

... *The end bit*

In this section you will find:

- a contact log to help you compile a directory for you to record all your useful contacts
- a press release template
- a letter template
- a fax template

A design guide is available from the Scout Information Centre, which includes electronic templates. It is also available to download from www.scoutbase.org.uk

► *contact log*

Newspapers

Name of newspaper _____

Frequency Daily/Weekly _____

Contact name _____

Address _____

Telephone numbers _____

Fax numbers _____

Email addresses _____

Website addresses _____

Day of Publication _____

Deadline for items to be submitted _____

Local publications (parish/community/youth/schools magazines, etc)

Name of paper _____

Frequency _____

Weekly/monthly _____

Contact name _____

Address _____

Telephone numbers _____

Fax numbers _____

Email addresses _____

Website addresses _____

Day of publication _____

Deadline for items to be submitted _____

Radio stations (BBC and independent)

Name of station _____

Contact _____

Address _____

Telephone numbers _____

Fax numbers _____

Email addresses _____

Website addresses _____

Television stations (BBC and independent)

Name of station _____

Contact name _____

Address _____

Telephone numbers _____

Fax numbers _____

Email addresses _____

Website addresses _____

Community/cable television

Name of station _____

Contact name _____

Address _____

Telephone numbers _____

Fax numbers _____

Email addresses _____

Website addresses _____

▶ *Example*

Below is an example Press release



. . . press release

Date: 26 June 2001

Scouts at the Heart of the City

Scouting, the organisation which can be found at the heart of hundreds of villages, towns and cities is making its mark on the City of London on Wednesday 27 July at the Corporation of London's 'Heart of the City' Festival at the Guildhall.

Demonstrating that even in the high-tech age traditional pioneering skills have not been lost Scouts will be building a pioneering pole tower as the centrepiece of their display in Guildhall Yard.

Heart of the City is an exciting new initiative launched jointly by the Bank of England, the Financial Services Authority and the Corporation of London. It will celebrate what can be achieved when companies support community groups and charities and, it is hoped, will encourage more city firms and their employees to get involved.

Members of the Scout Movement will be on hand to distribute information about modern Scouting. They will be available to discuss how City organisations can encourage their employees to become involved in local communities by helping the 100,000 adults who already give their time an energy to the Movement dedicated to the development of the citizens of the future.

(end)

Further information: **Press Office** **020 8433 7209** **07860 784900 (mobile)**

The Scout Association

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Patron HM The Queen President HRH The Duke of Kent Founder Robert Baden-Powell OM Chief Scout W George Purdy
Incorporated by Royal Charter Charity No. 306101

. . . press release

Date:





. . . fax



To:

From:

Fax:

Fax:

Phone:

Phone:

Date:

Pages:

Subject:

Urgent

For Review

Please Comment

Please Reply