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Background

Kenya Scouts Association (KSA) is a registered member of the World Organization of the Scouts Movement (WOSM). It is a voluntary, non-political and educational Movement for young people open to all without distinction of origin, race, gender, creed or ethnic/tribal background in accordance with the purpose, principles and method as conceived by the founders as stated below;

1. Purpose
To contribute to the development of young people in achieving their full physical, intellectual, emotional, spiritual, social, and character potentials as individuals, as responsible citizens and as members of their local, national, regional and international communities.

2. Principles
i. Duty to God
   Adherence to spiritual principles. Loyalty to the religion that expresses them and acceptance of duties resulting there from.

ii. Duty to others
   Loyalty to our country in harmony with the promotion of local, national, regional and international peace, understanding and co-operation/integration.
   Participation in the development of society with recognition and respect for the dignity of ones fellow man and for the integrity of nature.

ii. Duty to self
   Responsibility of the ones self; realization of ones right to develop, learn and grow, learning to assert oneself, make ones decision, set aims and identify the necessary steps to achieve ones full potentiality.

3. Method
Is a system of progressive self-education that should be applied to all sections, taking into account the socio-cultural environment of the young people.

The Scout method is applied in the following ways:

i. Law and promise.

ii. Learning by doing.
iii. Membership of small groups (patrol system) requiring adult guidance, progressive discovery and acceptance of responsibility and training towards self-governance directed towards the development of competence, self-reliance, honesty and leadership skill objectives.

iv. Progressive and stimulating programs (progressive scheme) consisting of varied activities based on one's own interest including games, useful skills and service to community, all taking place largely in an outdoor setting. Symbolic framework or symbolic background where the scouts relate to their socio-cultural background in order to have a programmed that has a national touch.

v. Relationship between adults and young people where leaders have the responsibility to keep an eye on the young ones especially the Sungura, as they are delicate majority.

vi. Life in nature, it is not just animals, trees, rivers etc for scouts. Nature is a club where one can enjoy themselves, a laboratory where one feels closer to God and can worship Him in one's own way.

KSA VISION
Creating a better world.

KSA MISSION
Educating young people to play a constructive role in the society.
This is achieved by:

• Involving the youth throughout their formative years in a non-formal educational process.
• Using a specific method that makes each individual the principle agent in one's development as a self-reliant, supportive, responsible and committed person.
• Assisting them to establish value system based upon spiritual, social, and personal principles as expressed in the scouts law and promise.

INTRODUCTION
The purpose of these guidelines is to act as a tool for Kenya Scouts Association in planning and executing effective public relations with the media and the community. It will also serve as an information device to build a positive relationship between Scout units and the media (press) in their respective community.
This guideline contains practical guidance and tips for a successful media strategy for Scouting events.

Scout units are a dynamic and powerful force in the community. Scout Leaders guide and empower Scouts on how to change positively transform themselves and change their communities through the Scout youth Programme to through various activities including Messengers of Peace activities/Advocacy, Environmental conservation, Tree planting initiatives, Health and sanitation among others.

Getting the word out on how Scouts are impacting their communities not only brings about recognition but also acts as a platform to attract partners to aid in making their community a better place. It also supports WOSM’s motto of Creating a Better World and acts as a platform for recruiting young people into the movement.

Public relations covers more than just media publicity. The term public relations describes the interrelationships between Scout leaders and trainers, and its young members, parents, teachers and principals in school-based Scouting, related government officials, the general public, and other entities. KSA communications efforts from the grass roots is the vehicle by which we achieve our public relations goals.

Media in many ways can help to promote our Scouting events and can be categorized into traditional or conventional media and social or new media. The Internet has profoundly changed the way people communicate and interact with each other. It has also changed the way we communicate and market our activities and values, and create impact. Despite this, we still need to be reinforced by the presence of conventional or traditional media such as magazines, newspapers, tabloids, and TVs, radios, and news online which offer coercive but entertaining information.

We need the media to get our message across. The media has a powerful influence on public opinion and can prove a useful and effective ally in gaining understanding and support.
The media can help us to leverage our messages - faster and often more effectively. We should not complain about poor media coverage if we are not spreading the word about the many positive stories and achievements we have.

A. Media Team in Scouting

To create stories for a Scouting events and sharpen its newsworthiness, a dedicated media team is needed.

Creating News
General media only care about results and meaning. The principle to develop key messages for media is to look for the intersection between “what you want to say” and “what they (media and its audiences) want to hear”.

Making the Scouting events newsworthy
Messages will not make the news if they just say how worthwhile and important a project is. To get published or broadcast, an event or project must shape and adapt its messages inventively to be newsworthy.

