



External Relations

These tools support lodges and sections in sharing the Order of the Arrow's story in the community. The OA regularly performs exceptional service to our communities, yet receive little to no local media coverage. The following guide, tools and resources are aimed at outreach and communication with our local media stakeholders. In order to lead by example, OA Lodges are encouraged to facilitate media engagement with local media – community newspapers, TV and radio news.

Considerations for Media Engagement:

Understanding the Media in Your Community

Each community's media market has a unique set of characteristics. Smaller media markets are much more willing and able to cover community service projects and notable OA events/activities. However, in larger markets (like Los Angeles, Houston, Chicago and New York) the media will be more selective, but it is not impossible to garner media coverage. Even large markets have local community media outlets that are looking for positive local stories to tell.

It is important to recognize these unique media characteristics and make your best effort to demonstrate a professional approach and respect the media (don't target large regional media with a community story). Take a moment to review the coverage of the local media in your community. Do they cover non-profit news stories? If so, they are a perfect fit to tell the positive stories generated by your OA organization.

Identify Key Media

Identify the key media the Lodge wishes to target in the community. Media types may include: a) Community and Local Newspapers; b) Municipal TV Channel; c) TV News; d) Radio News; e) Neighborhood Magazines and Newsletters; and f) Lodge/Council Newsletter and Website.

Developing relationships with media is not a requirement but understanding the type of stories they like to cover and how they like to receive news and tips can be very valuable in securing coverage of the next big lodge or section project. Establishing lines of communication with the media is also important. Limit surprises. Advanced notification to the media can assist with both ongoing relationship building and reserving time/space for the story.

Suggested Tools

Each lodge and section is unique, from their leadership, membership size, geography, and media market size. Likewise, each operates differently. You may have PR and marketing professionals or council marketing committee resources that can be tapped for assistance. The key is to present the OA in the most professional manner so the media will take the news opportunity seriously and will consider covering the efforts of your lodge or section.

The following pages contain templates that will aid you telling the OA's story locally and sharing it with key internal and external audiences.

Each lodge and section and their projects are unique, and identifying and engaging the media should be determined on a case-by-case basis.

Should you have question about seeking local publicity or how to handle media relations for your lodge and section, feel free to email: publicrelations@oa-bsa.org.

Key Messages

The official key messages of the Order of the Arrow are included for your use when conducting interviews and communicating with the media. A similar key message document should be created for the lodge's specific project/event. Both of these key message documents should be used to prepare your spokespersons and anyone else that will be offered to the media for interviews. *(Important: Key Message documents should NOT be shared with the media or placed within the media kit. They are for internal use only, for preparation purposes.)*

Order of the Arrow

- The OA is the National Honor Society of the Boy Scouts of America, and serves to allow Scouts and Scouters to recognize their peers by election.
- The OA teaches the value of brotherhood and cheerful service as a facet of Scouting and as a part of daily life.
- Leadership development is a big part of the OA; like Scouting, it is a youth lead organization, and gives youth the opportunity to grow their skills in a different, grander context.

To be delivered by Arrowmen/Scouts

- Scouting teaches us how to do the right thing, to help others, and to be courteous and kind.
- Scouting has given me the opportunity to do a lot of fun and challenging things that I might not have tried otherwise. I know now I can achieve things that I might have thought were too hard or scary before.
- I think it's good for kids today to be involved in Scouting because it's really fun. We get to go on all kinds of adventures, and earning merit badges is a fun way to learn about lots of different things.
- I know the lessons I learn in Scouting will stay with me throughout my entire life.
- If we were all to live by the Scout Oath and Scout Law, I believe it would have the power to change our country—and even the world!

To be delivered by OA Adult Leaders

- We continue to stay focused on the fundamental values of Scouting—things like character, leadership, and service.
- Collectively in 20XX, Scouts gave more than XX million hours of volunteer service, at a value of more than a \$XXX,XXX,XXX to the communities where they live.
- More than XX,XXX young men in the Boy Scouts earned the rank of Eagle Scout.
- We're excited about the future of Scouting, and how it will continue to positively impact our community.

