



BOY SCOUTS OF AMERICA
GREATER NEW YORK COUNCILS

March 11, 2014

Dear Scouter:

As President of the Greater New York Councils, I thank you for your dedicated service to the boys and girls in Scouting programs in our community. I ask that you consider joining me in a new council-wide effort to increase Scouting's presence in local media and throughout the communities where we live and volunteer our time with young people.

As a council, we are embarking on a new era with a newfound commitment to waving the Scouting banner and letting our friends and neighbors know that Scouting is alive and well in New York City. There are many opportunities to share our Scouting story in community newspapers, through social media and in countless other ways. In order to strengthen our presence in local media, I encourage you to be a front-line resource by reaching out to local papers and other media outlets to tell them about all the positive things your Scouts are doing—service projects, community-wide activities, Pinewood Derbies, camping adventures, earning their Eagle rank, etc.

Enclosed please find a public relations kit to help you “sell” Scouting and increase your story's likelihood of being published. The editors at small newspapers are always looking for material and they may just jump at the chance to turn your press release into a feature story. Why not give your Scouts an opportunity to shine?

I hope you find the materials, including sample press releases, writing tips and a media contact list, helpful in giving you the tools and inspiration to talk up your Scouts to others. Please refer to the sample press release for new Eagle Scouts and consider creating a press release on every new Eagle Scout. At the very least, I encourage you to share any inspiring, unique or timely Scouting news on the Greater New York Councils' Facebook page for our other friends to see.

If you have any questions, please contact Joseph Schiltz, Council Spokesperson, at 212-651-3000 or jschiltz@bsa-gnyc.org. We are truly grateful for your commitment to our programs and Scouts. Thank you for all that you do.

Sincerely,

Alair Townsend
President
Greater New York Councils

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