

## MEDIA RELATIONS AND MARKETING



### How to earn your badge...

Choose from **three** of these activities to achieve this badge.

1. Produce and give a presentation about Scouting. Use audio and visual media and think about how you can make it relevant to people not involved in Scouting
2. Write a press release about a Scout event that has taken place. Send it to your local Media Development Manager so that they can get it published in the local press, radio station or community website
3. Find out about local media outlets such as radio, TV, newspapers and online. Find out what their target audience is and work out a storyline that they might be interested in featuring.
4. Prepare and present an audio or video package about a Scouting event or activity. The report should be accurate, informative and reflect the adventure of Scouting
5. Prepare a creative display about your Troop or Group that can be exhibited in your local library, information centre or public place
6. Interview a local public figure or someone in the local news, such as a church leader, politician or celebrity and present the interview to your Troop. Get some advice from your Leader before contacting the person
7. Produce some media which can be used within Scouting, such as a district newsletter story or a piece of website content



## MEDIA RELATIONS AND MARKETING



### How to earn your badge...

Choose from **three** of these activities to achieve this badge.

1. Produce and give a presentation about Scouting. Use audio and visual media and think about how you can make it relevant to people not involved in Scouting
2. Write a press release about a Scout event that has taken place. Send it to your local Media Development Manager so that they can get it published in the local press, radio station or community website
3. Find out about local media outlets such as radio, TV, newspapers and online. Find out what their target audience is and work out a storyline that they might be interested in featuring.
4. Prepare and present an audio or video package about a Scouting event or activity. The report should be accurate, informative and reflect the adventure of Scouting
5. Prepare a creative display about your Troop or Group that can be exhibited in your local library, information centre or public place
6. Interview a local public figure or someone in the local news, such as a church leader, politician or celebrity and present the interview to your Troop. Get some advice from your Leader before contacting the person
7. Produce some media which can be used within Scouting, such as a district newsletter story or a piece of website content