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Media Engagement Checklist

This checklist will provide a step-by-step process for pitching newsworthy stories to the local media. In addition, professional public relations tips are explained along with each step. Your newsworthy project/event presents a significant opportunity for telling your story to your community media. Your lodge and section accomplishments are a mark of pride for the OA as an organization and should be shared with the community via the local media. Beyond the project/event itself, there is also a significant opportunity to highlight the Scout or Scouts leading the project and to shine light on their personal Scouting accomplishments.

STEP ONE: DEVELOP "THE STORY"

Determine what the key points and key messages you wish to communicate and share with the community via the media.

STEP TWO: PRESS KIT CREATION

PREPARE A LOCAL PRESS KIT TO SHARE WITH MEDIA. See the pages below to find various templates and documents that can be personalized to put press kits together for the media. These documents will serve to provide the media with relevant information that will aid informing a solid story. Press kits can be shared with the reporter in electronic format or hard copy. If materials are shared via hard copy, it is recommended that all press kit materials be housed together in a OA, section, or lodge-branded folder. (*Helpful Hint: Press kit folders can be easily created from a glossy pocket folder with a Lodge flap or OA logo sticker pasted to the front of the folder.*)

Materials to include, in the press kit:

Local news release. Be sure to personalize the news release with local data and quotes and add contact information so that reporters can follow up with questions and interview requests.

Fact sheet. This piece, shorter in form than the full press release, provides a snapshot of the project or story.

Order of the Arrow Fact Sheet. Use this fact sheet to consistently communicate background information about the Order of the Arrow.

Graphic assets. This includes, photos, videos, and/or information graphics which illustrates the project or help tell the story.

STEP THREE: MEDIA LIST CREATION

MAKE A MEDIA CONTACT LIST. You may already have an existing media list from which you work from on a regular basis. If not, with a little research, you can create one to aid you in pursuing media outreach across your community/media market.

Your media list should include all newspapers in the area, along with local broadcast news affiliates (ABC, NBC, CBS, FOX, etc.). Include those reporters and editors with whom you have an existing relationship and also round out the list to include:

Community/metro reporters

Youth and or non-profit organizations reporters

News assignment editors and broadcast news desks

STEP FOUR: MEDIA OUTREACH AND STORY PITCHING

REACH OUT TO REPORTERS WITH A COMPELLING PITCH. When sending your press kit to the media, you should use the opportunity to grab the reporter's or editor's attention with a brief but compelling pitch. (*Why does this matter to the reporter? Why should they care? What does this have to do with the local community?*) This is your opportunity to make the case for your—and your lodge's or section's—story and why it should be considered.

We've included sample language for your reference. You should feel free to personalize the pitch to your tone and voice as much as possible. Any suggested language is simply a starting point. But remember, be brief and keep it relevant.

STEP FIVE: SPOKESPERSON KEY MESSAGE DELIVERY

PREPARE POTENTIAL INTERVIEWEES. It will be important to identify Scouts/Arrowman, leadership, and council staff and key volunteers that can be available for interviews should the reporter request it (they usually do). Having a list at the ready also adds meat to your pitch, promising a better, more localized, and more humanized story.

In advance of any interviews, make sure that the spokespersons are familiar with the key messages of the story and can speak to the facts from a personal standpoint. To help you, there are sample core OA messages included for your review. Don't forget, adding personal tone and perspective to these messages will be important.

STEP SIX: MEDIA FOLLOWUP

MAKE A PERSONAL CONNECTION WITH THE REPORTER. After your pitch and press kit have been sent to reporters, it is recommended that you follow up via phone to make a personal connection and gauge any interest they may have in the story. At this time, you can reinforce the key messages and communicate the individuals you are making available, whether it's an invitation to attend a local project or an interview with a Scout/Arrowman.

STEP SEVEN: MEDIA ALERT

SEND OUT EVENT REMINDERS TO THE REPORTERS. After your press kit and pitches have been sent to reporters, it is recommended that you send out a media advisory to the media and their respective news/assignment desks one week in advance of the project/event. A template media alert has been provided. *(Please be respectful of the reporter's time, if they expressed no interest in the story you pitched to them in Step Six, do NOT send a media alert.)* Media Alerts are especially effective with TV, Radio and Newspaper news/assignment desks. These desks often make news assignments to reports less than 24-hours in advance based on media alerts and press releases they have on file in the news room for any given day. Therefore, the Media Alert is a very important tool and step in garnering media coverage and this step should not be skipped.

