



BOY SCOUTS
OF AMERICA®

CRADLE OF LIBERTY COUNCIL

Media Toolkit

Last Updated: August 24, 2012



Overview

This toolkit is intended for use by unit leaders, district volunteers, council volunteers and council staff of Cradle of Liberty Council in order for everyone to work as a team to share the overall scouting story with the communities that we serve.

Please refer to this booklet as a guide on both policies and practices to help you best achieve this aim in regards to your scouting position.

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Contact Information

General Contact Information:

Cradle of Liberty Council, Boy Scouts of America
Council Office: 1485 Valley Forge Road, Wayne, PA 19087 Phone: (610) 688-6900

Unit/District Marketing Questions:

Nick Nowak, Marketing Staff Advisor
Phone: 484-466-6425, Email: Nicholas.Nowak@scouting.org

Media Inquiries:

Tom Harrington, Scout Executive
(610) 688-6900 Thomas.Harrington@scouting.org



Scouting for News Stories

Tips for Promoting Your Event

Tips for your new story:

- Determine which papers are best to contact about your event (use media contact list)
- Contact your local editor with at least several days lead time to schedule coverage (a general rule is to give papers one week's notice)
- If the paper cannot schedule coverage, write up your story as a press release and submit it with photos
- Send your story copy or announcement via email
- Answer the questions: Who? What? When? Where? Why? And sometimes How? when writing to or speaking with reporters.
- Submit your announcement or press release as part of the email message.
- Spelling counts, particularly scouts' names on photos (left to right)
- To protect your Scouts, don't give too much individual youth information
- Avoid using youth ages with their names
- Avoid giving specifics about where a youth lives or goes to school
- Phrase it like – "David Jones, son of Jon and Thelma Jones, earned his..." and not stating where the Jones family lives
- Always get parents' permission to use a child's name and photo in the newspaper
- Always include troop/pack number and location of where the story is taking place

Suggested Stories to Share

Consider publicizing the following events to local media contacts in your community:

- Recruitment, Sign Up and Open House Events
- Eagle Scout Projects
- Eagle Scout Court of Honors
- Pinewood Derbies
- Scout Sunday/Sabbath
- Participation in Community Events
- Unit Service Projects
- Recognition or award given to a leader for service to the community

Stories for a Bigger Audience

Some stories from units and districts are unique, large-scale or have another aspect that make them appealing to a larger audience outside of your immediate community. For example, a story of a scout saving someone's life due to his training might meet this criteria.

If you think you have a story that should be promoted throughout the area beyond your local community, please email any information you have to Nicholas.Nowak@scouting.org



Use of Photos

You cannot submit or post any photos without a signed photo release from the individuals in the photo. If minors are pictured, the release must be signed by their parents or guardians. Units should maintain a BSA Medical Form for each individual in their unit, Part B of this form includes a sufficient Talent Release Form.

An alternate Talent Release Form is available at www.colbsa.org under 'Forms.'

Tips for photos

Remember a picture is worth a 1,000 words.

- Set digital cameras for BEST IMAGE or HIGHEST QUALITY
- Newspapers use only better resolution photos (often one or two megabytes)
- Make sure lighting is good
- Avoid taking photos of people in front of windows (your subjects will be too dark)
- Use your camera's flash to light the subject
- Be sure the subject is in focus
- Use candid photos for kids actually working on a project or an activity...get close
- Use posed photos for shooting award presentations...get close to the group
- Don't try to shoot whole bodies, the papers and readers want to see faces...not feet
- Take lots of photos so you can pick the one that is best to submit (and only send one or two)
- For large group activities, don't try to get the entire group - that's just a snap shot
- For large groups, try to get a close up of a boy and parent working together or a few boys working together - that's a photograph
- Remember the saying "*a picture is worth a thousand words*"...submitting good quality photos will help to get coverage (even if it's only the photo with a compelling caption)
- Try to include pictures of scouts in their uniform
- Offer group photos of youth or volunteers working together from the same troop/pack (so image is relevant to local media)
- Always include the names and pack/troop numbers of the people in the photos



Public Relations (PR) Checklist

Here's a helpful checklist for working with the media:

The Need for News

Newspapers (daily and weekly), radio and TV stations, and online media constantly need good stories. Make sure your story is compelling.

