

...Shouting for Scouting

Making the most of media



Young

Spokes

Person's

Guide

Getting yourself noticed in 10 easy steps

Prepared by Luton Scouts Media Team © 2019

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All the images in this booklet have been set at 40 to 60 mm, the width of one column used in our local newspapers. It is the likely print size for your masterpiece.

Each one shows you how important it is to have bold, exciting and close-up shots and to avoid the crowd scenes.



... Why bother?

Being featured in the local paper, on local radio or television has enormous potential for your Group or Unit—or it could be a bit of an embarrassment. This material is designed to help you project a positive and high profile image of Scouting in your local area whether that is a village or town. By following some simple advice you can begin to 'educate' your local community into thinking positively about the Scout Movement. Once you start to raise your profile, you will be in a better position to recruit new Members and adult volunteers, raise funds and generally gain more support from the community.

Who is Shouting for Scouting for?

Shouting for Scouting has been designed for all Scout Groups and Units to help them work effectively with their local media. Whether you have a small Group or a well-established 'Super-Group', the tools and techniques described in this material will be of benefit.

How to use Shouting for Scouting

This resource is divided into several sections that can be used in isolation to help you with specific issues, or used together as a total package. It has been designed and written as a working toolkit by media professionals. Use it as a practical aid to help you build a good working relationship with the local media. You won't see the benefits straight away. It doesn't work like that. Just keep plugging away and suddenly it will all click.

Further copies can be downloaded from the local website at www.lutonscouts.org.uk/members.

... 1. *Blowing your own trumpet*

1.1 Some key points to remember

When you are working out what to say to your local community about Scouting you will find it helpful to consider the following points:

- ◆ Many of the things your Group or Unit does as part of your normal programme have potential to be positive and newsworthy. Raising money for other charities, investing new Members in unusual places, taking part in challenging activities or taking part in camps can all be good stories given the right treatment.
- ◆ Your local community may have a strange view of what Scouts do. With some simple thought and a little preparation, you can use the media to lift the curtain on that mystery and give your Group or Unit a higher local profile.
- ◆ Local newspapers and radio always need material to fill column inches and airtime. If you present what you have to offer in a positive and professional way, they will be interested in what you have to offer and add you to their list of trusted contacts.

1.2 Give them the facts

A good way to start generating positive news about your Group or Unit is to compile a list of activities you have taken part in last year. Quote these when you work with the local media. You won't need to use all the facts but every time but you can mix and match what you include. Here are some examples:

- ◆ How many nights your Scouts spent under canvas during the last year
- ◆ The total number of badges your members gained last year
- ◆ Any overseas expeditions, where and how many took part
- ◆ Total funds you raised for charity
- ◆ The different activities undertaken in the last year
- ◆ How many members in the Group/Unit split between male and female
- ◆ How many years have you been in existence
- ◆ Unusual places members have been invested
- ◆ Do you have a waiting list and how many places do you need to fill

... 2. Generating positive news

2.1 What makes a good story?

Editors and producers want to interest, entertain and inform their readers or their audience. Therefore, anything interesting, unusual or amusing has the potential to make a good story. Things to look out for are:

- ◆ Human interest: stories about people are always popular. E.g Scouts who have gained an award through an act of bravery
- ◆ An unusual activity or event: this could be an attempt to break a record or an unusual fund raising event, for example
- ◆ Important people: stories about celebrities and VIPs make good copy. Do any of your Scouts have a famous relative, for example?
- ◆ Size: money or numbers always attract attention. Have you just opened a new section or reached a milestone in your history
- ◆ Success: Promote achievers such as Queen's Scouts or swimming gala winners. Have any of them overcome a disability to do well?

2.2 How to package it positively

- ◆ Once you have decided what your story is about, think carefully about how you are going to package or present it to hard-bitten journalists
- ◆ The usual images of investitures, cheque or badge presentations and parades do absolutely nothing to enhance the image of Scouting.
- ◆ Take the time to think of interesting ways to show what you are presenting. Use your imagination. Think positively—think image.
- ◆ See images below and on the facing page.