Suggested Media Outreach Timeline

Task	Suggested Date
Develop: <ul style="list-style-type: none">• Press kit• Localized (i.e. 55 Center City youth, Nine Century Neighborhood Scouts)• News release• Fact sheets• Graphics• Media Contact List Creation	Two-Months prior to the project/event
Send media pitch: <ul style="list-style-type: none">• Personalized pitch email, letter or phone call	Two to three weeks prior to the project/event
Distribute media alert	One week prior to project/event
Make pitch calls to media and offer interviews	One week prior to project/event
Assign Key Media Representative(s) and Spokesperson(s): Get Council Approvals, Train on Key Messages, Media Protocol/Handling (hosting the media onsite)	One to two weeks prior to the project/event
Track and share any media coverage with: <ul style="list-style-type: none">• National OA Committee and National Communications Committee: PublicRelations@oa-bsa.org• Council, lodge, section social media• Council, lodge, section websites	ASAP Following project/event

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Media Advisory Template

This template should be used as a heads up “alert or advisory” to the media and should be sent one week prior to the project/event. Resending this information 24-hours before the event is also recommended as a “best practice.”

[Insert Logo Here]

MEDIA ADVISORY

BOY SCOUTS OF AMERICA’S NATIONAL HONOR SOCIETY TO PERFORM *(XXXXTYPE) SERVICE TO (XXXXNAME) COMMUNITY*

[Eagle Scout Name] To Lead Project That is Expected to Provide XX Hours of Service
Valued at \$XXXXX

WHAT: [SAMPLE COPY] A delegation of eight Scouts from across the country, including [Name] from [City], will represent the Boy Scouts of America in Washington, D.C., this month to present the organization’s annual Report to the Nation to top U.S. officials. The report is designated in the BSA’s congressional charter and will highlight achievements in 2012. The delegation’s schedule while in D.C. rivals that of many heads of state, with visits to [insert meetings with key officials or sites].

WHO: [SAMPLE COPY] [Scout name, unit, brief biographical information]
[Name] is one of eight youth delegates selected from nearly 3 million youth Scouting members to present the annual report.

WHEN: [SAMPLE COPY] Saturday, Feb. 23: Departure from [City], arrival in Washington, D.C

WHERE:
The White House
1800 Pennsylvania Ave, Washington, DC

INTERVIEW OPPORTUNITY: [SAMPLE COPY] Interviews with [Name] available upon request.

VISUALS: [SAMPLE COPY] Scouts planting trees, digging with shovels, meeting elected officials along pathways in the community park

CONTACT: [Contact Name] | [Phone and Cell] | [Email address]

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Press Release Template

This template provides a suggested format for communicating news in a format that the media is used to receiving, but still leaves room to tell the lodge or section's story in a way that will be attractive to the media. This template can be used after an event to garner post-event media coverage or can be handed out to the media attending the event to ensure the media has a good handle on the story's facts.

[Insert Logo Here]

PRESS RELEASE

Media Contact: [Name] | [Phone] | [Email address]

BOY SCOUTS OF AMERICA'S NATIONAL HONOR SOCIETY PERFORMS [TYPE OF SERVICE] IN THE [INSERT COMMUNITY].

More than XX Order of the Arrow members performed XX(#) hours of serviced valued at \$XXXX.

INSERT CITY NAME, STATE – (Month, Day, Year) – More than XX members of the Order of the Arrow (OA), Boy Scouts of America's National Honor Society, performed XX hours of service for (insert organization/community info here) . The service performed by these youth and their adult advisers was worth more than \$XXXXX (# of hours X \$10.00/hr).

Insert details and final results of the service project here... (e.g., miles of work, number of nails, number of tree – paint the picture.)

YOUTH OA OFFICER QUOTE "Being a servant leader is what the Order of the Arrow is all about," said XXXX XXXXXXXX, insert position in lower case. "We hope today's service will be an example for others to follow. Giving of yourself in service to others, especially in our community, is actually a lot of fun!"