Add Interest

Position your story; find the most interesting story angle. Think of a creative, but accurate, headline for your story.

Ask...Who Cares

Ask yourself, "What does this story mean beyond my Scout unit? What's the impact in the community?" Who will care and why?

Make it Simple

Understand the media's needs. They want interesting stories that impact or interest a majority of their readers. They may also want interviews and often want information quickly to meet deadlines. Help meet their needs as easily as possible and you'll both win.

Give More than Just the Facts

The best way to tell a story is to put a face on it. Don't just outline a Scout event or give just the fact alone, share a success story of a real Scout or person affected by your story where possible.

When to Sell the Story

Consider the timing of your stories. Mondays and Saturdays may be slower news days (but remember that any breaking news could bump your story from that day's news). Holidays are also slower times for reporters and they may be looking for stories.

Not Everything is Newsworthy

Don't bury the media in unimportant press releases. After a while, they may start to tune them out. Keep it relevant.

Who's Best to Cover the Story

Consider the best media to use to tell your story. In general, stick with just papers that cover your immediate area.

Who's the Best Contact

Encourage one person from your troop/pack to be regular point of contact for the media (refer to media list). Have this person regularly conduct an outreach on behalf of the troop/pack.

For more information, please contact Nick Nowak at the Cradle of Liberty Council. Remember, we want your story ideas!



Follow the Brand

The National Council, Boy Scouts of America has developed a number of resources to ensure that the wording, logos and other aspects of scouting are universal at all levels and locations of our organization. Review these two specific resources (available online) to ensure that your media contacts and public communication are in line with the entire Boy Scouts of America Organization.

Language of Scouting

This reference is the Boy Scouts of America's definitive resource on terms and style specific to Scouting and this organization. The *Language of Scouting* encompasses style, usage, grammar, and spelling norms observed by the Boy Scouts of America and used by the Marketing Group and Communication Services Department at the national office. These standards have been developed so that the BSA can disseminate resources and other information in the most professional, consistent, coherent, and uniform manner for all forms of communication—printed, electronic, and so forth.

<http://www.scouting.org/scoutsource/Media/LOS.aspx>

Brand Identity Guide

This is the Boy Scouts of America's official guide regarding use of logos and themes. Current logos mentioned in this guide are available at www.scouting.org/marketing along with other resources. Proper use of the current logos ensures that scouting and its programs are recognizable to the public.

<http://scouting.org/filestore/pdf/310-0231.pdf>

Social Media Guidelines

Online social media tools such as Facebook, Twitter, and YouTube have made it possible for virtually anyone with an Internet connection to create and be part of online communities where people can discuss Scouting and share stories, photos, videos, and other types of media. Although using social media is not a Scouting activity, their use to connect with others interested in Scouting can be a very positive experience. But the creation and maintenance of these channels requires forethought, care, and responsibility. For that reason, the Boy Scouts of America has developed the following guidelines to help you navigate the use of social media channels. These guidelines are a complement to the BSA's existing Youth Protection policies and training.

<http://www.scouting.org/scoutsource/Marketing/Resources/SocialMedia.aspx>

How to Write a Press Release

FOR IMMEDIATE RELEASE
DAY OF THE WEEK, MONTH, DAY, YEAR

CONTACT: NAME
PHONE NUMBER
EMAIL ADDRESS

HEADING SHOULD STAND OUT (USE ALL CAPS, BOLDFACE, UNDERLINE, USE DIFFERENT FONT)

When Used, Subheadings Should Be Written in Italics, Capitalize the First Letter of Each Word

YOUR CITY, STATE* (Month Day) – Include as many pertinent facts as possible in the first paragraph or the lead of the news release, including who, what, where, when, why and how. Stick to the facts and establish your event/announcement as newsworthy.

