

. . . Why bother?

Being featured in the local paper, on local radio or television has enormous potential for your Group -or it can be a bit of an embarrassment. This material is designed to help you project a positive and high profile image of Scouting in your village, town or city. By following some simple advice you can begin to 'educate' the local community into thinking positively about the Movement. Once you start to raise your profile, you will be in a better position to recruit new Members, adults, raise money and generally gain more support from the community.

Who is Shouting for Scouting for?

Shouting for Scouting has been designed for all Scout Groups to help them work effectively with the local media. Whether you have a small Group or a well established 'Super-Group', the tools and techniques described in this material will be of benefit.

How to use Shouting for Scouting

This resource is divided into several sections that can be used in isolation to help you with specific issues, or used together as a total package. It has been designed and written by media professionals as a working toolkit. Use it as a practical aid to help you to build a good working relationship with the local media.

Further copies are available from the Scout Information Centre or are downloadable free of charge from www.scoutbase.org.uk.