



PUBLIC RELATIONS GUIDEBOOK
BOY SCOUTS OF AMERICA

Publicizing Your Unit

Pennsylvania Dutch Council
Boy Scouts of America
630 Janet Avenue
Lancaster, PA 17601
www.padutchbsa.org

September 2011



100 YEARS OF SCOUTING

*Celebrating the Adventure * Continuing the Journey*

Dear Unit Leader,

Public Relations is often an excellent way to help sell the Scouting program to boys and parents in your community. Positive publicity can have a direct impact on your unit's membership, recruiting, and fundraising efforts. In addition, it can often provide a boost to your advancement program by publicly recognizing the hard work, fun and accomplishments of the boy is your unit.

The intent of this guidebook is to assist each unit with their own active and successful public relations program. We hope that you will find the following information a useful tool for your unit.

If you have questions or additional thoughts please send or e-mail your suggestions to Duane Crouse, Development Director at 630 Janet Ave, Lancaster, Pa 17601 or e-mail: duane.crouse@scouting.org

Yours in Scouting,

Jim Castanzo

Council Vice President
Marketing & Communications



BOY SCOUTS OF AMERICA
PENNSYLVANIA DUTCH COUNCIL
880 Janet Avenue, Suite B-114
Lancaster, Pennsylvania 17601
717-684-4088



Getting Started

Here are some key steps to help you get started on your own PR.

A. Recruit a Unit PR Chairperson

This person would be responsible for taking photos or collecting any photos taken at events and working with the unit committee to draft press releases.

B. Develop a Plan

As you plan your yearly calendar look for key events or activities that would be great opportunities for you to share Scouting with others.

C. Decide Which Media Outlets to Use

Community newspapers are always looking for pre-made stories and somewhat likely to include photos. Consider publicizing your activities to your chartered organization, they may also have a newsletter that you can utilize.

D. Call the Local Newspaper or Radio Station

Find out who you should be dealing with, e.g. editor, community bulletin board editor, etc. Introduce yourself and explain what you are trying to do. A good rapport with the media can increase the chances your material will get placed.

E. Meet the Deadlines

Make sure you know the paper's deadline day for submitting articles.

Plan, Promote, and Perform Publicity Campaigns

Good planning is indispensable to a successful publicity campaign. Whether you are a part of the planning group or handling the entire event, the key is dividing the function into smaller objectives and goals.

Getting publicity for an event requires persistence and follow-up. A good working relationship with your local media is ideal. However, you can build new relationships to get media attention for your event.

Plan

- Create a master event calendar for the year.
- Create a publicity plan for each event that meets the needs of your units.
- Identify a spokesperson for the event. Is there a local celebrity willing to support the function?
- Can you tie your event to similar events planned in your community?
- Does your event coordinate with a monthly theme? For example, April is National Child Abuse Prevention Month and BSA Youth Prevention Month.
- Is the event's location in a well-traveled area or does it provide great exposure?
- Taking photos? Use the attached talent release form so that you have parent's permission to use their son's image in any press release you might send.
- Reporters generally have a beat or area of focus. Contact local news media to learn who covers a beat that relates to your event and send your press release to that individual.

Promote

- Prepare your press release to be sent via mail, fax, and e-mail.
- Give the news media the cell phone numbers of your spokesperson and other key contacts so reporters may speak with them before and during the event.
- Consider faxing a news alert to local media within two days of the event. A sample alert is available in this packet.
- Have realistic objectives. These types of events are "soft news" or human interest stories. If a big story is happening at the same time, even your best efforts may not produce the results you want.

Perform

- Develop two or three strong talking points for the spokesperson to use to help the reporter and audience understand the importance of what you are doing.
- Have refreshments available to the media during the event.

Relationships you cultivate now may flourish later, even if your efforts this time don't result in a story.

News Release Guidelines

The following guidelines have been developed to improve your success rate in writing and placing information. Media to target include

- Newspapers
- Magazines
- Newsletters and bulletins
- Community directories
- Radio
- Television, including cable television

What is a news release?