... 3. The power of pictures

3.1 *Be your own press photographer*

Local newspapers have very limited resources. Few have access to photographers they can use for community events. Editors, therefore, welcome any good quality photographs you can supply. In many cases you can get passable images from iPhones. Better quality is possible from compact or SLR cameras. Aim to provide an image size of about 1.0Mb that is sharp.

3.2 *What makes a good image?*

To project a positive image you must think carefully about the content of your photographs. Forget about the 'grip and grin' shot of cheque and award presentations and look wider. Think of how you would like people to see you and Scouting.

Editors would much rather see an action shot of people enjoying themselves and taking part in different and fun activities. This creates a far better image than people standing stiffly in a line or at an award ceremony.

Whatever your Groups or Units do and wherever they go make sure you have a camera with you. Then on your return send a selection to your local newspaper along with a press release.

Ask yourself the following questions about your images:

- ◆ Do they promote a positive, exciting and interesting image of Scouting?
- ◆ Would they encourage your local community, potential supporters and recruits to see Scouting as a dynamic organisation?

3.3 *The five point image plan*

- ◆ Move in close (One person can make the story)
- ◆ Take natural action
- ◆ Get down to eye level (useful for small Beavers)
- ◆ Use fill-in flash to lighten dark areas (good for backlit shots)
- ◆ Choose unusual angles (very high or very low) for occasional shots



... 4. Writing the Press Release

4.1 Content

The easiest way to learn how to write a press release is to grab a copy of your local newspaper and see how they do it. You will see that the most important details are given first. If you were to read only the first paragraph, or even the first sentence, you should be able to tell what the story is all about. The same method is used for press releases. Simple isn't it?

Think of it as an inverted triangle.

The first sentence can make or break your release so spend time getting it right. The bare bones of the story should be covered in the first paragraph. Then follow with less important details.

4.2 The big six

Your release must be able to answer the big six:

- WHAT** are you promoting?
- WHERE** is it taking place?
- WHO** is involved; how many?
- WHEN** is it going to happen? When did it happen?
- WHY** are you making the effort (funds, adventure, challenge)?
- HOW** did it happen including anything unusual or record-breaking?

These points must be covered in the first paragraph of your press release. Any other information such as quotes from a leader or young person should then form the rest of your release. (See the example alongside and at End bits.)



... 6. Making movies

The sixty second movie

People like movies. They tell them a story quickly and often involve them in the subject matter. Don't underestimate the power of movies. In sixty seconds you can include as many as a dozen key issues and leave your viewers wanting more.

Preparation is key to making a movie that gets noticed. In one minute you can speak about 100 words of dialogue but in a movie you have a chance to do that and include around 25 moving images.

Here are the three key steps to making movies that get noticed:

- ▶ Decide the subject
- ▶ Choose the crew (cameraman, director, presenter)
- ▶ Prepare a storyboard.

Your camera can be chosen from any one of several from iPhone to compact to professional. Use a tripod if you can so that the only moving feature is the presenter or the activity.

Like still images, use eye-catching effects to give your movie dynamism. These are some tips:

- ◆ Be sparing with the dialogue
- ◆ Use short clips (5 seconds or less) to keep your viewers interested
- ◆ Move in close to capture the action
- ◆ Try to avoid too much panning. Let the action speak for itself
- ◆ Reshoot any fluffs (unintended actions or dialogue!)
- ◆ Make sure your movie has a clear beginning, middle and an end.

And that's all there is to it!

There's a blank storyboard in the end bits and an example below.

An example storyboard about making a storyboard!



... 6. New technology (body & head cams)

So, you want to make really punchy videos that will thrill your audience. Today, new technology allows you to do just that, and how!

A bodycam or headcam takes you right into the action. Think *Star Wars* or *James Bond*.

6.1 Head and bodycams

Head and bodycams give you the ability to take pictures of the action from the participants point of view. The images they take have a startling authenticity about them that make them exciting and eye-catching. You are literally part of the action.

They work on the same principle as still or video cameras and can be programmed for either. Just be sure to buy one with a waterproof housing if you intend to take water-borne shots!

They range in price from £100 to £400 and come with a head or body mount you can use to keep your hands free.



A headcam shot of Scouts canoeing makes you feel you are part of the action..

Image courtesy of The Scout Association.