Present facts in order of importance, starting with the lead paragraph. Details can be spelled out in the subsequent paragraphs, otherwise known as the body of the release. Write sentences that are short and to the point. If possible, keep the release to a single page.

Include some direct quotations from spokesperson, when possible.

While writing the news release, think about what questions a news reporter might pose concerning the information, and attempt to answer them in the release.

Have the news release typed, single-spaced or double-spaced. Use Troop/Pack letterhead whenever possible. Type the contact name and telephone number in the upper right-hand corner of the first page, and the day and date in the upper left-hand corner of the first page, as indicated above.

To indicate that there is more information on a second page of a news release, type “**-more-**” at the bottom of the first page (see below.) Always type “**Page 2,**” “**Page 3,**” etc. at the top of the next page. To indicate closure of the document, type “**###.**”

-more-

How to Write a News Release/page 2

Before releasing the document, obtain approval of the release from each person quoted. Also be certain that all names in the release are spelled correctly and that all titles and addresses are accurate. It is vital to check all facts and figures for accuracy before submission.

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Editor's note: Use an Editor's note to bring special attention to important information. For example, "photo available upon request" or "complete study/document/ paper available upon request."

*The following U.S. city names should stand alone (without state:) Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas (Texas), Detroit, Houston, Los Angeles, Minneapolis, New York, **Philadelphia**, Pittsburgh, San Francisco, Seattle and Washington, D.C.

How to Write a Media Alert

FOR IMMEDIATE RELEASE

Day of week, Month, Day, Year

CONTACT: Name, Title
Telephone
Email

*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

HEADING SHOULD STAND OUT (USE ALL CAPS & BOLDFACE, LARGE FONT)

When Used, Sub-headings Should Be Italicized, Capitalize The First Letter Of Each Word

WHAT: Description of event. Include all critical information: Time, Date
Location. Re-list honorees and attendees of importance.

Describe why this is a newsworthy event.

This is your opportunity to provide background information. Using brief, but standard language about your organization will help to establish yourself.

The “what” section should be no longer than three, short paragraphs. **Media Alerts should be ONE PAGE in length.**

WHEN: Date (Day of Week, Month, Day)
Time (Designate AM or PM)
RAIN OR SHINE

WHERE: Location Name
Address (No need to designate state or zip code)

HOW: This section is not necessary, but useful if you are promoting an event that is open to the public. Use this to explain how to buy tickets or contact for more information.

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To learn more about the **Cradle of Liberty Council, Boy Scouts of America** visit:
www.colbsa.org.



Disaster & Crisis Communications

Managing the Flow of Information in a Crisis Situation

Contact Info: Tom Harrington, Scout Executive. Council Office: 1485 Valley Forge Road, Wayne, PA 19087 Office phone: (610) 688-6900

Managing Crisis Communication

Managing crisis communications is critically important to any organization, and the Cradle of Liberty Council is no exception. While individual Scout units should promote their own positive press, it's the Council's responsibility to manage all communications during a crisis

What is a Crisis

A crisis is any event or occurrence that could negatively impact Scouting, the Council or its members, or our programs. Examples could include: accident or death of a volunteer, staff or member; issues concerning national Scout policies; or any other occurrence that could result in the potential for negative press.

What to Do

The Scout Executive is the only authorized spokesperson in a crisis event.

Refer any media inquiries to the Council office: Here's how:

- Do not say "no comment" or a similar phrase. We want to work with the press to be responsive to their requests and we want to do so through our spokesperson who is thoroughly versed on responding to Scouting issues
- Say that you would "like to refer them to the person who can respond to their request".
- Give them the name and phone number for Tom Harrington at the Cradle of Liberty Council, and office phone (610) 688-6900.
- You do not want to put yourself in a position of speaking for Scouting or the Council.
- Remember...there is no such thing as "off the record". Anything you say may be "fair games" for the press to use or quote, so don't say it. The best course of action is always refer the press inquiry to the Council

Call Nick Nowak immediately to report any media contact that could result in negative press. This will provide the necessary information to begin to formulate a response before the Council office is even contacted by the media

In addition, if you become aware of any action or event that could result in the potential for negative press, be sure to contact your District Executive, Quality Unit Executive and the Council Office and advise him/her of the occurrence. Following these simple action steps will help to ensure that you and the Council respond appropriately to the media.



