

## ... 5 *Lights, camera, action!*

To help generate positive support you will need a local co-ordinator. Here is an example job description, which you can alter to suit your local needs.

### 5.1 *Job description*

**Title:** Group Media Relations Adviser (GMRA)

**Main activities:**

- To identify positive news opportunities generated by your Scout Group
- To provide regular information/stories (press releases) to all local media outlets and Group/District and County/Area newsletters
- To ensure all stories/pictures are 'positively packaged' promoting an upbeat and dynamic image of your Group and Scouting in general
- To act as the media spokesperson for the Section/Group
- To compile and update the Group media directory
- To ensure Group events are photographically recorded
- To report to the Group Executive Committee and District/County Media Development Managers on good media opportunities
- To keep District and County/Area Media Development Managers up to date with all the good PR you are doing.

**Functional relationships:**

*Internal: (In the Scout Group)*

Group Scout Leader, Executive Committee, All Section Leaders and Assistants.

*Internal: (In the District/County/Area)*

Group, District and County/Area Media Development Managers, District/County/Area newsletter editors.

*External*

All local newspapers, radio and television stations (including community and cable), editors of local parish/community magazines and newsletters.

Your Group may already have an individual who dabbles with the media side of things. However in order to give media relations a higher priority it is worthwhile appointing a Media Representative. This person will work in conjunction with District/County/Area Media Development Managers but will be specifically responsible for media relations within their Section or Group. They will also work with whoever is responsible for recruitment in the Group to help concentrate on the many other important image related tasks (displays, leaflets, posters, opening evenings etc) to promote a positive image of local Scouting.

The role of the County/District Media Development Manager is similar to that of the Group Media Relations Adviser (GMRA). To help identify how you can work together and for the responsibilities of the role take a look at the job description given below.

While this is an important role the good news is that it does not require a great deal of time. It is an ideal job for a keen parent, a member of the Scout Network or Scout Fellowship.

**Newsflash!** If your media representative is not given a copy of *Shouting for Scouting*, they will not be able to do their job! You can download it for free from [www.scoutbase.org.uk](http://www.scoutbase.org.uk)

## 5.2 Job description

<b>Title:</b>	Media Development Manager (MDM)
<b>Responsible to:</b>	District Commissioner or County/Area Commissioner
<b>Functional relationships:</b>	<p><i>Internal</i></p> <p>Members of the Movement Shouting for Scouting task groups Headquarters PR team</p> <p><i>External</i></p> <p>Media (press) Media (broadcast) Media (web) Members of the public</p>
<b>Job summary:</b>	To improve the public image of Scouting by providing information and facts about local Scouting to appropriate media contacts.
<b>Main activities:</b>	<p>To regularly promote the image of a modern Scouting to Media Groups via local “awareness” campaigns</p> <p>To develop and maintain a list of local media contacts</p> <p>To monitor local media coverage and to feedback success stories to Scouting and the HQ PR team</p> <p>To attend regular training days to further develop media skills</p> <p>To seek out and identify local good news stories happening in Scouting and to promote these to the local media</p> <p>To liaise with Headquarters PR team on a regular basis, giving updates on coverage and asking for any assistance required</p> <p>To encourage Scout Groups to appoint a person to promote Scouting and to work in conjunction with them to promote Scouting</p> <p>To share good practice.</p>

### 5.3 How do we go about getting good news stories?

A calendar of events is a useful place to start. Take a look at the Sections' programmes and make a note of those activities you think could promote an exciting and modern image of your Group.

Most PR works on the 'trickle' or 'drip' basis, which means a regular promotion of news rather than one big push and then forget it. Success will not happen overnight so you will need to ensure you provide the media with a constant and regular supply of news. A good starting point would be to identify and promote one exciting activity or event a month to the media. Just one article a month could have an amazing impact!

#### ▶ Ask yourself:

- Is there a different or unusual Group activity/evening about to happen?
- Are any weekend activities planned?
- Are you going on any camps/expeditions?
- Are you about to begin a recruitment or fundraising drive?

### 5.4 Maximising coverage

Finally when you have identified a suitable activity, think carefully about how you can gain maximum exposure. Some of your events will offer opportunities to publicise more than one story. For example:

#### ▶ Camps/ expeditions

Before: The official launch, training, preparation  
During: Camp/expedition itself  
After: The triumphant return!

#### ▶ Recruitment

Before: Announcement of news to boost numbers  
During: Any events/open days you may be having  
After: Exciting Investitures of new Members

#### ▶ Fundraising

Before: Announcement of campaign targets - what is the money for?  
During: The event itself  
After: Announcement of results and spending the money!

#### ▶ Awards

Before: Achieving the Award  
During: Training, working towards it, preparation, etc.  
After: You've got it!

Contact the PR Department at Headquarters (0845 300 1818) to find out if your District/County/Area has a Media Development Manager. Ask them for help and further advice.

Newsflash! Further support is available in the PR link pages on [www.scoutbase.org.uk](http://www.scoutbase.org.uk)