

SCOUTS-L

PUBLICITY

From <@pucc.PRINCETON.EDU:owner-scouts-l@TCUBVM.IS.TCU.EDU> **Sat Oct 5 20:08:39 1996**
Return-Path: <@pucc.PRINCETON.EDU:owner-scouts-l@TCUBVM.IS.TCU.EDU>
Received: from pucc.PRINCETON.EDU (smtp@pucc.Princeton.EDU [128.112.129.99]) by cap1.CapAccess.org (8.6.12/8.6.10) with SMTP id UAA01655; Sat, 5 Oct 1996 20:08:39 -0400
Received: from PUCC.PRINCETON.EDU by pucc.PRINCETON.EDU (IBM VM SMTP V2R2)
 with BSMTP id 2776; Sat, 05 Oct 96 20:03:58 EDT
Received: from TCUBVM.IS.TCU.EDU (NJE origin MAILER@TCUBVM) by PUCC.PRINCETON.EDU (LMail V1.2a/1.8a) with BSMTP id 2023; Sat, 5 Oct 1996 20:03:57 -0400
Received: from TCUBVM.IS.TCU.EDU (NJE origin LISTSERV@TCUBVM) by TCUBVM.IS.TCU.EDU (LMail V1.2a/1.8a) with BSMTP id 1281; Sat, 5 Oct 1996 17:23:24 -0600
Received: from TCUBVM.IS.TCU.EDU by TCUBVM.IS.TCU.EDU (LISTSERV release 1.8b)
 with NJE id 1276 for SCOUTS-L@TCUBVM.IS.TCU.EDU; Sat, 5 Oct 1996 17:22:51 -0600
Received: from TCUBVM (NJE origin SMTP@TCUBVM) by TCUBVM.IS.TCU.EDU (LMail V1.2a/1.8a) with BSMTP id 1275; Sat, 5 Oct 1996 17:22:50 -0600
Received: from emout13.mail.aol.com by tcubvm.is.tcu.edu (IBM VM SMTP V2R2)
 with TCP; Sat, 05 Oct 96 17:22:47 CST
Received: by emout13.mail.aol.com (8.6.12/8.6.12) id SAA10804 for SCOUTS-L@tcubvm.is.tcu.edu; Sat, 5 Oct 1996 18:20:53 -0400
Message-ID: <961005182052_326112744@emout13.mail.aol.com>
Date: Sat, 5 Oct 1996 18:20:53 -0400
Reply-To: SCOUTS-L - Youth Groups Discussion List <SCOUTS-L@TCUBVM.IS.TCU.EDU>
Sender: SCOUTS-L - Youth Groups Discussion List <SCOUTS-L@TCUBVM.IS.TCU.EDU>
From: Ed Darrell <EDarr1776@AOL.COM>
Subject: Re: The Ones We Miss
To: Multiple recipients of list SCOUTS-L <SCOUTS-L@TCUBVM.IS.TCU.EDU>
Status: RO
X-Status:

In a message dated 96-10-05 12:23:45 EDT, Cliff Golden wrote:

>In two weeks I have a Court of Honor where two new Eagle Scouts will
>receive a small amount of media attention. They won't warrant the
weeklong
>headlines that Lyndon and his assailant received. They won't go through
>life wearing a bag either.

Cliff, see if you can do something to correct that.

I've not been an assignment editor for over 15 years, but I don't think my news sense is wholly outdated. It seems newsworthy to me that two boys who started a path with Lyndon several years ago chose "the path less travelled," as Robert Frost might put it, and wind up at a much different place than Lyndon. It's "the rest of the story," it's "the other side of the coin;" it's newsworthy by itself.

Now, how does news get made? Because someone calls attention to the "news" to the assignment editors of media outlets. How do you do that?

Put out a press advisory that tells the date, time and location of the Court of Honor. Make sure that headline mentions the connection: "Former colleagues of shooting victim earn Scout's highest rank; ceremony Tuesday."

One brief paragraph gives the names, home towns and ages of the kids getting the awards, and says they get the award. A second paragraph explains that they entered Scouting at the same time as the recent shooting victim, but have taken a different path.

Put in a "contact" name, probably yours, with phone numbers so editors can call you to get more details.

Mail them at least a week in advance to "Assignment Editor" at the closest Associated Press and United Press International offices (probably Chicago for you). Make sure copies go to the assignment desks at the Chicago Tribune and Daily News, and the major television news stations. Get a copy to the assignment desk at the Arlington daily paper (its name escapes me at the

moment). Copy it to the radio stations that do news. Don't forget the nearest National Public Radio affiliate. Remember all the weekly papers in your area.

Then call the Associated Press and ask for the "daybook" editor. Ask to get the event listed there (news outlets are much more likely to cover something listed in the AP daybook).

Drop a letter to the gossip columnists at the Chicago papers explaining the story just as you did here. Ask, "Why can't we cast the spotlight on the kids that do well? If news is really the 'out-of-the-ordinary,' then certainly an Eagle Scout is newsworthy. There are fewer Eagle Scouts than shooting victims in some towns. It's a tremendous achievement to earn the Eagle rank. Yet shootings get the headlines every time." [NOTE: Someone may want to check the national statistics; in my home town there were probably a hundred Eagles to every shooting, but my sense is that is not the case nationally, nor in some metropolitan areas.]