... 7. Our mighty local media

The media is big business. Every day over 300 news items land on the desks of editors and radio and TV producers in your local region. So how do you get noticed amongst all that traffic?

7.1 *Increasing your chances of success*

- ◆ Get to know your local media contacts and keep them up-to-date with what you are doing. Most will have a Facebook or Twitter link where you can post messages of what is happening to Scouts in your area.
- ◆ Produce a list of:
 - Local newspapers
 - Local youth or community publications
 - Parish newsletters
 - Local Government web site links
 - Local radio stations including community channels
 - Local TV stations including community channels
 - Local media contacts (see directory template in End bits.)

7.2 *Be prepared*

- ◆ Make sure you meet local press deadlines
- ◆ Have all your key messages ready to hand and know your facts
- ◆ For radio or TV interviews have three clear points to get across and discuss the questions beforehand.
- ◆ Keep a record of those articles that get published so that you know what is likely to be popular.

7.3 *Stay up-to-date*

- ◆ Keep up-to-date with your list of contacts. Check it at least every six months.
- ◆ Make sure your local Scouting facts are current. After the annual census bring your local data up-to date.

Quick tips

- ▶ Send press releases by the deadline (Monday for a Wednesday weekly)
- ▶ Follow up with a phone call or an e-mail
- ▶ Don't use jargon. Say Scout Leader or adult volunteer not ADC or ESL.
- ▶ Use quotes in your press release. Prepare a list of favourites beforehand.
- ▶ If your story gets into print send a Thank you note to the reporter. They enjoy praise like the rest of us!

... 8. Your YSP role

8.1 Job description

As a YSP your role will be to support the District Media Manager in making sure there is a regular supply of good Scouting stories in the local press. There is a full Job Description in The End Bits but these are some of the personal qualities you should have:

- ◆ Obvious enthusiasm
- ◆ Ability to talk and write about your Scouting experiences
- ◆ A keen eye for the out-of-the-ordinary photograph
- ◆ A good knowledge of Scouting and its world wide appeal

8.2 The search for a good news story

A calendar of events is a useful place to start. Take a look at your section or Group's programme and list those activities you think would promote an exciting and modern image of your Group.

Most PR works on the 'trickle' or 'drip' basis, which means regular news stories rather than one big push and then forget it. Start by identifying and promoting one exciting activity or event to the media every month. It's amazing what impact this will have.

8.3 Maximising coverage

When you have your activity, think about how to gain maximum exposure. Some events will offer you the chance to publicise more than one story. For example:

Camps/expeditions

Before: The announcement, training and preparation

During: Camp or expedition itself. Where did you go? What did you do?

After: Your return perhaps grubby and tired but triumphant

Awards

Before: Requirements of the award

During: Training, working towards it, preparation

After: You've got it! Make sure you avoid a 'grin-and-grab' shot

Fund raising

Before: Announce the campaign. What is the money for?

During: Cover the event itself (a sponsored hike or community event)

After: Announcement of the results and how you spent the money.

Also be alert for the eye-catching story. Saving a life, overcoming a disability or taking on a Guinness World Record challenge are three examples. These will have a national news value that will excite even the most hard bitten reporter.

... 9. So does it all work?

You've heard the theory. Hopefully this has convinced you of the importance of Shouting for Scouting. If not, take a look at these real examples of effective local and national media work that give a positive, exciting image of Scouting to their local communities. Good isn't it?

9.1 Examples of good publicity




Daily Mirror December 17, 2014
 Link to any Duchess of Cambridge image and you can almost guarantee coverage.



Biggleswade Chronicle May 16, 2014



Luton News August 12, 2015



Luton News November 29, 2006

9.2 ... more publicity



Footnote: Note the typo in the Duchess headline!

... 10. The end bits


In this section we have given you a range of useful templates and guides. There is also a list of links to other internet sites where you can get information on helpful topics for media people. Also included is a list of the responsibilities for those wanting to branch out as a YSP or Media Manager.

- ◆ Sample Press release
- ◆ Blank Storyboard
- ◆ List of useful internet links
- ◆ Sample media directory log
- ◆ YSP Job Description

Sample Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE



IT'S TOUGH BEING A SCOUT

Luton Scouts Media: 28th February 2016

Three teams of Explorer Scouts and their leaders from across Luton have just taken part in the toughest, long distance winter hike across Southern England the organisation has ever seen.