Media Contact List (Organized by County)

As you promote your Pack, Troop or Crew you can use this district Media Contact List for the media that covers your specific area.

Philadelphia County

Print Dailies:

Philadelphia Daily News

(215) 854-5901

<http://phillydailynews.newspaperdirect.com/epaper/viewer.aspx>

Philadelphia Inquirer

(215) 854-4500

<http://philly.newspaperdirect.com/epaper/viewer.aspx>

Print Non-Dailies:

Al Dia

215 569 4666

<http://www.aldiainc.com/>

Chestnut Hill Local

(Published Weekly)

(215)-248-8800

<http://chestnuthilllocal.com/blog/>

El Sol

215.424.1200

<http://www.elsoln1.com/>

Frankford Gazette

Email: tips@frankfordgazette.com.

<http://frankfordgazette.com/>

Germantown Chronicle & Mt. Airy Independent

(Published biweekly)

215-438-4000

<http://www.germantownnewspapers.com/Mt. Airy News.html>

Northeast Times, Star & Home News

(Published Weekly)

215-354-3000

<http://www.bsmphilly.com/>



Philadelphia Tribune

215.893.4050

info@phillytrib.com

<http://www.phillytrib.com/>

Roxborough Review

215-483-7300

http://www.montgomerynews.com/roxborough_review/

Scoop USA

(Published weekly)

(215) 232-5974

<http://www.scoopusanewspaper.com/>

South Philadelphia Review

(Published Weekly)

215-336-2500 ext. 121

<http://www.southphillyreview.com/>

Southwest Globe Times

(Biweekly paper comes out every other Thursday)

215-727-7777

globe.times@yahoo.com

<http://www.swglobetimes.com/>

Spirit Newspapers

(Published weekly)

215-423-6246

news@spiritnewspapers.com

<http://spiritnewspapers.com/index113.htm>

Sunday Sun

(215) 848-7864

Managing Editor Teresa A. Emerson taesun@philasun.com

<http://www.philasun.com/>

The Fallser Newspaper

(Monthly paper serving East Falls)

215-848-1322

editor@thefallser.com

(*All articles/letters must be submitted by the 20th of the preceding month. Articles must be less than 400 words. If it includes a photo, then must be less than 350 words. Letters must be less than 200 words.)

<http://thefallser.com/>



University City Review/ Weekly Press

215-222-2846

ucreview@aol.com

<http://ucreview.com/>

West Side Weekly

(215) 474-7411

westsidepa@aol.com

<http://www.westsidepa.com/>

Internet

Chestnut Hill Patch

Editor- Kaitlyn Foti

267-216-8191

Kaitlyn.foti@patch.com

Flying Kite

215-203-2227

<http://flyingkitemedia.com/>

Generocity.org

<http://www.generocity.org/>

Mt. Airy Patch

215-888-7167

<http://mtairy.patch.com/>

Neastphilly.com

215-821-TIPS

info@neastphilly.com

Philebrity

tips@philebrity.com

215 206 3741

www.philebrity.com/

Roxborough-Manayunk Patch

Editor Sam Fran Scavuzzo: samfran@patch.com

<http://roxborough.patch.com/>

WestPhillyLocal.com

Mike Lyons & Julija Kulneva

editor@westphillylocal.com



WestPhillyNews.com

Send story pitches to John jmyersmail@gmail.com
westphillynews@northernliberties.org

Radio:

KYW-AM 1060

Newsroom: 215-238-1060
newstips@kyw1060info.com
<http://philadelphia.cbslocal.com/station/kyw-newsradio/>

