

The background of the cover features a blurred photograph of two individuals. On the left, a person is seen from the side, holding a white cup to their mouth. On the right, a young person in a Scout uniform, including a black cap and an orange vest with patches, is also holding a white cup. The image is overlaid with a large, diagonal magenta and yellow graphic that contains the title text.

Media Guideline to Create Impact for Scouting Events



SCOUTS
Creating a Better World

ASIA-PACIFIC REGION
World Organization of the Scout Movement

ODC International Plaza Building
219 Salcedo Street, Legaspi Village,
Makati City, PHILIPPINES

© May 2015

Tel: (63 2) 817 1675/818 0984
Email: asia-pacific@scout.org
website: www.scout.org/asia-pacific

Media Guideline to Create Impact for Scouting Events

PREFACE

APR Scouting Profile Sub-Committee;

Brata T. Hardjosubroto (GPI), Lai Kwok Chin (SSA), Muhamad Nizarul Idhafi bin Omar (PPM), Prabath Kularathna (SLSA), Sai-hau Simon Ho (HKSA).

CONTENTS

Foreword

- Everything you do has a public relations component!
- Media Opportunities
- Action Step 1.2

A. Media Team in Scouting Events

- Creating News
- Making the Scouting events newsworthy
- Focus on the target audiences: parent and young people
- What do the media want from a story?
- Press kits and information packs

B. Involvement of Scout as Reporter

- Membership Growth and Retention
- Provide the media our story
- Spokesperson
- Training
- Talking to Media
- Visits by Media

C. Use of Social Media

- New Trends in Media: Citizen-Generated Media (CGM)
- Social Media Options:
 - Facebook
 - Twitter
 - YouTube

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

- Flickr
- Social Media for Scouting
- Learn the Culture of Social Media
- Create your Social Media Strategy

D. Best Practices by NSOs

Singapore Scout Association

- Our target audience
- Our Unique Value Proposition (UVP)
- Our key messages
- Marketing materials/resources
- Channels of marketing

E. Implementation Phases

5 phases to implement media guideline:

FOREWORD

The purpose of these guidelines is to provide National Scout Organizations a tool in planning and executing effective public relations with the media and the community. It will also serve as an information device to build a positive relationship between Scout units and the media (press) in their respective community.

EVERYTHING YOU DO HAS A PUBLIC RELATIONS COMPONENT!

Your Scout unit is a dynamic and powerful force in your community. You work to affect change every day, through Messengers of Peace activities, Jamborees, Moot, and other Scouting activities. While recognition serves an important purpose: getting the word out, you are also looking for partners to help make your community a better place. At the same time, supporting WOSM's motto of Creating a Better World. Finally to share with like-minded parents on how to send their children to join your Scout unit.

Public relations covers more than just media publicity. The term public relations describes the interrelationships between Scout leaders and trainers, and its young members, parents, teachers and principals in school-based Scouting, related government officials, the general public, and other entities. Your Scout unit's communications efforts are the vehicle by which you achieve your public relations goals. In these guidelines, you will find ideas, resources, tools, and tips necessary for achieving successful public relations and professional communications to promote Scouting, your unit, districts, city, regions, and the national organization.

Media in many ways can help to promote your Scouting events, and media can be categorized into traditional or conventional

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

media and social or new media. The Internet has profoundly changed the way people communicate and interact with each other. It has also changed the way we communicate and market our activities and values, and create impact.

Apparently the use of Information and Communication Technology, knowing its characteristic of being very personally managed and controlled according to one's individual needs or preferences, may therefore still need to be reinforced by the presence of conventional or traditional media such as magazines, newspapers, tabloids, and TVs, radios, news online, which offer sort of coercive but entertaining information.

Media Opportunities

Leverage opportunities for Scout events is continuously ongoing and peaked in major events, just like well-known sportsmen who become focus of media coverage and peaked in winning of a game or competition.

Why do we need the media? We can use the media to get our message across. We need them.

How can the media help? The media has a powerful influence on public opinion and can prove a useful and effective ally in gaining understanding and support.

The media can help us to leverage our messages - faster and often more effectively.