Two teams of young people aged 14 to 17 and a team of three adult leaders were among a record 400 participants from across the UK pitting their wits against the elements in the annual Southern 50 hiking challenge through the Chiltern Hills around Oxfordshire and Buckinghamshire. The team captains were Jerome Doyle for the Scout Leaders who hiked 50Km, Explorer Scout Nathan Saunders (16) for the 30Km team and Oskar Blake (17) for the 50Km Explorer Scout team.

The Southern 50 is a winter hiking competition where teams of Scouts and adults (102 teams in all) take one of three routes of up to 50 miles which must be completed in under 24 hours.

Georgia May, a 14-year old Explorer Scout from the Lea Valley Unit in Luton said, "I was thrilled to take part in the Southern 50. It was an exhausting challenge with knee-deep mud and squally showers all the way. I couldn't believe it when it started to snow."

Georgia's team of four didn't quite make it in time but another Luton team led by 16-year old Explorer Scout Nathan Saunders completed the shorter 30Km route in 8 hours 56 minutes to come in 9th. Nathan said, "Everyone seemed to have a smile and a laugh despite the pain in the legs. We were helped along by other teams when we got into difficulties. The second they saw us at the finish they cheered us on. We even managed to run the last few metres. It may be tough being a Scout but I'm definitely taking part next year."

Chief Scout Bear Grylls said: "I think it's so hard for young people to get out and experience the great outdoors. It can be quite an intimidating place. Lots of people don't know about the natural world outside their front door. Scouting provides a safe way to explore the outdoors.

"They're going to have an adventure, but they're going to do it with people they know and trust and they're going to be looked after."

To find out more about Scouting in Luton or to join the adventure near you visit:
www.lutonscouts.org.uk or Facebook: Luton Scouts or e-mail: enquiry@lutonscouts.org.uk.

ENDS

For further information contact:

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E: mediamanager@lutonscouts.org.uk

Captions

1. Explorer Scouts Nathan, David, Matthew and Megan
2. Explorer Scouts Oskar, Luis, Kyle and Georgia
3. Leaders Steve Gaunt, Clover Heather and Jerome Doyle
4. Nathan, David, Matthew and Megan stop for a breather in the rain

► **Blank storyboard**

STORYBOARD SHEET

	Shot No./Type of Shot/Camera Movement	Dialogue – Sound
Edit/Length of Shot		
	Shot No./Type of Shot/Camera Movement	Dialogue – Sound
Edit/Length of Shot		
	Shot No./Type of Shot/Camera Movement	Dialogue – Sound
Edit/Length of Shot		
	Shot No./Type of Shot/Camera Movement	Dialogue – Sound
Edit/Length of Shot		
	Shot No./Type of Shot/Camera Movement	Dialogue – Sound
Edit/Length of Shot		

▶ *List of useful internet links*

Here are some useful internet links to information about general and Scout Media both national and local. The local links are for the Luton area. Similar links will be available in other parts of the country.

▶ *General links*

- ◆ Data protection: <https://ico.org.uk/privacy>
- ◆ Privacy: <https://scouts.org.uk/privacy>
- ◆ Scout POR: <http://members.scouts.org.uk/por>
- ◆ Insurance: <https://scoutinsurance.co.uk>

▶ *Scout media links*

- ◆ HQ media: <http://scouts.org.uk/media-centre>
- ◆ Images: <https://scouts.org.uk/supportresources/3095/photography>
- ◆ Luton Scouts web site: <http://lutonscouts.org.uk>
- ◆ Luton Scouts Facebook: <http://lutonscouts.org.uk/facebook>
- ◆ Luton Scouts Media Manager: mediamanager@lutonscouts.org.uk
- ◆ Recruitment: enquiry@lutonscouts.org.uk
- ◆ Luton Scouts Privacy Policy

▶ *Sample media directory log*

Feed your local town into the search engine of Wikipedia and you will be rewarded with a wealth of information about your locality. It's the easy way to collect data for your media directory log.

