

Congratulations, Eagle Scout!



Now Let's Tell The World!

Eagle Scout Media Kit
Occoneechee Council, BSA

A Letter from the Assistant Council Commissioner, Publicity

Congratulations!

You probably have noticed that virtually every Scout who achieves the Life Scout rank has the potential to become an Eagle Scout -- many do not. Only 2% of the Nation's population becomes Eagle Scouts.

With your accomplishment, there are doors that are now open and opportunities for you to pursue. You now can apply for scholarships and grants that no other can apply, and in some cases, businesses will assist you in the next step of your life. Even if you go into the military, they have something for you. We encourage you to apply for these opportunities and use them to your fullest ability! Your Eagle rank will reward you many times over!

This media packet is to assist you in telling the world about making it to Eagle. It contains the "who, what, why, when, and how" to spread the good news! You will find some reasoning behind the media, what to write, and examples in how to write your media releases, as well as a comprehensive list of media outlets and their information.

As you reflect and write about yourself in your media release, it is important to remember that soon, you will be honored by your peers for your accomplishment.

Your Court of Honor will need to be planned just as much as your news to the world. In the New Eagle Scout media release section; you have the opportunity to tell the media when you will have your COH. In many cases, the media will publish it during that week or that day (if it is a weekly paper.) The media, understand, is "news of the day" driven, so your media release may not be entered on the day of your COH, but it may be put in earlier or after.

Regardless -- remember, you have earned a badge of honor much like an entrepreneur earning their first million dollars. There is nothing more exciting than the journey you will take to toot-your own horn and be rewarded for it. Your media release and your Court of Honor is the pinnacle of your trail to Eagle!

Once again, Congratulations on your achievement, and all of your future successes!



Matthew Price
Assistant Council Commissioner, Publicity
Occoneechee Council, BSA

Where to tell folks about your accomplishment:

There are plenty of places to tell the world about your accomplishment – here is just a few of them:

- Facebook
- Myspace
- Webpages
- SMS-Texting
- eMail
- Local Newspapers
- Television
- Twitter

Normally, you want to tell your friends and family immediately the news. That's great – but let's tell the world!

Facebook, Twitter, Myspace, and Texting:

This is your opportunity to tell your closest friends that you made it! It is instant – and it is just as important as them standing right next to you! But you have more work to do than just what your smart phone can do!

Print Media:

Reporters from newspapers and magazines will generally be looking for in-depth stories, analysis and commentary. In the case of you earning your Eagle Scout, they are interested in the community and general interests.

While day-to-day deadlines may provide some time constraints on coverage, these media also have the capability of building stories day after day. Readers can deal with print information within their own personal schedules. Print media present their information in a form that implies permanence. The tenacity and resources of these media sometimes challenge control of the situation.

When you submit your story to this media, you would need three things:

- A high quality photo of you in your field uniform showing your troop numbers.
- A high quality photo of your project, perhaps with you in the photo.
- A well written story. It should have a bit about your life, your project, why you chose that project, how you think the rank will help you, and where you are planning to go after your Eagle badge.

Radio:

Radio brings immediacy to news. Technology can add drama to the immediacy of the story if on-site broadcasting occurs. There may not be constraints of time for radio news operations that broadcast 24 hours a day. Radio also brings the capability of repetition of the story, sometimes every hour. Radio stations, however, broadcast to select audiences that are defined by the demographic design of their general programming.

Television. Sight, sound, motion, immediacy, drama. These qualities of television media are also balanced by the limitations of time, generally limited broadcast schedules devoted to news and edition for “headline” value. Television must present and persuade in few words, images and minutes (sometimes seconds). So a headline with Radio would be:

“The Boy Scouts of America graduates Fuquay Varina boy to the Rank of Eagle Scout, America’s top and most respected honor.”

Television:

Television coverage is a tough nut to crack. With several agencies and organizations vying for their attention, more often than not, they will go after what is negative news than positive.

There is one caveat, and that is that they like to do local feel good stories. When you write up your story (see the next page) you will see that it has human interest and also a bit of community support.

If the news studio does pick you, there are a few things that you need to consider:

- When interviewed, always be in your Boy Scout Uniform.
- Always follow the Scout Oath and Law.
- Be sincere and careful of the words that you choose.
- Remember, you are not only talking to the reporter, but to the world.