Members of the public have a right to know about what we do and work with young children. We are a non-formal education movement and it is natural that people, especially parents, show interest in what we do to their loves one. Lack of information may leads to non-supportive and misunderstanding gestures.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

REMEMBER: We should not complain about poor media coverage if we are not spreading the word about the many positive stories and achievements.

Action Step 1.2

The Media Guideline to Create Impact for Scouting Events (previously known as Media Guideline for Large-Scale Scouting Events) is included as Action Step 1.2 of the Scouting Profile focus area to encourage NSOs to include a media team as part of their contingent to large Scouting events.

Action Step 1.2 drives first of the six Scouting Profile's objectives to support NSOs to strengthen good media relations.

This guideline has been drafted for the needs of Scouting Profile sub-committee members and NSO commissioners in charge of public relations and communications to develop their media outreach strategy of their projects and activities. This guideline contains practical guidance and tips for a successful media strategy.

A. Media Team in Scouting Events

To create story for a Scouting event and sharpen its newsworthiness, a dedicated team is needed.

Creating News

Apparently general media are not interested with day-to-day processes of an event, like planning and organizing meetings, reporting, exchanges of best practices, sharing knowledge, and other form of discussions. Most of them care about results and meaning.

The principle to develop key messages for media is to look for the intersection between “what you want to say” and “what they (media and its audiences) want to hear”.

Making the Scouting events newsworthy

Most press releases are not news. There is no point writing a press release or inviting journalists with a story idea if it is not news.

Messages will not make the news if they just say how worthwhile and important a project is. To get published or broadcast, an event or project must shape and adapt its messages inventively to be newsworthy.

Newsworthiness is relative, flexible and subjective. A small story can make the headlines on a slow news day; a big story can disappear without trace if somebody else makes bigger news the same day. A great local story might be of no interest to national or international media. A great story for print might be useless for television if it has no visual element. A great story for Scouts media might be much too technical for mainstream media. A story about Scouts planting trees may work for environmental magazine

but not general press. Something that happened three days ago is news for a weekly publication, but ancient history for a newswire.

This is where news angles become important. Think hard about how to touch your target audience. What do they care about? Why will this matter to them?

To generate interest in your Scouting event or project and its activities you need to develop creative PR angles that will capture the interest of your audiences over the activities of other organizations.

Focus on the target audiences: parents and young people

The key to writing a good press release, for example, is to identify and focus on an aspect of what you have to say that will engage your target audience. This is what journalists do when they choose a “news angle”: they are looking for a way of explaining a news event that makes it relevant and interesting to their target audiences.

To make yourself newsworthy, you should do the same for your target audiences: parents and young people. Look for an angle that will connect your agenda to something that your audience cares about. The first thing that goes through a journalist’s mind when he or she reads your news release is always: “So what? Why should my readers care?”

Think hard about what journalists and their audiences would be interested to read. Why should they care? Take the information you have, and tell it in a way that makes them care.

News values

Perhaps your Scouting event needs to promote something that is newsworthy but dull, or you want to promote something that simply is not newsworthy. The trick is to make your audience

care. In general, news is about people rather than things, and concrete events rather than abstract ideas.

Beyond that, there are essentially two kinds of news;

- Hard news is information that people need to make decisions. People need to make decisions when something has changed. Almost all news is about what is new, what has changed: so concentrate on novelty and change. Tell me what is new that will impact my life and enable me to make informed decisions.
- Soft news is entertainment. People like news that touches them emotionally, amuses them or stimulates their mind. Soft news is just as important as hard news and to manage it we must think in terms of human interest. Make me feel something about a story and I will remember your event.

Creative news

Below are some ideas to get you and your team thinking of new creative ideas.

- Hold a brainstorming session. This is a great way to generate a large number of ideas from a group or unit of people in a short space of time.
- Speak to a journalist. Ask a friendly journalist what he would consider newsworthy about your activities. You will probably have to spend some time explaining what you do, but he may come up with something you have not even thought was worth a news release. He might also be able to help Link your activities or events to other news stories as a way of generating news for your event.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

For example, in the 23rd World Scout Jamboree in Japan 2015 one participant from each NSO will be invited to visit Hiroshima Peace Memorial Park to commemorate the 70th anniversary of the atomic bombing of Hiroshima and Nagasaki. Is this appealing for media news about nationalism or heroism among youth, and what news angle is the opportunity for participants to learn from the events of 1945?

