



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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