Eagle Scout Publicity Plan

There are a few basic steps to follow in publicizing any Scouting event. The following suggestions will help unit leaders develop a media plan for the Eagle Scout presentation.

Contacts: Prepare a mailing list of the newspapers in your district and unit area. These should be daily, weekly, religious, and school newspapers, and industrial, business, church organizations, United Way, and the Scoutmaster’s employer’s newsletter.

Obtain: Detailed biographical material from the recipient and a 4” x 6” (or larger) black and white glossy photo. (Some newspapers take their own photos.) Include Scouting honors and leadership positions, education, church, civic, and school activities and names and addresses of parents and Scoutmaster.

Prepare: A one-page double-spaced news release from the biographical material. This should be typed on a standard 8 ½” x 11” sheet of white paper. If the story is longer than one page, write “more” at the bottom and continue to a second sheet. Be brief, use short words, always use exact dates, give age of youth member and name of the chartered organization. Above all, SPELL CORRECTLY!

Typing: Remember these six important points: who, what, when, where, why, and how. Get all these points into the first two or three sentences, and then go into the details of your story.

Coverage: Could be obtained for unusual of distinctive Eagle Scout projects, depending on the newsworthiness of them. (The newspaper editor decides the newsworthiness of any item.)

Mail: News releases to editors of all newspapers and newsletters one week in before presentation. Because of space limitations, most metropolitan newspapers deal exclusively with photos and captions of Eagle Scout recipients, while smaller suburban newspapers welcome photos and longer articles and are more likely to use them.

For more great ideas, please visit http://www.scouting.org.
Suggested News Release

FOR IMMEDIATE RELEASE

From: Troop/Team/Crew # ______
   Boy Scouts of America
   (Leader’s address)
   (City, ST Zip)

Contact:  (Full name, Title)
          (Office and home telephone numbers)

EAGLE SCOUT AWARD TO BE PRESENTED

   (Full name, age) of (address), has earned the highest advancement award the Boy Scouts
   of America offers to Scouts, the Eagle Scout Award.

   (Last name) will be recognized in ceremonies on (day, date, and time) at the (location).

   A member of (Chartered Organization Unit #), (last name) is one of approximately 4
   percent of all Boy Scouts who attain the Eagle rank, according to (unit leader).

   Each candidate must earn 21 merit badges and successfully compete a community,
   church, or synagogue-related project to earn his Eagle. (Last name) chose to (describe project).

   He has served as (leadership positions) and received (Scouting honors). (Last name) joins
   other outstanding American citizens who have become Eagle Scouts, among them former
   President Gerald R. Ford, Jr., astronaut Neil A. Armstrong, film director Steven Spielberg, and
   19888 Democratic Party Presidential candidate, Michael Dukakis.

   (Last name) is a member of (church or synagogue) and is active in (school activities, i.e.
   football, CSF) at (school), where he is a (class). He is the son of (parents).

(Date)

   -end-
NEWS RELEASE

U.S. Army Southern California Recruiting Battalion
27401 Los Altos, Suite 330
Mission Viejo, CA 92691-6316

For further information, call:
(949) 367-1150
FAX (949) 367-1163
Email: armysoca@earthlink.net
Visit our website at http://www.usarec.army.mil/6thbde/6kbn/

FOR IMMEDIATE RELEASE

YOUTH RELATIONS PROGRAM

The Department of the Army conducts a recognition program called the Youth Relations Program. As part of the program, an award had been established to recognize outstanding youth within a civilian community. The four-color certificate known as the Youth Certificate of Recognition, signed by the Army Chief of Staff, recognizes individual accomplishments by America’s youth.

Among the achievements the certificate recognizes are:

- attaining Eagle Scout rank
- receiving the Girl Scout Gold Award
- acts of heroism
- extraordinary academic achievement
- outstanding athletic accomplishment
- public service

Nominations, with a narrative of accomplishments, can be submitted to the nearest U.S. Army Recruiting Battalion or Recruiting Station.

-end-
Scouting Request for
United States Army Youth Certificate of Recognition

Page: ___ of ___

Mail, FAX, or deliver to your nearest U.S. Army Recruiting Station or to:
U.S. Army Southern California Recruiting Battalion, ATTN: Public Affairs
27401 Los Altos, Suite 330, Mission Viejo, CA 92691-6316
Phone: (949) 367-1150 / FAX (949) 367-1163
Website: http://www.usarec.army.mil/6thbde/6kbn/

Council: Orange County Council, Boy Scouts of America    Unit: ______________________
Council Address: 3590 Harbor Gateway North     City: Costa Mesa Zip: 92626
Name of requester: ________________________      Day Phone: (___) ___________
Address of requester: ________________________     City: __________ Zip: ________
Signature: ________________________      Date: ________________________
Date of Presentation Ceremony: ________________________     Time: ________________________
Location of Ceremony: ________________________
Address: __________________________________________________________
Scout Names: (Print or type exactly as name(s) is(are) to appear on certificate)
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
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____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
UNITED STATES CAPITOL
FLAG REQUEST FORM

Information for mailing:

NAME: ______________________________________________________________________________________

ADDRESS: ___________________________________________________________________________________

CITY: ____________________________________________ STATE: _____________ ZIP: ____________________

REQUEST CONTACT NAME AND PHONE: _______________________________________________________

If flag is to be flown over the Capitol, fill in the following information for use on the flag certificate:

Date you would like your flag flown over the Capitol: ___________________________________________

(If date is specified, order should be received 4 weeks prior to date on which flag is to be flown.)

Person(s) or organization(s) for whom the flag will be flown: ________________________________

Occasion for which flag will be flown: ________________________________________________________

The prices of the flags are as follows:

<table>
<thead>
<tr>
<th>Size</th>
<th>Quantity</th>
<th>Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3’ x 5’</td>
<td>_____ x</td>
<td>Nylon</td>
<td>$7.50</td>
</tr>
<tr>
<td>3’ x 5’</td>
<td>_____ x</td>
<td>Cotton</td>
<td>$8.25</td>
</tr>
<tr>
<td>5’ x 8’</td>
<td>_____ x</td>
<td>Nylon</td>
<td>$17.50</td>
</tr>
<tr>
<td>5’ x 8’</td>
<td>_____ x</td>
<td>Cotton</td>
<td>$18.75</td>
</tr>
</tbody>
</table>

Flying and Certification Cost _____ x $4.05/flag     
Shipping/Handling  _____ x $4.00/flag

TOTAL $________

***Please make check or money order payable to “Keeper of the Stationery” and return with completed form to the following address:

Senator Dianne Feinstein  
Room 331 Hart Senate Office Building  
Washington, D.C. 20510-0504  
ATTN: Flag Request

Due to high volume of requests, please allow 8-10 weeks for processing and delivery.