- Use the PR story check list. Develop your event's possible news angles that you can further develop into news stories for your event. Use it as an aid to brainstorm for PR activities.
- Look for other potential news stories that you can use to interest the media in your activities, for example
 - Significant dates – BP day, public holidays, anniversaries
 - Historical events – Hiroshima and Nagasaki bombing
 - World events – World Scout Jamboree, Children's Rights Day
 - Seasonal events – holidays, start of the school year
 - Interesting programs – Global Development Village, City of Science, etc.

PR Opportunities

From time to time, almost every person within your organization will come across an event or an idea that is newsworthy. Sadly, not everyone will recognize it when they see it! Here are a few guidelines for spotting a PR opportunity.

- Think interest – will this be interesting to other people?
- Think news – how your local paper or radio station report?
- Think local – how does it involve people locally?
- Think people – the media are usually more interested in what people are doing than in what organizations are doing.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

- Think communities – what contribution has your project made to a community initiative or activity?

What do the media want from a story?

Just like taking a statement, the media will want to know who, what, why, where, when and how.

In addition to the “so what” that is loaded to add the news quality and elaborate its benefit to the audience.

Media will also needs;

- Clear and precise information
- Event’s target audiences / participants
- Backgrounds of events
- Photographs or footages of events
- Access to the events

REMEMBER - IT IS NOT THE ROLE OF P.I.C. FOR MEDIA RELATIONS TO ACT AS CENSORS.

Under normal circumstances, we should not prohibit media people from taking photographs or footages at the Scouting event - it is the job of the editor to decide whether or not photographs or film should be used.

The lack of information will leads to speculation.

Do not forget media deadlines. The nature of today’s news reporting can place huge demands upon the story but when releasing information to the media we should bear in mind news deadlines.

Press kit and information pack

Every event should have an up-to-date press kit that contains fact sheet of all the important information about your event, case studies and biographies of key people.

Although press kits are designed to be presented to journalist, they can also be an important source of information for other people who want to know more about your organization, people and event.

Why are press kit important?

Journalists are busy and normally have several stories to write in a day. If they conduct an interview with someone from an organization, or if they receive a press release, they usually need additional information.

Journalists can always do their own research about your event, but this could take them a long time. So giving them a press kit could make the difference between them writing a story about your event or not – and between that story being right or wrong.

People attending events or activities that you organize will also want to have further information about your program and what you are doing.

Remember to have this in an easy-to-read format.

Press kits can either be in a hard-copy printed format or available electronically, either by email or on a website – it is usually a good idea to have both.

What should a press kit look like?

Your event's press kit should have a nice professional-looking folder with your event name and / or logo placed in a prominent spot on the front cover.

Your press kit should contain the following:

1. A general fact sheet about your event
2. Background information about the event
3. What is your project doing and why is it interesting?
4. Data of any key people or participants
5. At least one major program on your event
6. Any brochures or materials that might be interesting for the journalist (if it will not be interesting, do not include it)
7. Recent photographs of your event – either hard copy or on a CD or USB drive
8. One or two relevant recent articles had been published about your event
9. Recent press releases that you have issued – one or two is enough

B. Involvement of Scout as Reporter

It is important to maintain good public relations (PR) in order to attract new members to Scouting and retain current members.

Ongoing communication with the group or unit leaders is necessary to ensure public relations efforts, targeting the appropriate audience to generate interest among perspective members.

PR Suggestions for Retaining Current Scouts Members:

- To seek out opportunities for Scouts to speak at community and school events.
- Ensure group or unit members know when events and activities received media coverage.

PR Suggestions for Recruiting New Members:

- Promote Scouting's work with and for young people.
- Highlight the service, networking, and fellowship opportunities of membership.
- Publicize group or unit activities in local and provincial or national periodicals.
- Have a section on the group or unit's Web site for non-Scouts and encourage community organizations to link to it.