A news release is the most common of all public relations tools. News releases should communicate key information — the who, what, when, where, why, and how of an event or issue — and contact information to reporters and editors in the news media.

Reporters and editors receive thousands of news releases a week, and they look for accuracy, clarity, brevity, timeliness, and newsworthiness to determine what they will feature in the news. A newsworthy release can be described as one that appeals to the broadest audience and offers the most information with the greatest sense of urgency.

In most cases, reporters or editors will rewrite your release to fit their style, so it's crucial to present the information as clearly and accurately as possible. The best way to do this is by following the journalistic method of organizing the material into an inverted pyramid. The inverted pyramid style of writing puts the most essential information at the beginning, followed by items of decreasing importance.

The Basics

All news releases begin with a headline designed to attract the reader's attention and encourage them to read the entire story. Remember, first impressions are key! If a headline is dull and uninteresting, the reader will assume the same for the rest of the release. Large numbers and visual language can make the difference between a sparkling, attractive headline and one that is flat and lifeless.

The most essential information in a news release should be listed in the first paragraph, or lead, of the release. Include as many of the who, what, where, when, why, and how elements of the news item as possible.

For the majority of releases, the who, or subject of the release, should include the name of the organization and/or individual who is either an expert on the subject or contact person. The more important or influential the organization and the individual, the greater the appeal of the press release.

The topic of the release, the what, and the where, should be unusual in some way. Unusual can mean different, better, less expensive, unique, or beneficial to the community.

The when of a release actually has two applications — the first being the date and time of the event or issue featured in the release, the second being the date and time for the information to reach the audience.

When addressing the why of a release, remember cause and effect. For example, what caused your unit to hold this activity? What effects will this event have

on adult and youth members.

A rule borrowed from advertising states that an organization shouldn't promote the features of its product or service, but rather the benefits to its customers.

The how of a news release answers, for example, how a decision was made, how changes will affect youth, volunteers, and the overall Scouting program.

Who did it?

What did they do?

When did they do it?

Where did they do it?

Why did they do it?

How did they do it?

The main body of the news release should include significant details that relate to the lead, including quotations and succinct descriptions. Any related but nonessential information should appear toward the end of the release. Generally, the last paragraph provides overall information and statistics about the local council, such as territory served, number of youth and adult members, and the location of the council headquarters. It is also a good place to list a phone number for more information.

General Rules of Thumb for News Releases

- Always type a news release. Releases should be double-spaced and typed on one side only of 8.5-inch by 11-inch paper with 1-inch margins on the top, bottom, and sides.
- Brevity is the key. Try to limit releases to one or two pages. A news release should not exceed 500 words. A straightforward and concise writing style is the objective. Use short, clearly written paragraphs.
- Never split a paragraph at the end of a page.
- Type “—more—” at the bottom of a page when the release is more than one page in length.
- If a release is more than one page in length, put an abbreviated headline and page number at the top of each page following page one.
- Type “####” to signify the end of the release.
- Clarity, accuracy, grammar, and neatness are vital. Verify all names, addresses, and facts before distributing the release.
- Avoid the use of Scouting abbreviations, i.e. WLOT (Webelos Leader Outdoor Training), SFF (Scouting for Food)
- Don’t use flowing tributes, flowery descriptions, or glowing adjectives when writing your news release. The news release should be more informative than subjective. Be impartial and objective; try to write the release as the reporter might.
- Use first and last names on first reference. Use last names only on subsequent references. Include titles and descriptions, such as district chairman, or a person’s hometown or age. Provide full names of groups with appropriate descriptions.
- If an editor must choose between two otherwise equal releases, he or she is more likely to pick the release that has an accompanying photograph. If including a photograph with your release, make sure it will capture the interest of the reader. Every photograph should include a complete and correct caption that identifies each person and the action in the photograph. Your photograph file should include the following information on each photograph: source, date taken, copyright information, and releases signed by people in the picture.
- Put the local news angles at the beginning of a release if the story covers an area beyond the community’s borders or newspaper’s circulation area.
- Include a good quote from Scouts, volunteers, or local distinguished individuals early in the story.
- Add boilerplate material. This is general information about the Boy Scouts of America that help people understand the importance and relevancy of Scouting. For example, “Scouting has had more than 100 million members since its inception in 1910.”