This is no guarantee that your new Eagles will get the newspaper space they deserve, but it's better than not doing it. Remember Darrell's Rule of 10: For every 10 press releases you send out, you get one article or broadcast story (on average). If you want to get at least one story, you should have at least ten outlets targeted for "advisories."

If you need some quick pointers on style for advisories and releases, e-mail me.

Would continued membership in Scouting have kept young Lyndon from getting shot? It's almost impossible to tell. I can tell you there are more former Scouts in the astronaut corps than there are shooting victims. There are more U.S. senators who were Scouts than shooting victims. I suspect the ratios hold for virtually every area of inquiry and interest.

And what would happen if some local television station featured one Eagle scout in a report for 90 seconds, once a week, for an entire year? Coverage of Scouting would be increased by about 52 times, and some kid somewhere

would be inspired.

It's worth the gamble. Good luck.

Ed Darrell, Duncanville, Texas
(former press secretary -- can you tell?)

P.S. -- the piece you wrote for Scouts-L might be a good letter to the editor, or if expanded to 700 words, a good op-ed piece. Think about it.

From <@pucc.PRINCETON.EDU:owner-scouts-l@TCUBVM.IS.TCU.EDU> Sat Oct 5 12:25:12 1996

Return-Path: <@pucc.PRINCETON.EDU:owner-scouts-l@TCUBVM.IS.TCU.EDU>

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Received: from PUCC.PRINCETON.EDU by pucc.PRINCETON.EDU (IBM VM SMTP V2R2)

with BSMTP id 2327; Sat, 05 Oct 96 12:20:56 EDT

Received: from TCUBVM.IS.TCU.EDU (NJE origin MAILER@TCUBVM) by PUCC.PRINCETON.EDU (LMail V1.2a/1.8a) with BSMTP id 8084; Sat, 5 Oct 1996 12:20:56 -0400

Received: from TCUBVM.IS.TCU.EDU (NJE origin LISTSERV@TCUBVM) by TCUBVM.IS.TCU.EDU (LMail V1.2a/1.8a) with BSMTP id 0199; Sat, 5 Oct 1996 10:53:36 -0600

Received: from TCUBVM.IS.TCU.EDU by TCUBVM.IS.TCU.EDU (LISTSERV release 1.8b)

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Received: from TCUBVM (NJE origin SMTP@TCUBVM) by TCUBVM.IS.TCU.EDU (LMail

V1.2a/1.8a) with BSMTP id 8553; Fri, 4 Oct 1996 21:52:44 -0600

Received: from corn.cso.niu.edu by tcubvm.is.tcu.edu (IBM VM SMTP V2R2) with

TCP; Fri, 04 Oct 96 21:52:42 CST

Received: by corn.cso.niu.edu id AA26738 (5.67a/IDA-1.5 for list scouts-l <scouts-l@tcubvm.is.tcu.edu>); Fri, 4 Oct 1996 21:50:48 -0500

Mime-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

Message-ID: <Pine.3.89.9610042155.A25746-0100000@corn.cso.niu.edu>

Date: Fri, 4 Oct 1996 21:50:47 -0500

Reply-To: SCOUTS-L - Youth Groups Discussion List
<SCOUTS-L@TCUBVM.IS.TCU.EDU>

Sender: SCOUTS-L - Youth Groups Discussion List
<SCOUTS-L@TCUBVM.IS.TCU.EDU>
From: golden cliff <c60clg1@CORN.CSO.NIU.EDU>
Subject: The Ones We Miss
To: Multiple recipients of list SCOUTS-L <SCOUTS-L@TCUBVM.IS.TCU.EDU>
Status: RO
X-Status:

There has been some disturbing local news here in DeKalb lately. It concerns a gang related shooting. What makes it especially disturbing is that one of the involved was an 11 year old boy I took camping with my troop several years ago. He never joined Scouting. His name was Lyndon.

I guess even at 11, Lyndon didn't think Scouting was cool enough, plus he said it was too "white". Last weekend Lyndon was shot 5 times as he lay on a couch in his apartment. The assailant was a 16 year old boy who was a member of the "Mickey Cobras" street gang. He shot Lyndon so he could steal his gun and drugs. The 16 year old will be tried as an adult.

Lyndon somehow survived the gunshot wounds. Lyndon is now 19. Back then at age 11 he seemed like a pretty decent kid. I have had no contact with him since that time.

I can't help but wonder how Scouting could have changed the outcome. Every year there are those boys we miss. For whatever reason, they just don't choose Scouting. They seem just beyond our reach.

In two weeks I have a Court of Honor where two new Eagle Scouts will receive a small amount of media attention. They won't warrant the weeklong headlines that Lyndon and his assailant received. They won't go through life wearing a bag either.

We celebrate the achievements of those in Scouting, while shaking our heads at the pain others inflict upon each other and society. I'm thankful for the many boys I have, do, and will continue to work with. I will always feel an emptiness for the ones I miss.

YIS, Cliff Golden
Scoutmaster Troop 33; DeKalb, Illinois
Three Fires Council BSA