PR Strategies Supporting Membership Development

- Collaboration among groups or units in close proximity.
- Promote Scouting events and activities.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

- Appear on conventional or traditional media.
- Promote Scouting's global diversity.
- Execute a public image campaign.

HOW WE PROVIDE THE MEDIA OUR STORY

1. Official Spokesperson. Event organizer may appoint someone to speak to the media.

2. Training. As any member of the organizing team may be called upon to talk to the media and deal with the public, every member should at least be advised and equipped with general data and information to deal with the media, although there will be special situations, when the best spokesman will be the most senior member. A few minutes spent with reporters will go a long way toward shaping how the media and the public interpret events.

3. Guidelines for talking to the press.

a. Before contacting the media, get your facts in order. This is easily accomplished by writing a fact sheet of information from the watch-stander or the case file. Be sure to update your fact sheet as new information becomes available. If you need time to gather information, tell the journalist; he or she will wait.

b. Remember that the news media are not your publicity agents. They have specific agendas and assignments and editorial requirements. You won't like everything they do. However, if you're dealing with responsible journalists, they will strive to be evenhanded.

c. Give only the facts. Do not speculate, inject personal opinion or guess. Do not exaggerate.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

- d.** Always talk “on the record.” There really is no such thing as “off the record.” A journalist may use everything you say before, during and after an interview. Never say anything to a journalist that you wouldn’t want your CO to see in the newspaper or hear on television.
- e.** Do not discuss anything that does not pertain directly to the case. Do not discuss policy, regional or national issues. Refer journalists to the proper public affairs office for inquiries beyond your area of responsibility.
- f.** Do not use the phrase “no comment.” There are only three acceptable answers to any question:
 - 1. The answer. Straightforward, factual. Explanatory, if appropriate.
 - 2. “I don’t know, but I’ll find out the answer and get back to you promptly.” Then do it.
 - 3. “I know, but I can’t tell you because ...” Then explain with statements such as “The event is ongoing” or “That touches on sensitive issues that I will not discuss.”
- g.** Always speak in good taste; avoid profanity or slang.
- h.** Don’t allow the journalist to put words in your mouth. If the reporter describes something incorrectly, make sure you describe it properly. Do not accept terminology with which you don’t agree. Explain the correct terminology and use it.
- i.** Ask for clarification of vague questions.
- j.** Use layman’s terms, not jargon or acronyms.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

k. Work with reporters to resolve errors in their stories.

l. Always be courteous, polite and professional. Do not let a rude journalist shake you. Answer the question posed; don't show anger or sarcasm.

m. Do not over or under-estimate a reporter's knowledge. Simply give the facts.

n. Give credit to other units and agencies involved, but do not speak on their behalf. Stress teamwork where applicable.

o. Do not make promises. Never say something like, "If they're out there, we'll find them."

4. Allowing news media to enter your event arena. It can be hard for the media to tell the event's story in depth, accurately and with compelling visual images without allowing them to enter your event arena. Inviting media aboard is usually a very good idea, as long as safety and security are not at risk.

In most cases, head of event organizer has the authority to let local, national and international media enter the event arena without notifying or clearing through Chief Commissioner or PR Commissioner.

Be sure to check identification before allowing media to enter. In all cases, ask to see media credentials (usually a press ID issued by the city or county police).

C. Use of Social Media

Traditional media is like a one-way street—you can always read a newspaper or listen to a television report, but you have limited opportunities to share your thoughts on a subject.

Social media is a two-way street—you have the ability to engage in an interactive dialogue. It is a social instrument of communication that gives people the power to share, making the world more open and connected. Your voice is heard.

Social media includes the various online technology tools that enable people to easily communicate and share information and resources. It can include text, audio, video, images, podcasts, and other multimedia communications.

Scouting is keeping pace with new technologies to help you stay connected to your members, and to help members connect with one another. WOSM runs JOTA-JOTI for instance. While there are many social media sites—Twitter, Flickr, YouTube, and others—Facebook is the social media site that resonates best with Scouts members.

