

How to go about a Media Release

Are you running a Group, District, Zone or Region event? How do you get media outlets to advertise it? Read on:

Region has a number of strategies to more easily facilitate contact with the media. This service is to help YOU get the best (and efficient) use of your time.

The main one is that Region has an agreement with John Church Advertising who will distribute any of our media releases to all television, radio and print media outlets in this Region free of any charge.
(John is a local Newcastle Media Personality who is well disposed towards our organisation. He is also a Queen's Scout.)

So How Do I Do That?

Send your media releases by email or fax to Darren Armitage (our Regional Commissioner Communications and Public Relations) or to the Region Office (details below) where they will be forwarded on to John Church. Please do not approach John directly.

What Do I Write About?

Media releases should be clearly written, brief and not include too much detail that only people within the Scout Movement would understand. (So please avoid using jargon, initials and Scouting names.)

The content should be newsworthy. Items such as significant anniversaries, major awards, milestones etc and if possible include a digital colour photo portraying youth members in action. The Leader running the event should write the release, as they will be the one who knows most about what is happening. Of course, if you need support, advice or help Darren is more than happy to oblige.

Getting a Consistent Message Across

When using the media to promote an event you should use our 1300 858-464 contact number and the www.scoutreach.com.au web address wherever possible to standardise what the general public see.

If you are already in contact with sections of the media then of course please continue to use your reporter / journalist / friend, but please send a copy of what may appear in the media to Region Office so we are aware what is happening (before it is published please).

Region can't guarantee everything sent via John Church will appear in the media, as it is all down to what the media consider to be newsworthy at that time.

Region Contacts are

Darren Armitage
Regional Commissioner Communications and Public Relations
Darren.armitage@macgen.com.au
Phone 4968-7456 (w)
Fax 4968-7489 (w)

or

Regional Office
hc.region@nsw.scouts.com.au
Phone 4929-1760
Fax 4929-1753
(Monday to Friday 9 am to 5 pm)