

## ... 6 Meeting your deadline

### 6.1 Getting organised

The media world is a fast moving industry that works to tight deadlines. You will increase your chances of success if you are well organised and ready to respond.

**Newsflash!** The more organised you are, the easier your job will be.

The following checklist includes some of the main tasks that need to be carried out. How well does your Group fare?

### 6.2 Countdown to publicity

► **Have you:**

- read and fully digested *Shouting for Scouting*?
- appointed a Media Representative?
- designed and produced press release paper (using the enclosed template)?
- compiled a Group media directory?
- identified possible stories from your Sections' programmes?
- decided how to package them positively?
- taken lots of photos, or asked your Media Development Manager to download some from the On-Line Photo-Library?
- written a press release for the event/activity?
- found out whom to contact in your local press radio? See [www.mediauk.com](http://www.mediauk.com) for details.
- asked a couple of friends to check it?
- sent your release (and photographs) to local newspapers?
- sent your release to local radio stations?
- sent your release to local TV Stations (incl. Community/cable)?
- followed up with a phone call?
- compiled and filed media coverage (using enclosed media log)?
- identified your next story to promote?

Ticked boxes means you are *Shouting for Scouting*!