Facebook

Facebook is the perfect multigenerational platform for your Scouts members to interact with one another and with the community. The first step is to create a Scouts group or unit Facebook page. Use your group or unit's name as the title, and appoint someone in your group or unit to manage it. Post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and group or unit website up-to-date. All the members of your group or unit who are on Facebook should like your group or unit's page so they can share the information you post with their friends. Your group or unit's page should also like pages of group or unit's you work with—national

and local partner organizations, news stations, civic organizations, or other groups or unit's with Facebook pages.

Other Social Media Options

- **TWITTER** — Allows you to post short, simple updates or links (posts are called tweets). Your Twitter followers can more easily share your updates with their followers than on Facebook.
- **YOUTUBE** — If your group or unit has a talent for the audiovisual, a YouTube channel is a great place to post PSAs, video blogs about group or unit activities, or interviews on local cable channels.
- **FLICKR** — Use this social media to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

While it is easy to get distracted by the many options available to you, it is important to keep your audiences in mind. Chances are, you will have more success focusing on one or two social media accounts than having a presence on every social media site.

NEW TRENDS IN MEDIA

Citizen-Generated Media

One of the latest trends in social media is Citizen-Generated Media (CGM) which gives users the ability to produce content on a variety of topics, easily uploading it to the Internet.

CGM provides an interactive medium for users to share information by posting ideas and opinions to sites including: discussion forums, blogs (short for Web logs), and message boards.

Throughout the world, the Internet has become one of the most popular mediums people use to gather information. Some users are beginning to trust like-minded people through this media more than the traditional news sources.

CGM also affects marketing and advertising trends because this content is easy to locate with the aid of search engines. When using a search engine to look up a person or an organization, many users find information posted by another user. CGM is changing how information is shared and how opinions are formed.

Blog

Blogs started in the early 1990s simply as a version of the online journal. Today, blogs are defined in many different ways, and often with confusing media buzz.

From a technology standpoint, they are simply template-based Web sites that allow an author to quickly make regular updates.

They also regularly allow user interaction through comments and subscription services via RSS (Real Simple Syndication).

There are more than 50 million blogs on the Internet. They have become extremely popular because they offer an easy, users-friendly approach to uploading content often including text, images, and sometimes video.

What has separated blogs from regular Websites and traditional media is the type of content they publish. The most successful blogs focus on a single subject and cover it with passion, depth, and sometimes wit. The most successful writers have a strong voice and are able to build trust through their expertise, honesty, and ability to create a good conversation with their readership.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

Another phenomenon of blogging and blogs is the regularity with which they comment on, respond to, and link to other blogs and bloggers. The universe of bloggers — the “blogosphere” — can be looked at as a giant conversation. Blogs can also incorporate other forms of media, including audio (podcasts), video (vlogs), and images (photoblogs).

Blogs offer an easy, inexpensive way to publicize your group or unit’s projects and events.

And because many journalists search blogs for stories, they also offer an opportunity to reach the media with your Scouting stories.

So, the next time a local journalist is looking for a human interest story, what will they find on your Scouts group or unit’s blog?

Podcast

Podcasts (the term podcast combines iPod and broadcast) consist of digital audio files distributed over the Internet, usually through a subscription-based service. Some smart programmers figured out a way to mix RSS with the audio posts to allow for automatic downloading to the popular media players.

Nowadays, people often refer to podcasts as any media file available via download from the Internet.

Like blogs, the most successful podcasts are often short and focused. Ideally, listeners should feel attached to the voice of the podcaster, viewing him or her as an insider or a “real person.”

That sense of honesty is what gives nontraditional media its power.

Podcasts are commonly referred to as “push technology” because of its subscription capability. Podcasts are different from other digital media because they can be downloaded automatically through subscription.

It is information that a provider chooses to receive instead of searching or “pulling” it from the Internet. In the past, producing a professional-quality show was cost-prohibitive. But with contemporary technology, the cost of entry has come down considerably. The only limiting factors are time to learn the technology and coming up with a great idea.