Understand what they are after - The cornerstone of a news story is to tell who, what, when, where, why, and how. Journalists call it the “five Ws and H.” You want to make sure that you have confidence in being able to communicate that to any of the media outlets.

How to Write a Quality Article:

On the next few pages, you will find two actual articles that were written and published in the newspaper about two extraordinary projects that brought together the community. Far too often, the art of telling a story is lost with the immediacy that we all share through the use of our technologies.

Outside of using those English and Grammar skills you would never thought you would use outside of school, using a bit of Pizazz will help you in telling your story. Remember the excitement of completion, the nervousness and apprehension? It is easily put on paper to help explain the story.

Always write the article in third person, and don’t quote yourself, quote everyone else. This adds a layer of legitimacy that you can turn in your favor for the Boy Scouts of America and the Eagle Rank!

At the end of these pages – please find a fill in for your story. You can use this as your template to type out a word document or you can fill it out and send it to the news agencies with your photographs. It is up to you!

But again – don’t be bashful! TOOT YOUR OWN HORN!

Media Release Examples:

Aspiring Eagle Scout Donates Comfort Kits To Red Cross

WESTBURY, N.Y., July 25, 2007 -- Far too often, disaster forces people from their homes with little more than the clothes on their backs. After seeing images of that far too often in the news, Westbury resident Jimmy Monahan, 15, decided to do something to help.

As part of his service project to become an Eagle Scout, the member of Carle Place Troop 305 assembled comfort kits for the American Red Cross in Nassau County.

"I remember watching victims of Hurricane Katrina on television and was moved by how the simplest things meant so much and made people feel human again," said Monahan, who will begin his sophomore year at Carle Place High School in the fall.

The kits, 250 in total, are comprised of hygiene items like soap, shampoo, toothbrushes and razors. According to Frank Cassano, chief executive officer of the Nassau Red Cross, the donation will greatly enhance the non-profit's efforts.

"In the last year, the Nassau Red Cross has responded to nearly 80 local emergencies-mainly single-family home fires," said Cassano. "Thanks to Jimmy, victims will be provided with a small gift of hope as they try to get back on their feet."

Valued at \$5,000, Monahan's donation frees the Nassau Red Cross to use funds for other essential needs like food, clothing and temporary shelter--all of which, according to Cassano, is provided at no cost to those affected.

Putting the comfort kits together was no easy task, said Jimmy's father, Peter Monahan.

"As part of the project, Jimmy had to calculate how many hours were spent to complete it," said Peter. "We determined that it took 500 hours to pull this off."

Many of those hours were spent asking members of the community, including businesses, to donate the toiletries. He did this through a variety of methods, including the placement of collection boxes in the Carle Place schools and by going door-to-door on Mother's Day. He also wrote letters to corporations and businesses and received generous donations from Colgate; BJ's Wholesale Clubs; the Wingate Inn in Garden City; and the Marriott Hotel in Plainview.

"His mother and I are very proud of all the hard work Jimmy put into this," said Peter. "Not only have I watched him change from a kid to a young man, he has set a great example for his siblings."

To learn more about the ways Monahan's donation will help the Nassau Red Cross, or to find out how you can help, call (516) 747-3500 or log on to www.nassauredcross.org.

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Photo: Jimmy Monahan, Boy Scout Troop 305, presented the Nassau Red Cross with 250 comfort kits to be given to victims of local disasters. The kits were assembled as part of Monahan's Eagle Scout service project. Pictured with Monahan are Al Piombino, deputy director of emergency services; Larry Plavin, Red Cross volunteer; and Frank Cassano, CEO of the Nassau Red Cross.

Media Release Examples:

WATER DISTRICT PARTNERS WITH EAGLE SCOUT TROOP TO REPAIR TRAIL

(Encinitas, CA) – Olivenhain Municipal Water District (the District) partnered with the Eagle Scouts to make significant improvements in a major trail at the Elfin Forest Recreational Reserve. The “Flaming Arrow Patrol” of Eagle Scout Troop 668 was led by Eagle Scout Stuart McKim in their efforts to improve the trail. This several week undertaking commenced in late March 2004 and was completed last Saturday April 17, 2004.