Delivery of the News Release

Work the local angle. Look for a local angle, or hook, in every story and make sure the appropriate news bureau knows about it.

Think photos. The perfect photograph to support your story requires planning and attention to detail. When pitching an event, be sure to pitch to the photo desk as well as the reporter.

Make sure you have signed model release forms for all individuals in the photograph.

Alternate Publicity Instruments

- Send a letter to the editor. This should be a simple, straightforward statement, written to the editor of your local newspaper.
- Submit something for the newspaper’s op-ed page—some newspapers use this page to print readers’ opinions and articles by columnists.
- Target vertical media, publications that target special interests, such as magazines for parents and kids, outdoors publications, and other youth development magazines in your area.
- Send releases to local business newsletters and community bulletin boards.
- Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your council.
- Decorate a float for Scouts to ride on in your local parade.
- Hang banners to promote Scouting Anniversary Week or School Night for Scouting.
- Pass out fliers promoting School Night for Scouting.
- Hang posters and fliers in places where boys and young adults will see them. Local schools may have bulletin boards for such items.
- Host a media pancake breakfast where Scouts deliver pancakes to local radio personalities on a chosen day. This could be done during fall recruiting. The radio personalities can talk about Scouting. Give the personalities a public service announcement or flier listing details of the recruiting program or coming event.
- With more than 100 merit badges, there is something that will interest almost anyone. Market the activities a young person can be involved in while earning merit badges. Write a story about the Cooking merit badge for the food section. Include a recipe for food that can be prepared for a group of hungry young men. Write an article about the Personal Management merit badge for the finance section in local publications or the Music merit badge for the local theater’s playbill. Think of ways to create interest and generate positive publicity through the other merit badges?
- Promote your unit’s major events and community service projects.
- Word-of-mouth advertising can be a great marketing tool. It is a free and effective method to spread positive messages.



100 YEARS OF SCOUTING

Celebrating the Adventure • Continuing the Journey

FOR IMMEDIATE RELEASE
Date: May 22, 2010

Contact: Duane S. Crouse
717-394-4063

Boy Scouts to Collect Food for the hungry during their annual
"Scouting For Food" Campaign

Lancaster/Lebanon, PA-The Scouting For Food Drive is part of the National Boy Scouts of America Good Turn for America program. Good Turn for America aims to make a substantial positive impact on the nation by providing millions of volunteer hours to benefit those in need.

The annual Scouting For Food drive involves thousands of boys, adult leaders, and parents, and gives thousands more an opportunity to provide food to needy families throughout Lancaster and Lebanon counties.

Since its inception, the Boy Scouts of America has trained young people in citizenship, service, and leadership to better serve America's communities and families through its quality, values-based program. Over the past century, the nearly 110 million members of Scouting have provided countless hours of service. The more than 1.7 million Eagle Scouts alone have provided an estimated 36 million hours of service through their Eagle projects. Good Turn for America aims to make a substantial positive impact on the nation by providing millions of volunteer hours to benefit those in need.

The Boy Scouts of America is celebrating their 100th Anniversary throughout the year in 2010. For the past century, the Boy Scouts of America has created a strong foundation of leadership, service, and community for millions of America's youth. We celebrate this legacy as we reaffirm our commitment to inspire and prepare future generations.

The Pennsylvania Dutch Council of the Boy Scouts of America serves and inspires 10,000 boys in Lebanon and Lancaster Counties.

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BOY SCOUTS OF AMERICA
PENNSYLVANIA DUTCH COUNCIL
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Use the Council Letterhead, or if your Unit has a letterhead, use that

Provide contact information in case the newspaper needs to call to clarify information or if they have questions.

The headline is one-sentence long. Be clear.

The first paragraph should identify the who, what, where, when and why.

There should be at least two paragraphs that provide detailed information about the person or event

These final two paragraphs are standard "boilerplate" on all releases. It states the BSA mission. After December of this year, references to the 100th Anniversary will be removed.

The three "#" (number signs) indicate the end of the release.