Electronic Press Release

Although traditional print faxes are still accepted in newsrooms, an electronic press release provides several advantages to both the sender and the journalist. New technology allows writers to attach pictures and video to their press releases and send it all by e-mail. The journalist will then have the story and pictures readily available and can save critical time in contacting you and waiting to get these items. You can increase the likelihood of a press release being published if you attach good video footage or pictures that show Scouts in action.

Video Uploading

Through the power of the Internet, uploading video has become very easy.

Each site offers different options, from simple video upload to editing, all completely free of charge. Consider uploading video to your group or unit’s Website or blog or attaching video or pictures to your electronic press release.

Social Media for Scouting

Both for-profit and non-profit organizations are using social media to build and support their brands, products, drive engagement, increase sales, and more.

Used properly, these media can be an excellent way for Scouting councils to start a conversation with their target audiences by informing, connecting, and attracting them to Scouting.

There are no hard and fast rules in this new media landscape, aside from the laws of the country and abiding commitment of the WOSM to protect children from inappropriate material and maintain the privacy of its membership.

Social media constitute a new form of digital communication providing interaction and dialogue around user-generated content. They go beyond merely pushing content to a reader. Organizations wishing to exploit social media must accept the fact that listening is just as important as speaking in these channels and Scouters wishing to participate in this space should be prepared to do so if they are to reap any value.

With that in mind, we encourage those intending to use social media on behalf of Scouting to note the following:

- Social media has to be monitored. A qualified staff member or volunteer should have responsibility to monitor social media channels.
- Integrate your communications. You have numerous choices—print, Web, email, radio, TV, word of mouth, social media. Create a strategy to surround your target audience with your key message or messages.

MEDIA GUIDELINE TO CREATE IMPACT FOR SCOUTING EVENTS

- Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation.
- Let your audiences talk about you. By posting content regularly, you can tell your story and encourage conversations in the community.
- Be prepared to respond to negative or inaccurate posts. Councils should follow guidelines for responding to negative posts on social media sites. Some negative comments do not warrant a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should be considered when providing the responses.
- Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.
- Be Scout-like. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on your council.
- Build trust by being open and transparent. Share information about your council and what the challenges and opportunities are for Scouting in your community.

Learn the Culture of Social Media

When creating a social media strategy for your group or unit, it is recommended to follow these steps in sequential order when you are first creating your plan. After that, use this handbook and these steps as reference when you adapt, expand and sharpen your strategy.

- Getting Familiar with Social Media
- Get Social Media savvy
- Initiate personal social media use:
 - *Explore the tools you would like to adopt by using them in your personal life first. It is easier to understand the culture behind tools like Facebook and Twitter when you spend some time posting your own pictures and experiences.*
 - *Participate in council and national Scouts organization's social media sites.*

Create Your Social Media Strategy

- Study what other Scouting group or unit s are doing:
 - Find local blogs
 - Find local Twitter accounts
 - Find local Facebook accounts: pages, group or unit, and causes
 - Find local YouTube accounts
 - Find local Flickr accounts
 - Evaluate best practices
- Take cues from the successes and challenges of fellow Scouters
- Talk to one another to share information and collaborate
- It is encouraged that you share each other's content, but properly attribute the content by disclosing its origin and linking back to the original source.

D. Best Practices by NSOs

The Singapore Scout Association (TSSA) has over the years developed various tools, methods and practices to improve quality in communications and marketing. Communications involved the work around enhancing content and presentation of the messages and identify target groups of audiences, whereas marketing involved the work in boosting the Scout brand and identifying the appropriate media and channels.

Our Key Messages

A key initiative was kicked off in 2014 to review and update resulting with a new TSSA's key message:

"Creating a better world through empowering young people to make a difference in their communities by engaging them in exciting and holistic educational activities that develop them spiritually, emotionally, intellectually, socially and physically."

This message was further reinforced with a tag line comprising the 3E's – Engaging, Exciting, Empowering.