WHYY-FM 90.9

Newsroom- 215-351-2273
newsroom@whyy.org
<http://www.newsworks.org/index.php/about-us/item/6204>

Television:

KYW-Channel 3 CBS

News Desk: 215-977-5333
newsdesk@cbs3.com

Univision

News Director- Jose Irizarry
215-568-2800
jirizarry@univision.net

WCAU Channel 10-NBC

News Desk: 610-668-5705
wcaudesk@nbc.com

WPVI Channel 6- ABC

News Desk: 215-581-4573
wpvi-tv.newsdesk@abc.com

WXTF-Channel 29- FOX

News Desk: 215-982-5500
fox29@foxtv.com
newsdesk@fox29.com



Montgomery County

Print Dailies:

The Pottstown Mercury

Managing Editor- Nancy March

610-970-4470

nmarch@pottsmmerc.com

The Lansdale Reporter

City Desk- 215-361-8814

citydesk@thereporteronline.com

Times Herald

General News Releases:

Editor – Stan B. Huskey

610-272-2500 ext.215

Shuskey@timesherald.com

Print Non-Dailies:

Ambler Gazette

215-542-0200

http://www.montgomerynews.com/ambler_gazette/

City Suburban News

Co-Publisher and Editor- Leslie Swan

610-667-6623

citysuburbannews@mac.com

Glenside News / Times Chronicle

News Editor – Scott Roman: sroman@montgomerynews.com

215-542-0200 Ext. 414

http://www.montgomerynews.com/glenside_news_globe_times_chronicle/

King of Prussia Courier

610-642-4300 ext. 260

Editor- Susan Greenspon: sgreenspon@mainlinemedianews.com

http://mainlinemedianews.com/king_of_prussia_courier/

Main Line- Suburban Life

Executive Editor- Tom Murray: tmurray@mainlinemedianews.com

610-642-4300 Ext. 225

http://mainlinemedianews.com/main_line_suburban_life/



Montgomery Life

News Editor- Thomas Celona: tcelona@montgomerynews.com
215-542-0200 ext.264
http://www.montgomerynews.com/montgomery_life/

My Community Trend

(215) 355-9009
Melissa Treacy: mtreacy@phillynews.com
<http://www.philly.com/community/pa/montgomery/>

News Herald

Managing Editor – Emily Morris: emorris@montgomerynews.com
215- 257-6839
http://www.montgomerynews.com/perkasie_news_herald/

North Penn Life

News Editor – Tom Celona: tcelona@montgomerynews.com
215-542-0200
http://www.montgomerynews.com/north_penn_life/

Public Spirit / Willow Grove Guide

News Editor - Scott Roman: sroman@montgomerynews.com
215-542-0200 Ext. 414
http://www.montgomerynews.com/public_spirit_willow_grove_guide/

Souderton Independent

News Editor- Thomas Celona
215-542-0200 ext.264
http://www.montgomerynews.com/souderton_independent/

Springfield Sun

News Editor – Joe Barron: jbarron@montgomerynews.com
215-542-0200 Ext. 418
http://www.montgomerynews.com/springfield_sun/

Spring-Ford Reporter/Valley Item

215-542-0200
mmorsch@montgomerynews.com
http://www.montgomerynews.com/springford_reporter_valley_item/

The Colonial

News Editor- Thomas Celona: tcelona@montgomerynews.com
215-542-0200 ext.264
http://www.montgomerynews.com/colonial_news/



The Globe

News Editor - Scott Roman: sroman@montgomerynews.com

215-542-0200 Ext. 414

http://www.montgomerynews.com/glenside_news_globe_times_chronicle/

Internet

Abington Patch

215-301-3497

Mischa Arnosky: mischa.arnosky@patch.com

<http://abington.patch.com/>

Bryn Mawr-Gladwyne Patch

610-906-5534

Danielle Vickery: Danielle.vickery@patch.com

<http://brynmawr.patch.com/>

Montgomeryville-Lansdale patch

Tony Di Domizio: tony.domizio@patch.com

<http://lansdale.patch.com/>

Upper Dublin Patch

484-264-7078

Editor Leann Pettit: leann.pettit@patch.com

<http://upperdublin.patch.com/>

Upper Moreland – Willow Grove Patch

215-882-2813

Editor Gerry Dungan: gerrydungan@patch.com

<http://uppermoreland.patch.com/>

Radio:

