form can be found on the SHAC website at www.shac.org/Home/DistrictSites/PRinNewsAward/

Enjoy this issue of Square Knot Notes. If you have a question about this topic or any of the Square Knot Notes, contact us at: squareknotnotes@comcast.net

Your Unit Commissioner is: _____

Contact Information: _____

Unit Public Relations Person



Publicity can be the responsibility of a unit leader or parent. A job description for this responsibility is:

- ❖ Develop relationships with local media people (newspaper editors, station managers, news room and on-air talent, etc.)
- ❖ Look for ways to tell the Scouting story. Consider newspaper articles and photos, radio PSA, local access TV channels, public bulletin boards, posters, community newsletters, church bulletins, and charter organization websites.
- ❖ Learn to write news releases for print and on-air use, public service announcements and other methods to communicate to the general public.
- ❖ Submit articles or news items to the local media outlets on a regular basis (at least monthly) throughout the year.

Don't forget to submit copies of local Scouting news to your District Executive or District Publicity Chairman.

Read All About it!

Access the latest Sam Houston Area Council news at the **Press Room** on the council website at: www.shac.org/Home/AboutSHAC/PressRoom/

Learn about SHAC Scouts and former Scouts as they take the traditions and values of Scouting around the world at **Scout Speak**. www.shac.org/Home/AboutSHAC/ScoutSpeak1/

Check out **Scouting in the News** on the BSA national website at www.scouting.org/Media/ScoutingInTheNews.aspx

Enjoy locally produced Scouting TV and radio spots at www.buildingstrongvalues.org/

**"To Improve the Quality of Program for Scouting
in Every Unit in America"**