Newsworthiness is relative, flexible and subjective. A small story can make the headlines on a slow news day; a big story can disappear without trace if somebody else makes bigger news the same day. A great local story might be of no interest to national or international media. A great story for print might be useless for television if it has no visual element. A great story for Scouts media might be much too technical for mainstream media. A story about Scouts planting trees may work for environmental magazine but not general press. Something that happened three days ago is news for a weekly publication, but ancient history for a newswire.

This is where news angles become important. Think hard about how to touch your target audience. What do they care about? Why will this matter to them?
To generate interest in your Scouting event or project and its activities you need to develop creative PR angles that will capture the interest of your audiences over the activities of other organizations.

**Focus on the target audiences: parents and young people**

The key to writing a good press release, for example, is to identify and focus on an aspect of what you have to say that will engage your target audience. This is what journalists do when they choose a “news angle”: they are looking for a way of explaining a news event that makes it relevant and interesting to their target audiences.

Look for an angle that will connect your agenda to something that your audience cares about. The first thing that goes through a journalist’s mind when he or she reads your news release is always: “So what? Why should my readers care?”

Think hard about what journalists and their audiences would be interested to read. Take the information you have, and tell it in a way that makes them care.

**News values**

Perhaps your Scouting event needs to promote something that is newsworthy but dull, or you want to promote something that simply is not newsworthy. The trick is to make your audience care. In general, news is about people rather than things, and concrete events rather than abstract ideas.

Beyond that, there are essentially two kinds of news;

1. Hard news is information that people need to make decisions. Almost all news is about what is new, what has changed: so concentrate on novelty and change. Tell your audience what is
new that will impact their life and enable them make informed decisions.

2. Soft news is entertainment. People like news that touches them emotionally, amuses them or stimulates their mind. Soft news is just as important as hard news and to manage it we must think in terms of human interest. Make the audience feel something about a story and they will remember your event.

**Media Team Creative news ideas**

- Hold a brainstorming session. This is a great way to generate a large number of ideas from a group or unit of people in a short space of time.
- Speak to a journalist. Ask a friendly journalist what he would consider newsworthy about your activities. He/she may come up with something you have not even thought was worth a news release. He/she might also be able to help link your activities or events to other news stories as a way of generating news for your event.
- Use the PR story check list. Develop your event’s possible news angles that you can further develop into news stories for your event. Use it as an aid to brainstorm for PR activities.
- Look for other potential news stories that you can use to interest the media in your activities, for example
  a. Significant dates – BP day, public holidays, anniversaries
  b. World events – World Scout Jamboree, Children’s Rights Day
  c. Seasonal events – holidays, start of the school year
  d. Interesting programs – Global Development Village, City of Science, etc.

**Sporting PR Opportunities Guidelines**

- Think interest – will this be interesting to other people?
- Think news – how your local paper or radio station report?
- Think local – how does it involve people locally?
- Think people – the media are usually more interested in what people are doing than in what organizations are doing.
• Think communities – what contribution has your project made to a community initiative or activity?

**What do the media want from a story?**
The media will want to know who, what, why, where, when and how in addition to the “so what” to add the news quality and elaborate its benefit to the audience.

Media will also needs;

• Clear and precise information
• Event’s target audiences / participants
• Backgrounds of events
• Photographs or footages of events
• Access to the events

Under normal circumstances, we should not prohibit media people from taking photographs or footages at the Scouting event - it is the job of the editor to decide whether or not photographs or film should be used. The lack of information will leads to speculation.

Do not forget media deadlines. The nature of today’s news reporting can place huge demands upon the story but when releasing information to the media we should bear in mind news deadlines.
Press kit and information pack
Every event should have an up-to-date press kit that contains fact sheet of all the important information about the event, case studies and biographies of key people.

Although press kits are designed to be presented to journalist, they can also be an important source of information for other people who want to know more about your organization, people and event.

Why are press kit important?
Journalists are busy and normally have several stories to write in a day. If they conduct an interview with someone from an organization, or if they receive a press release, they usually need additional information.

Journalists can always do their own research about your event, but this could take them a long time. So giving them a press kit could make the difference between them writing a story about your event or not – and between that stories being right or wrong.

People attending events or activities that you organize will also want to have further information about your program and what you are doing. Remember to have this in an easy-to-read format. Press kits can either be in a hard-copy printed format or available electronically, either by email or on a website – it is usually a good idea to have both.
**What should a press kit look like?**

Your event’s press kit should have a nice professional-looking folder with your event name and / or logo placed in a prominent spot on the front cover.