KYW-AM 1060

Newsroom: 215-238-1060

newstips@kyw1060info.com

<http://philadelphia.cbslocal.com/station/kyw-newsradio/>

WHYY-FM 90.9

Newsroom- 215-351-2273

newsroom@whyy.org

<http://www.newsworks.org/index.php/about-us/item/6204>



Television:

KYW-Channel 3 CBS

News Desk: 215-977-5333

newsdesk@cbs3.com

WCAU Channel 10-NBC

News Desk: 610-668-5705

wcaudesk@nbc.com

WPVI Channel 6- ABC

News Desk: 215-581-4573

wpvi-tv.newsdesk@abc.com

WXTF-Channel 29- FOX

News Desk: 215-982-5500

fox29@foxtv.com

newsdesk@fox29.com



Delaware County

Print Dailies:

Delaware County Daily Times

P- 610-622-8818

<http://www.delcotimes.com/>

Print Non-Dailies:

Chester Spirit Newspaper

610-447-8484

newsdesk@chesterspirit.com

<http://chesterspirit.com/index86.htm> -Submit things through their website

Community SPIRIT

610-447-8484

<http://chesterspirit.com/index86.htm> -Submit things through their website

Delco News Network:

County Press/ Garnet Valley

Phone: 610-356-6664

Send releases/photos to: press@delconewsnetwork.com

http://www.delconewsnetwork.com/garnet_valley_press/

News of Delaware County

Managing Editor- Dave Bjorkgren

610-522-2780

<http://www.delconewsnetwork.com/>

Press Publishing Papers- *Includes Ridley Press, Marcus Hook Press, The Yeadon Times and Upper Darby Press.*

Andrea Girard

610-259-4141

mail@presspublishing.org

Springfield Press

Send releases/photos to: springfield@delconewsnetwork.com

610-522-9350

http://www.delconewsnetwork.com/springfield_press/

Swarthmorean

Editor - Beth Gross (Accepts photos)

610-543-0900

editor@swarthmorean.com



Town Talk News

Editor (Media edition) - Christina Parker

P 610-583-4432 x120

cparker@delconewsnetwork.com

Internet

DelcoToday

Loretta Rodgers: Lrodgers2850@verizon.net

610-494-4379

<http://www.delcotoday.com/index.html>

Haverford-Havertown Patch

Editor Anthony Leone: anthony.leone@patch.com

610-462-1868

<http://haverford.patch.com/>

Marple-Newtown Patch

Editor Jennifer Kim: Jennifer.Kim@patch.com

610-308-6230

<http://marplentown.patch.com/>

Media Patch

Editor Courtney Elko: courtney.elko@patch.com

610-533-6321

<http://media.patch.com/>

Springfield Patch

Editor Leslie Truluck: leslie.truluck@patch.com

610-390-1589

<http://springfield-pa.patch.com/>

Radio

KYW-AM 1060

Newsroom: 215-238-1060

newstips@kyw1060info.com

<http://philadelphia.cbslocal.com/station/kyw-newsradio/>

WHYY-FM 90.9

Newsroom- 215-351-2273

newsroom@whyy.org

<http://www.newsworks.org/index.php/about-us/item/6204>



Television:

KYW-Channel 3 CBS

News Desk: 215-977-5333

newsdesk@cbs3.com

WCAU Channel 10-NBC

News Desk: 610-668-5705

wcaudesk@nbc.com

WPVI Channel 6- ABC

News Desk: 215-581-4573

wpvi-tv.newsdesk@abc.com

WXTF-Channel 29- FOX

News Desk: 215-982-5500

fox29@foxtv.com

newsdesk@fox29.com