XXXXXX organization/community name was the beneficiary of the OA's service. Info about the organization (serves xxx part of the community). In today's economy, funding isn't always available for this type of project.

"Insert quote of appreciation from benefiting organization/community," said xxxxxxxx xxxxxxxx, insert position in lower case.

As Scouting's National Honor Society, the OA's purpose is to recognize those Scouts who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition; promote camping, responsible outdoor adventure, and environmental

stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp; develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation; crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others. The OA will celebrate its 100th anniversary in 2015.

The Order of the Arrow was founded by Dr. E. Urner Goodman and Carroll A. Edson in 1915 at the Treasure Island Camp of the Philadelphia Council, Boy Scouts of America. It became an official program experiment in 1922, and was approved as part of the Scouting program in 1934. In 1948, the OA, recognized as the BSA's national brotherhood of honor campers, became an official part of the Boy Scouts of America. In 1998, the Order of the Arrow became recognized as Scouting's National Honor Society when it expanded its reach beyond camping to include broader service to Scouting and the community.

About Order of the Arrow

For more than 100 years, the Order of the Arrow (OA) has recognized Scouts and Scouters who best exemplify the Scout Oath and Law in their daily lives. This recognition provides encouragement for others to live these ideals as well. Arrowmen are known for maintaining camping traditions and spirit, promoting year-round and long term resident camping, and providing cheerful service to others. OA service, activities, adventures, and training for youth and adults are models of quality leadership development and programming that enrich and help to extend Scouting to America's youth.

About the Boy Scouts of America

The Boy Scouts of America prepares young people for life by providing the nation's foremost youth program of character development and values-based leadership training. The Scouting organization is composed of 2.7 million youth members between the ages of 7 and 21, and more than a million volunteers, in local councils throughout the United States and its territories. For more information on the Boy Scouts of America, please visit www.scouting.org.

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SAMPLE FACT SHEETS (OA Example)

Below is the OA Factsheet that should be part of your Lodge media kit to consistently communicate about the Order of the Arrow.

ORDER OF THE ARROW FACT SHEET

As Scouting's National Honor Society, the OA's purpose is to recognize those Scouts who best exemplify the Scout Oath and Law in their daily lives and through that recognition cause others to conduct themselves in a way that warrants similar recognition; promote camping, responsible outdoor adventure, and environmental stewardship as essential components of every Scout's experience, in the unit, year-round, and in summer camp; develop leaders with the willingness, character, spirit and ability to advance the activities of their units, our Brotherhood, Scouting, and ultimately our nation; crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others. The OA will celebrated its 100th anniversary in 2015.

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More Information

To learn more about the Order of the Arrow, contact publicrelations@oa-bsa.org.
BSA SAMPLE (FOR INFO/EXAMPLE ONLY) Media Kit Should Include a Factsheet Based on Project Details.

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Media Pitch Language

These templates provide a suggested format for communicating directly with the media when pitching story ideas (following up on a press release and or media alert). These templates include an email pitch letter and phone pitch script.

Email Pitch

Subject: [City] Youth To Provide Service to (Subject)

Hello,

[Eagle/Boy] Scout [Full Name] of [City] is leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT HIS OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman of the Lodge/Chapter did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Would you be interested in speaking with [FIRST NAME] as he and his lodge prepare to embark on this incredible project for the community? Please let me know if you'd like to set up a time to talk.

Thank you,

Phone Pitch

Hello, this is [Your Name] and I am a volunteer with the Boy Scouts of America's Order of the Arrow, Scouting's National Honor Society. I've got a really great story to share about an [Eagle/Boy] Scout from [City] who will be leading the local chapter/lodge of the Boy Scout's National Honor Society in conducting an extensive service project that will benefit XXXXX in XXXXX Community (Org and Community Name). On XXXDay, Date/Month/Date, he is scheduled to (Insert details of the project).

[FIRST NAME] was selected by the other members of the lodge to lead his fellow youth and to lead this project [INSERT BRIEF SENTENCE ABOUT OUTSTANDING STORY HERE].

Insert Details here about what the Arrowman did to plan for this event/project (i.e. 200 planning hours, fundraisers raising XX dollars, etc.).

Thank you for your time, we look forward to seeing you Insert Date/Time/Location Details here.

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