What's news is worth sharing?

Think about Scouting news items you have seen in your local papers in the past year. The MERCHANDISER has always been willing to publish stories and it is not unusual for them to run front-page features as seen on the sample to the right.

On occasion, there have been other articles related to Scouting. If you have something worth sharing, submit it. There is no guarantee that it will get placed but it is always worth a shot.

Of course, there are Eagle Award announcements. Just about all newspapers are willing to publish these releases. See the sample at the bottom, right. For Eagle releases, if possible, include a color or black and white photo of the Eagle Scout in Class A uniform. The copy should include the Scout's name, age, Troop number, city, parents names, school he is currently attending. Many Eagle releases identify the name of the Charter Organization, a description of the Eagle Project, a list of other Scouting Awards and recognitions and interests. These are not difficult to write. When you see an Eagle announcement, cut them out and note those you like and model your releases like those.

On the back cover of this Guidebook you will find a list of all the local newspapers and their contact information.

If you have any questions, call Duane Crouse at the Scout office or contact Jim Castanzo. Their contact information is on the back cover.

Serving Homes in the Hempfield Township and Mountville Area

MERCHANDISER
HEMPFIELD TOWNSHIP - MOUNTVILLE EDITION VOL. XXVI, NO. 5

Spaghetti Dinner Will Help Scouts With Camping Trips

By Rick Blahk
Members of Mountville Troop 147 will cook spaghetti dinner from 4:30 to 7 p.m. on Saturday, March 27. The fundraiser will be held in the fellowship hall of St. Paul's United Methodist Church, 300 W. Main St., Mountville.

The meal will include spaghetti with meatballs, salad, soft drinks, coffee, and dessert. Proceeds from the dinner will be used to purchase camping equipment and travel costs associated with camping trips, which troop members enjoy periodically throughout the year. According to committee member Anne Slavich, the Scouts have been in numerous camps over the years to enhance the camp of camping experiences for the boys who have been with the troop for longer time.

The spaghetti dinner, which

Reluctant Cub Scout now eager leader

By HAROLD ROBINSON
Special to the Sunday News

and, honestly, didn't care for it. I never even thought about joining the Boy Scouts.

Then one day I was washing my motorcycle in the driveway when my son got off the school bus and came

I KNOW A STORY

I have read all the statistics in the Scouting magazines, listened to all the

and giving.

Scouting does not have to take the place of or overpower sports, church or any other activities or interests a boy may have. My son also plays baseball, basketball,

Boroughs To Mark Memorial Day

By Debra M. Beckenwiser

Residents of local boroughs have planned an array of activities to commemorate Memorial Day, which will be observed on Monday, May 30. The plan is to meet in several events.

The neighboring Boroughs of Landisville and Selago will host a Memorial Day program on Sunday, May 29, at 2 p.m. at the junction behind the Selago Field House. The Selago Fire Department, 19 Main St., Selago, Perry Township of Lancaster County, Pennsylvania will also have a program of activities at 111 North St., Selago. Selago Borough will be the keynote speaker.

Residents will attend a wide variety of programs in the U.S. Army throughout the county and featured every decoration, including the Defense Distinguished Service Medal and the Defense Superior Service Medal. He was also awarded the Distinguished Service Cross with 3 Gold Stars by the United States Republic of Germany.

U.S. Army Chaplain Capt. Thomas H. Johnson will arrive at 10:30 a.m. for the program, and the following day, the program will be held at 10:30 a.m. at the Selago Field House. The Selago Fire Department will provide meals. The Red Cross Branch Board at 1908 First Street, Selago, Pennsylvania will provide refreshments.

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Cub Scout Pack Collects Food

Cub Scout Pack 125 of Lancaster collected 1,772 pounds of food for the Scouting for Food campaign.

Boys from Cub Scout Pack 125 recently collected 1,772 pounds of food for the Scouting for Food campaign.

On Nov. 20, the boys went around to homes and picked up 1,684 items. During the week before, they went door to door with agency bags. Residents were asked to fill the bags with nonperishable food donations, including canned fruits and vegetables, meats, chili, soups, juices, baby food, and boxed or bagged meals and pastas. The items were donated to the food bank at Grace Baptist Church in Lancaster.