Your press kit should contain the following:

1. A general fact sheet about your event
2. Background information about the event
3. What is your project doing and why is it interesting?
4. Data of any key people or participants
5. At least one major program on your event
6. Any brochures or materials that might be interesting for the journalist (if it will not be interesting, do not include it)
7. Recent photographs of your event – either hard copy or on a CD or USB drive
8. One or two relevant recent articles had been published about your event
9. Recent press releases that you have issued – one or two is enough
B. Involvement of Scout as Reporter

PR Suggestions for Retaining Current Scouts Members:
• Seek out opportunities for Scouts to speak at community and school events.
• Ensure group or unit members know when events and activities received media coverage.

PR Suggestions for Recruiting New Members:
• Promote Scouting’s work with and for young people.
• Highlight the service, networking, and fellowship opportunities of membership.
• Publicize group or unit activities in local and provincial or national periodicals.
• Have a section on the group or unit’s Web site for non-Scouts and encourage community organizations to link to it.

PR Strategies Supporting Membership Development
• Collaboration among groups or units in close proximity.
• Promote Scouting events and activities.
• Appear on conventional or traditional media.
• Promote Scouting’s global diversity.
• Execute a public image campaign.

HOW WE PROVIDE THE MEDIA OUR STORY

1. Official Spokesperson - appoint someone mandated by the Association to speak to the media.

2. Training - Every member of event organizing team should at least be advised and equipped with general data and information to deal with the media. A few minutes spent with reporters will go a long way toward shaping how the media and the public interpret events.
3. Guidelines for talking to the press.

a. Before contacting the media, get your facts in order. Be sure to update your fact sheet as new information becomes available. If you need time to gather information, tell the journalist; he or she will wait.

b. Remember that the news media are not your publicity agents. They have specific agendas and assignments and editorial requirements. You won’t like everything they do. However, if you’re dealing with responsible journalists, they will strive to be evenhanded.

c. Give only the facts. Do not speculate, inject personal opinion or guess. Do not exaggerate.

d. Always talk “on the record.” There really is no such thing as “off the record.” A journalist may use everything you say before, during and after an interview. Never say anything to a journalist that you would not want your CO to see in the newspaper or hear on television.

e. Do not discuss anything that does not pertain directly to the case. Do not discuss policy, regional or national issues. Refer journalists to the proper Association Spokesperson for inquiries beyond your area of responsibility.

f. Do not use the phrase “no comment.” There are only three acceptable answers to any question:

1. The answer. Straightforward, factual. Explanatory, if appropriate.
2. “I don’t know, but I’ll find out the answer and get back to you promptly.” Then do it.
3. “I know, but I can’t tell you because ...” Then explain with statements such as “The event is ongoing” or “That touches on sensitive issues that I will not discuss.”

g. Always speak in good taste; avoid profanity or slang.

h. Do not allow the journalist to put words in your mouth. If the reporter describes something incorrectly, make sure you
describe it properly. Do not accept terminology with which you
do not agree. Explain the correct terminology and use it.

i. Ask for clarification of vague questions.

j. Use layman’s terms, not jargon or acronyms.

k. Work with reporters to resolve errors in their stories.

l. Always be courteous, polite and professional. Do not let a rude
journalist shake you. Answer the question posed; do not show
anger or sarcasm.

m. Do not over or under-estimate a reporter’s knowledge. Simply
give the facts.

n. Give credit to other units and agencies involved, but do not speak on
their behalf. Stress teamwork where applicable.

o. Do not make promises. Never say something like, “If they’re out
there, we’ll find them.”

4. Allowing news media to enter your event arena.
It can be hard for the media to tell the event’s story in depth, accurately
and with compelling visual images without allowing them to enter your
event arena. Inviting media aboard is usually a very good idea, as long
as safety and security are not at risk.

Be sure to check identification before allowing media to enter. In all
cases, ask to see media credentials usually a press ID.

C. Use of Social Media

Social media is an instrument of communication that gives people the
power to share, making the world more open and connected. Individual
voices are heard.
Social media includes the various online technology tools that enable people to easily communicate and share information and resources. It can include text, audio, video, images, podcasts, and other multimedia communications.

While there are many social media sites—Twitter, Flickr, YouTube, and others—Facebook is the social media site that resonates best with Scouts members.

**Facebook**
Facebook is the perfect multigenerational platform for Scouts members to interact with one another and with the community. The first step is to create a Scouts group or unit Facebook page. Use your group or unit’s name as the title, and appoint someone in your group or unit to manage it. Post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and group or unit website up-to-date. All the members of your group or unit who are on Facebook should like your group or unit’s page so they can share the information you post with their friends. Your group or unit’s page should also like pages of group or unit’s you work with—national and local partner organizations, news stations, civic organizations, or other groups or unit’s with Facebook pages.