The trail repair and improvement project consisted of designing, fitting, and constructing stone steps on a primary trail at the Elfin Forest Recreational Reserve. The trail was previously very steep and had erosion problems. The Eagle Scouts made the trail safer, more aesthetically pleasing and enhanced the trail so that it will now last for generations.

Stuart McKim and his troop put approximately 296 labor hours in to the project. The District is very pleased with the quality of workmanship undertaken by the Eagle Scouts and the end result, which greatly improves the usability of the trail.

The Elfin Forest Recreational Reserve is a 750-acre open space park and recreational area that was developed by the Olivenhain Municipal Water District (District), in partnership with the San Diego County Water Authority (Authority) and the U.S. Department of the Interior-Bureau of Land Management, as an element of the District’s Olivenhain Water Storage Project and the Authority’s Emergency Storage Project.

One of San Diego County’s most precious natural resources, the Reserve currently offers approximately 10 miles of hiking, mountain biking, equestrian trails, primitive picnic areas, and scenic mountain viewing points, with more trails scheduled to open up by December 2005. In addition, the Reserve includes such native plant communities as oak riparian, oak woodland, coastal sage scrub and chaparral.

Olivenhain Municipal Water District provides potable water, recycled water and wastewater service to customers in northern San Diego County, including portions of Encinitas, Carlsbad, San Diego, Solana Beach, and San Marcos, and the communities of Olivenhain, Leucadia, Cardiff, La Costa, Rancho Santa Fe, Fairbanks Ranch, and 4S Ranch.

New Eagle Scout Media Release

Please print or type, whatever you do, be sure it is legible!

_____		_____	
Eagle Scout's Name		Parent's Name	
_____	_____	_____ / _____	_____
School	Grade	Unit #	# of Merit Badges

Unit Type: Troop Crew

Other Awards, honors, activities in Scouting (OA, Philmont Treks, Troop offices, Summer Camp Staff, etc.)

For whom did you do your Eagle Project?: _____

Describe your Eagle Project:

Very Important!

Other Activities besides Scouting (church, sports, school, work, etc.)

What are your goals in life, (college, profession, etc.)

Most Eagle Scouts have found that it is best to announce earning of Eagle Scout just before the Eagle Court of Honor. If you would like to publish your Court of Honor date, place, etc. Please enter it below:

Court of Honor Date

Time

Place

Address

Attach a picture of yourself for the newspaper to print (and a stamped envelope if you wish the picture returned) – If you are sending this electronically, please make sure you include a digital picture of yourself (preferably around 4-5 mb).

What now?

Now that you have collected the information, you can then write your media release, or send the New Eagle Scout release, and their reporters can pull it all together to make the story interesting for publication or transmission.

In any case, make sure that you have your name and phone numbers on your submissions so that the media can contact you in order to clarify information that you have submitted. In some cases, they may contact you in order to get more information to publish on your service project.

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Media Outlets:

The following media outlets publish Scouting related stories (may be dated):

WUNC 91.5 FM (NPR) UNC-Chapel Hill --
Headquarters
Website: www.wunc.org
Phone: (919) 966-5454
Fax: (919) 966-5955
Address: 120 Friday Center Dr Chapel Hill,
NC 27517

WSHA 88.9 FM (NPR) -- Headquarters
Website: www.wshafm.org
Phone: (919) 546-8432
Fax: (919) 546-8315
Address: 118 E S St Raleigh, NC 27601

WPTF 680 AM -- Headquarters
Website: www.wptf.com
Phone: (919) 876-0674
Fax: (919) 876-5291
Address: 3012 Highwoods Blvd Raleigh, NC
27604

WNCU 90.7 FM (NPR) NC Central
University -- Headquarters
Website: www.wncu.org
Phone: (919) 530-7445
Fax: (919) 560-5283
Address: 1801 Fayetteville St Durham, NC
27707

WDNC 570/620 AM -- Headquarters
Website: www.wdnc.com/
Phone: (919) 790-9392
Fax: (919) 790-8369
Address: 3012 Highwoods Blvd., Ste 201
Raleigh, NC 27604-

WCPE 89.7 FM (NPR) -- Headquarters
Website: www.wcpe.org
Phone: (919) 556-5178
Fax: (919) 556-9273
Address: 1928 Chalks Rd Wake Forest, NC
27388

WCHL 1360 AM -- Headquarters
Website: www.wchl1360.com/index.jsp
Phone: (919) 933-4165
Fax: (919) 968-3748
Address: 88 VilCom Cir, Ste 100 Chapel Hill,
NC 27514-