Approximately 300 donated food.

The pack, which meets at Grace Baptist, 1899 Marietta Ave., participates annually in the food campaign. For more information on the pack, readers may visit www.pack125.scoutlander.com.

Venture Crew 53 helps launch observance

Venture Crew 53 Fire and Drum Corps of Maysport participated in the state's observance April 12 of the 150th anniversary of the start of the Civil War.

The group of 10 musicians, including fifiers, drummers and a bugler, performed music from the Civil War era in the state Capitol Building, Harrisburg.

The event marked Pennsylvania Historical and Museum Commission's opening salute to the conflict that started with the firing on Fort Sumter on April 12, 1861.

Crew 53 portrays field music of the 1st Regiment, Pennsylvania Reserve Volunteer Corps.

The musicians were fifiers Derrick Rowe of Nottingham, Ryan Newover of Eden, Tim Zertlemoyer of Maysport, Ty Williams of Bannockburn and Jordan Fry of Manheim; drummers Eric Gilbert, Matt Howe and Aaron Blakely of Lancaster and Donovan Pfleger of Cornwall; and bugler Willem Bloedel of Lancaster.

EAGLE SCOUTS

Scott Robert Lenox
Troop 90, Mountville

Boy Scout Troop 90, of Mountville, announced that Elliott Clark has been awarded the rank of Eagle Scout.

Elliott is the son of Glenn and Louise Clark of Mount Joy. He is a senior at Elizabethtown Area High School where his activities include cross country, marching band, orchestra, orchestra pit, Model United Nations and National Honor Society.

Dylan Bensingler
Troop 172, Terre Hill

Dylan Bensingler was awarded the Eagle Scout rank Feb. 27 by Terre Hill Boy Scout Troop 172. He is the son of Daryl and Lida Bensingler of Narvon.

He is the third member of his family to earn the Eagle rank, after his father and older brother Derek.

For his Eagle project, Dylan straightened and re-installed tombstones in the cemetery of the Caernarvon Historical Society.

Dylan began his scouting career in 1997 as a Tiger in Blue Hill Cub Scout

Unit Web site Guidelines

We've long recognized that unit sites created by individuals at the unit level of Scouting are essentially personal, and therefore beyond the National Council's control or liability. We do offer advisory guidelines to those who publish Scouting-related sites on their own responsibility, and we urge local councils to take the same approach. These guidelines are established to help avoid several common mistakes.

Protection of personal information pertaining to our youth members and volunteers should be our greatest concern. This organization has used COPPA, the Children's Online Privacy Protection Act, as its standard in this area. You can read the details on compliance at <http://www.coppa.org/comply.htm>. It would be a good practice to share them with unit-level publishers in your council.

A second concern about individual unit sites is copyright infringement. Sadly, photos, music, and video are commonly reused on the Web without permission. Plagiarism is also common. Such practices violate the ethics of Scouting. They are also violations of law, and could expose the publishers legally.

Our third concern is commercialism. We don't allow ads on council sites. We recognize that "free" Web services often used to create unit-level sites may contain advertising. This practice may reflect poorly on the Scouting brand, and should be avoided. A more serious concern would be sites that engage in any fund-raising activities not previously approved by their local council. Any independent sales, solicitation, OR collection of donations

is prohibited by our bylaws and charter agreements.

1. The content of the unit site must be appropriate to the Scouting movement.
2. The unit site cannot link to any sites that contain material that is not appropriate to the Scouting movement.
3. The unit site should not contain any advertisements or commercial endorsements.
4. The unit site cannot engage in the electronic sale of BSA Supply Division merchandise or competing products.
5. The unit site cannot replicate any BSA publication currently for sale through the Supply Division.
6. Unit sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.
7. Unit sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.
8. Unit sites cannot engage in fund-raising except as directly approved by, and under the supervision of, the local council.

Troop 84

Home | About Us | Leadership | Calendar | Upcoming | Advancement | Eagle | Our Eagles | Library | Gallery | Links | Troop 84 Members | Crew 84

New to Scouting?