- Engaging - Joining hands with fellow scouts, family and community to create a better world regardless of race, language or religion.
- Exciting - Developing holistic and caring individuals with a love for God, Nature and Humanity through fun, meaningful and exciting experiences.
- Empowering - Nurturing initiative and developing leadership qualities in young people to enable them to bring about positive changes in society.

Our Target Audience

From a host of stakeholders, TSSA has identified and categorized three groups of target audiences, and assigned key messages to each group:

- Students & Youths –Scouting empowers the individual to make a difference in the World, the larger community and society
- Parents & Teachers – Scouting impart knowledge and skills to contribute to a better world and improve the quality of community life.
- Potential Benefactors – Scouting is in the business of developing people and participating in initiatives (e.g. Messenger of Peace) to contribute to a better world.

Our Unique Value Proposition (UVP)

The success of a brand is dependent on the ability to create a unique value proposition (UVP). The UVP OF TSSA is evolved from the Scout Method.

- The Scout Method, which promotes leadership training and team building, remains effective and relevant in the present fast changing global environment.
- The Scout Method also empowers and encourages the holistic (physical, mental, spiritual and social) development with a strong emphasis on foundation values.
- The “Patrol System”, the building block of the Scout Method ensures that members have an early exposure to leadership development, team building and interpersonal relationship.

- Deserving needy scouts are supported financially to attend overseas jamborees and exchanges at least once in their scouting journey.
- Scouting has an international dimension. It connects members with the larger International Scouting Community.

Marketing Materials/Resources

A standard set of 'Brand Template' was created and will be applied to all collaterals, communicating the vision and direction of TSSA. These collaterals include pamphlets, brochures, newsletters and in-house publications such as annual reports.

The further simplification of the 'Brand Template' is for stationaries as well as other applications to allow for greater flexibility in communicating the brand message clearly and in a consistent manner.

The chosen corporate typeface - Futura, is simple and legible for a clean-cut appeal, which is consistent with the WOSM's corporate typeface.

Visuals are key to conveying the new image of TSSA. The content of photographs and videos will reflect the values of the organization and the relevance of scouting and its activities in the present day. The images will engage the mind, excite the senses and exude a sense of empowerment. Some examples of such activities include:

- Moving exhibition booths in schools;
- Scheduled camps, campfires and gang shows;
- Arranged visits for parents and stakeholders;
- Dialogue sessions for parents;
- Thought leadership events for corporations.

Channels of Marketing

A marketing channel is a set of practices or activities necessary to transfer the ownership of goods, and to move goods, from the point of production to the point of consumption and, as such, which consists of all the institutions and all the marketing activities in the marketing process.

For TSSA, these “goods” refer to Scouting values and information on Scouting activities. Some of the key channels or conduits that TSSA use to transfer these Scouting values and information to its audience are:

- TSSA’s website.
- Social media such as Facebook, Tweeter and Whatsapp.
- Electronic media such as TV and videos.
- Collaterals.
- Traditional media such as news releases.

F. Implementation Phases

5 phases to implement media guideline:

- Initiating – set up goals, expectations and scope
- Planning – develop a specific plan for the tasks and activities to be completed, including schedule and budget
- Executing – carry out the plan
- Controlling – respond to changes, adjust the schedule, goals, and expectations as needed
- Closing – measurement and evaluation (reflection)

References

- Social Media Guidelines, for Employees, Volunteers and Scouts, Boy Scouts of America, 2014
- Promotion and Publicity, Large Scale Events, Scouting Magazine Mini-Series (UK), 2001
- Final Report & Recommendations, Australian Jamboree 2010, Marketing & Communications Directorate
- Club Public Relations Committee Manual, Rotary International, 2006
- Effective Public Relations, a Guide for Rotary Clubs, 2006
- Club Manual 2012-2014, Communications and Public Relations, Advancement Guide, General Federation of Women's Club, 2012
- Public Relations Manual, De Molay International, 2011
- Media relations for CBC programmes and projects, Media Relations Manual, INTERact, Pinnacle Public Relations Ltd, 2009
- Public Affairs Manual – US Department of Homeland Security and United States Coast Guard, 2008
- Media Training Manual, Press & Public Relations Department, West Midlands Police, 2000