WUVC Univision 40 -- Headquarters

Phone: (910) 323-4040
Address: 230 Donaldson Street Fayetteville,
NC 28301-

WTVD (ABC-11) -- Headquarters
Website: abclocal.go.com/wtvd/
Phone: (919) 683-1111
Fax: (919) 682-7476
Address: 411 Liberty St Durham, NC 27701-

WRAZ (Fox 50) -- Headquarters
Website: www.fox50.com
Phone: (919) 595-5050
Fax: (919) 595-5028
Address: 512 S Mangum St Durham, NC
27701

WRAL (CBS-5) -- Headquarters
Website: www.wral-tv.com
Phone: (919) 821-8555
Fax: (919) 821-8541
Address: 2619 Western Blvd Raleigh, NC
27605

WNCN (NBC-17) -- Headquarters
Website: www.nbc17.com
Phone: (919) 836-1717
Fax: (919) 836-1747
Address: 1205 Front St Raleigh, NC 27609

WLFL (WB-22) -- Headquarters
Website: www.wb22tv.com
Phone: (919) 872-9535
Fax: (919) 878-3877
Address: 3012 Highwoods Blvd, Ste 101
Raleigh, NC 27604

People's Channel -- Headquarters
Website: www.ibiblio.org/people/
Phone: (919) 960-0088
Fax: (919) 960-0089
Address: 300-A S Elliott Rd Chapel Hill, NC
27514

CTV (Ch. 10, 11, 22) -- Headquarters
Website: www.raleigh-nc.org/ctv/
Phone: (919) 831-6278
Fax: (919) 831-6877
Address: 310 W Martin St, Ste 100 Raleigh,
NC 27602

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News 14 Carolina -- Headquarters
Website: www.news14.com
Phone: (919) 882-4000
Address: 2505 Atlantic Ave., Ste. #102
Raleigh, NC 27604-1411

Smithfield Herald -- Headquarters
Website: www.smithfieldherald.com
Phone: (919) 934-2176
Fax: (919) 934-8803
Address: 125 S 4th St Smithfield, NC 27577

Sanford Herald -- Headquarters
Website: www.sanfordherald.com
Phone: (919) 708-9000
Address: 208 St Clair Ct Sanford, NC 27331

Rocky Mount Telegram -- Headquarters
Website: www.rockymounttelegram.com
Phone: (252) 446-5161
Fax: (252) 446-4057
Address: PO Box 1080 Rocky Mount, NC 27802

Fayetteville Observer-Times -- Headquarters
Website: www.fayettevillenc.com
Phone: (910) 323-4848
Fax: (910) 486-3545
Address: 458 Whitfield St Fayetteville, NC 28302

Eastern Wake News -- Headquarters
Website: www.easternwakenews.com
Phone: (919) 269-6101
Fax: (919) 269-8383
Address: 110 N. Arendell Ave Zebulon, NC 27597

Durham Herald-Sun -- Headquarters
Website: www.herald-sun.com
Phone: (919) 419-6500
Fax: (919) 419-6837
Address: 2828 Pickett Rd Durham, NC 27705

Chatham Journal Newspaper -- Headquarters
Website: www.chathamjournal.com
Phone: (919) 968-4341
Fax: (919) 968-6637
Address: PO Box 520 Pittsboro, NC 27312

Cary News -- Headquarters
Website: carynews.com
Phone: (919) 460-2600
Fax: (919) 460-6034
Address: 212 E Chatham St Cary, NC 27511

Princeton News Leader -- Headquarters
Website: www.princetonleadernow.com
Address: P.O. Box 597 Princeton, NC 27569

Pilot -- Headquarters
Website: www.thepilot.com
Phone: (910) 692-7271
Fax: (910) 692-9382
Address: 145 W. Pennsylvania Ave. Southern Pines, NC 28387

News & Observer -- Headquarters
Website: www.newsobserver.com
Phone: (919) 829-4500
Fax: (919) 829-4529
Address: 215 S McDowell St Raleigh, NC 27602

Independent Weekly -- Headquarters
Website: indyweek.com
Phone: (919) 286-1972
Fax: (919) 286-4274
Address: 2810 Hillsborough Rd Durham, NC 27705