Our troop does activities like Biking, camping, rifle shooting, canoeing, swimming, and more!

Home | Troop 99 Members | Leadership | Activities | Webelos to Scouts | 200 Eagle Scouts

Welcome to Troop 99

At Troop 99 we find adventure in all that we do. From Maine to New Mexico, from the Bahamas to Yellowstone National Park. We have fun providing service to our community and our nation. We expand our boundaries and

BSA Troop 439

Desert Hills & New River, Az

BSA Troop 439

High Road to Adventure | The Basics | At A Glance: News & Events

Important Announcements:
Congrats to Cliff Faraci Sr. as the new Scoutmaster and

Troop 410

"One of the Finest, Most Active and Spirited in the USA. . ."

The mission of Troop 410, and the BSA, is to prepare young men to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath, Law, Motto and Slogan

Upcoming Events
Monday, September 26

Troop 39, Chapel Hill, NC

Established 1912

Welcome | About Us | Scouts | Scoutmasters | Parents | Committee | Troop History | Contact Us

Troop 39@100: 100 things that make Troop 39 the best Scouting Experience in Chapel Hill

Boy Scout Troop 103

Hanover, Pennsylvania

Home | Calendar | Events Gallery | Responsibilities | Business/Finances | Advancement/ Awards | About Us

Latest Troop News and Events
Great Falls, C&O Canal & Dining Weekend - 9/18/2011
Special Announcements
Great Falls, C&O Canal & Biking Weekend - 16th 2011

Boy Scouts of America

TROOP 88

Boy Scout Oath:

On my honor, I will do my best
To do my duty to God and my country
and to obey the Scout Law,
To help other people at all times,
To keep myself physically strong,
mentally awake and morally straight.

Menu
Patrols
Yahoo Group-Calendar
Join Scouting
Photos of Events
Camping
Troop Committee
Troop Information

Troop Meeting Theme:
Our next regularly scheduled Troop meeting will be held on Sunday, October 2nd, at 6:30pm in the Scout Room at Saint Francis School. See you there!

Announcements:

Troop 56

Community

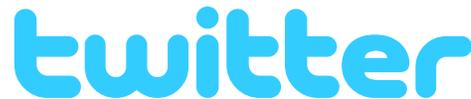
Troop 56 brings together a community of Scouts, Scouters, and adult volunteers who share common goals and interests, and who together participate in Troop meetings, camps, Courts of Honor, and other activities.

NewsFlash
BOY SCOUT TROOP 56 - INDIANAPOLIS, INDIANA

Welcome to the Troop 56 Home Page

Congratulations to David Whittemore, Troop 56's new Eagle Scout!
Congratulations to Cole E. Troop 56's New Senior Patrol Leader and his new assistant Adler H.C. and Myerson G.

Welcome to Troop 56's website. Troop 56 is a Boy Scout of America Troop in the North Star District of the

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square, with a registered trademark symbol.The Twitter logo, the word "twitter" in a light blue, lowercase, sans-serif font.

Social Media Guidelines

Initially considered simply a way to socialize with friends, “social media” platforms such as MySpace, Facebook, Twitter, and YouTube are now established as major media channels. These sites let individuals build and utilize personal social networks among friends, family, and colleagues. Both for-profit and nonprofit organizations are using social media as well to build and support their brands, drive engagement, support products, increase sales, and more.

Used properly, these media can be an excellent way for Scouting councils to start a conversation with their target audiences by informing, connecting, and attracting them to Scouting.

There are no hard and fast rules in this new media landscape, aside from the abiding commitment of the BSA to protect children from inappropriate material and maintain the privacy of its membership.

Social media constitute a new form of digital communication providing interaction and dialogue around user-generated content. They go beyond merely pushing content to a reader. Organizations wishing to exploit social media must accept the fact that listening is just as important as speaking in these channels, and Scouters wishing to play in this space should be prepared to do so if they are to reap any value.