**Other Social Media Options**

- **TWITTER** — allows you to post short, simple updates or links. Your Twitter followers can more easily share your updates with their followers than on Facebook.

- **FLICKER** — Use this social media to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.
While it is easy to get distracted by the many options available to you, it is important to keep your audiences in mind. Chances are, you will have more success focusing on one or two social media accounts than having a presence on every social media site.

NEW TRENDS IN MEDIA

Citizen-Generated Media
One of the latest trends in social media is Citizen-Generated Media (CGM), which gives users the ability to produce content on a variety of topics, easily uploading it to the Internet.

CGM provides an interactive medium for users to share information by posting ideas and opinions to sites including: discussion forums, blogs (short for Web logs), and message boards.

Throughout the world, the Internet has become one of the most popular mediums people use to gather information. CGM also affects marketing and advertising trends because this content is easy to locate with the aid of search engines. When using a search engine to look up a person or an organization, many users find information posted by another user. CGM is changing how information is shared and how opinions are formed.

Blog
Blogs are simply template-based Web sites that allow an author to quickly make regular updates and allow user interaction through comments.

They have become extremely popular because they offer an easy, users-friendly approach to uploading content often including text, images, and sometimes video.
Another phenomenon of blogging and blogs is the regularity with which they comment on, respond to, and link to other blogs and bloggers. The universe of bloggers — the “blogosphere” — can be looked at as a giant conversation. Blogs can also incorporate other forms of media, including audio (podcasts), video (vlogs), and images (photo blogs).

Blogs offer an easy, inexpensive way to publicize your group or unit’s projects and events. In addition, because many journalists search blogs for stories, they offer an opportunity to reach the media with your Scouting stories.

**Electronic Press Release**
An electronic press release provides several advantages to both the sender and the journalist. New technology allows writers to attach pictures and video to their press releases and send it all by e-mail. The journalist will then have the story and pictures readily available and can save critical time in contacting you and waiting to get these items. You can increase the likelihood of a press release been published if you attach good video footage or pictures that show Scouts in action.

**Video Uploading**
Through the power of the Internet, uploading video has become very easy. Each site offers different options, from simple video upload to editing, all completely free of charge. Consider uploading video to your group or unit’s Website or blog or attaching video or pictures to your electronic press release.

**Social Media for Scouting**
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.

With that in mind, we encourage those intending to use social media on behalf of Scouting to note the following:
1. Social media has to be monitored. A qualified staff member or volunteer should have responsibility to monitor social media channels.

2. Create a strategy to surround your target audience with your key message or messages.

3. Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation.

4. Let your audiences talk about you. By posting content regularly, you can tell your story and encourage conversations in the community.

5. Be prepared to respond to negative or inaccurate posts. Some negative comments do not warrant a response, while others should be taken seriously and addressed.

6. Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Association Spokesperson or Communications officer for an official response.

7. 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 is becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask the Associations Communication office for advice on how to disengage from the dialogue in a polite manner that reflects well on your council.

8. Build trust by being open and transparent. Share information about your council and what the challenges and opportunities are for Scouting in your community.
Learn the Culture of Social Media
When creating a social media strategy for your group or unit, it is recommended to follow these steps in sequential order when you are first creating your plan. After that, use this handbook and these steps as reference when you adapt, expand and sharpen your strategy.

1. Getting Familiar with Social Media
2. Get Social Media savvy
3. Initiate personal social media use:
   - Explore the tools you would like to adopt by using them in your personal life first. It is easier to understand the culture behind tools like Facebook and Twitter when you spend some time posting your own pictures and experiences.
   - Participate in the KSA official social media sites.

Create Your Social Media Strategy
1. Study what other Scouting group or unit s are doing:
   a. Find local blogs
   b. Find local Twitter accounts
   c. Find local Facebook accounts: pages, group or unit, and causes
   d. Find local YouTube accounts
   e. Find local Flickr accounts
   f. Evaluate best practices
2. Take cues from the successes and challenges of fellow Scouters
3. Talk to one another to share information and collaborate
4. It is encouraged that you share each other’s content, but properly attribute the content by disclosing its origin and linking back to the original source.
F. Implementation Phases

5 phases to implement media guideline:

- Initiating – set up goals, expectations and scope
- Planning – develop a specific plan for the tasks and activities to be completed, including schedule and budget
- Executing – carry out the plan
- Controlling – respond to changes, adjust the schedule, goals, and expectations as needed
- Closing – measurement and evaluation (reflection)
MEDIA GUIDELINES

CREATING IMPACT FOR SCOUTING EVENTS