Take Luton, for example. The site tells us that Luton is a multicultural community with a population of 203,201 at the census in 2011.

More important, the section on Media lists a range of print, radio, TV and web contacts that can form the basis for your log. Here are some examples plus others from around the region:

▶ Print

Luton News, deadline Monday morning for Wednesday.

Dunstable Gazette, deadline Monday morning for Wednesday.

Leighton Buzzard Observer, deadline Friday morning for Tuesday.

Herald & Post, free weekly distributed every Thursday, deadline Tuesday morning

Contacts: Olga Norford, Editor; Lynn Hughes, Dep Editor; Steve Sims, Content editor.

E: editorial@lutonnews.co.uk; T: 01582 700666

The Vine, Leighton Buzzard. Published monthly deadline 15th of the month before publication. E: info@thevinemagazine.co.uk; T: 01525 222379

▶ Radio

Three Counties Radio, Dunstable. E: bhblive@bbc.co.uk T: 01582 636963

Hearts FM, Bedford. (via website)

Diverse FM, Luton. E: Ashuk@diversefm.com T: 01582 725500

Radio LaB, Luton University. E: radiolab971fm@beds.ac.uk

Inspire FM Luton. E: info@inspirefm.org T: 01582 481822

▶ Television

BBC Look East, Norwich. E: look.east@bbc.co.uk; T: 01223 259 696

ITV Anglia, Norwich. E: anglia@itv.com; T: 0344 88 14150 (option four)

▶ Local Government web site

Luton Borough Council, Lutonline. E: pressoffice@luton.gov.uk; T: 01582 547402

(Concentrate on stories that involve the Mayor, town councillors or civic dignitaries.)

▶ Parish newsletters

There are some 40 major churches listed for Luton plus around 75 others. Some produce a monthly newsletter. We recommend that you add only those churches to your log that host Scout Groups and aim your press releases to them. Try to concentrate on events that apply to their own Groups.

Role description for a ...

Local Young Spokesperson



Item Code FS

Date: 15th September 2017

Edition 3 Beds.

0345 300 1818

Title: Young Spokesperson (YSP)

Outline: To proactively promote that Scouting is 'adventure, fun and challenge' and provide appropriate information and insight to the media and other persons.

Responsible to: District Media Manager (*County/District Commissioners where appropriate*)

Supported by: Media Team, Scout HQ, United Kingdom

Main Contacts: District/County Media Managers, other YSPs, The Media (Press, Broadcast, Web) and the general public.

Appointment/Role Requirements: Module 1, *Essential Information and Data Protection (GDPR) training* must be completed and a satisfactory DBS check must be completed if person is over 18 years old. Main tasks should be completed with direction from and under the supervision of the County/District Media Manager with external support and management from the Media Team, Scout HQ, UK. These include: promote Scouting to local media, be available for interviews with reporters and VIPs and encourage Sections and Groups to appoint media contacts and supply regular Scouting stories.

Person Specification:

Requirements:

- Aged 14 to 25 Attend Young Spokesperson training session within 6 months of appointment (E)
- Reasonable knowledge of Scouting, including;
 - Association aims (D)
 - History of movement (D)
 - Personal Experience (E)
 - Current developments & trends (D)
 - Access to internet / email (D)
 - Design and writing skills (D)

Qualities:

- Enthusiastic & passionate about Scouting (E)
- Extrovert and articulate (E)
- Strong communicator (E)
- Comfortable talking with large audiences, VIPs & journalists (E)
- Ability to work in key messages effectively (E)

(D) = *Desirable* (E) = *Essential*

. . . Shouting for Scouting

Does your Scout Group or Unit have the profile it deserves? Have you been asked by Your District Media Manager to help improve the profile of Scouting in the local Community? If so *Shouting for Scouting* is for you.

Do you want your Group or Unit to:

- ▶ project a positive, upbeat image to your local community?
- ▶ Recruit more Members and adult volunteers?
- ▶ show the general public what Scouting is really about?
- ▶ get rid of the ging gang goolie image?
- ▶ form positive working relations with the local press?
- ▶ have an image that you are proud of and are happy to tell your friends about?
- ▶ get noticed?

Want to turn this . . .



. . . Into this?