With that in mind, we encourage those intending to use social media on behalf of Scouting to note the following:

- Social media has to be monitored. A qualified staff member or volunteer should have responsibility to monitor social media channels.
- Integrate your communications. You have numerous choices—print, Web, e-mail, radio, TV, word of mouth, social media. Create a strategy to surround your target audience with your key message or messages.
- Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation. Don’t delete negative comments.
- Let your audiences talk about you. By posting content regularly, you can tell your story and encourage conversations in the community.
- Be prepared to respond to negative or inaccurate posts. Councils should follow guidelines for responding to negative posts on social media sites. Some negative comments do not warrant a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how to respond.
- Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.
- Be Scout-like. When disagreeing with others’ opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it’s becoming

antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.

- Build trust by being open and transparent. Share information about your council and what the challenges and opportunities are for Scouting in your community.

Suggestions on How to Use Social Media

As a new media channel, social media can be used in many ways, from recruiting volunteers and starting units to supporting fund-raising campaigns. The following are just a few suggestions for using social media as part of a council's overall communication strategy. As you work with these channels, you will develop more ways to integrate social media into your communications.

- Make social media part of your overall marketing efforts. Along with traditional media, utilize social networks to build community and support within specific target audiences. Example: Keep your network informed about progress in fund-raising campaigns, recruiting efforts, etc.
- Use social media to tell your story. New improvements at a camp? New campaign? Fund-raising kickoff? Positive results from an effort? Major gifts? Share this information through social media. Tell your story to the people who care about Scouting most and let them share it with others.
- Give your positive PR extended life. Don't just put those news clippings in a binder or post the link to a news story on a Web page. Post it on your social media page and share it with your friends and supporters.
- Use social media sites to generate traffic for your Web site. Alumni? Events? Fund-raising? Updates? Post them on your social media site with links back to your Web site for more information.

The screenshot shows the Facebook profile for the Pennsylvania Dutch Council, Boy Scouts of America. The page header includes the Facebook logo and a search bar. The profile picture is the Boy Scouts of America logo with the slogan "Prepared. For Life." Below the profile picture, the page name "Pennsylvania Dutch Council, Boy Scouts of America" is displayed, along with the description "Non-Profit Organization - Lancaster, Pennsylvania". A row of five profile pictures of council members is shown. The main content area features a "Wall" section with a "Write something..." text box and sharing options for Post, Photo, Link, and Video. Below the wall, there is a post titled "Pennsylvania Dutch Council, Boy Scouts of America Popcorn Distribution at Trout Run" with a photo of people at an event. The left sidebar contains navigation links for Wall, Info, Friend Activity, Photos, Discussions, and Events, along with a "158 like this" notification and a list of liked items including "Boys' Life magazine", "J. Edward Mack Scout Reservation", "Trail's End Popcorn", "Scouting magazine", and "Order of the Arrow - Boy Scouts of America". At the bottom of the sidebar, there are options to "Create a Page", "Get Updates via SMS", and "Get Updates via RSS".

The screenshot shows the Facebook profile for Boy Scout Troop 24, Lancaster, PA. The page header includes the Facebook logo and a search bar. The profile picture is a large "24" with the Boy Scouts of America logo. The page name "Boy Scout Troop 24, Lancaster, PA" is displayed, along with the description "Organization - Lancaster, Pennsylvania". The "Information" section is expanded, showing the address "Sacred Heart Church, 558 West Walnut Street, Lancaster, PA 17603", phone number, website "http://24scouting.org", status "Closed now", and hours "Thu: 6:30 pm-8:00 pm". A map shows the location of the troop. Below the information, there is a "Likes and Interests" section showing likes from "Order of the Arrow - Boy Scouts of America" and "Boy Scouts of America". The "Friend Activity" section shows a post from "Andy Nissly" who liked a video from Boy Scout Troop 24 on July 20, 2011. The video is titled "Horsemanship MB rides past Greenleaf" and has a length of 0:25. At the bottom of the page, there are options to "Create a Page", "Get Updates via RSS", and "Report Page".

**COUNCIL CONTACT
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There is also great information and
resources on the BSA National website. It
is work checking out:
www.scouting.org/scoutsource/Marketing.aspx

NEWSPAPERS

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