

# SCOUTING IN THE NEWS AWARD

YES! We qualify for the Scouting in the News Award

District \_\_\_\_\_ Chartered Partner \_\_\_\_\_

Pack \_\_\_\_\_ Troop \_\_\_\_\_ Team \_\_\_\_\_ Crew \_\_\_\_\_ Post \_\_\_\_\_

Den Number \_\_\_\_\_ Patrol Name \_\_\_\_\_

Leader \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone H (\_\_\_\_) \_\_\_\_\_ Phone W (\_\_\_\_) \_\_\_\_\_ Phone F (\_\_\_\_) \_\_\_\_\_



## LIST SUPPORTING ARTICLES, PHOTOS, OR SPOTS\*:

	<u>DESCRIPTION</u>	<u>DATE</u>	<u>NEWSPAPER/NEWSLETTER/MEDIA</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____

\*Articles with photos or photos with captions count for 2 items

Send Completed form with supporting articles to:

Sam Houston Area Council  
Boy Scouts of America  
c/o PR Committee  
P. O. Box 924528  
Houston, TX 77292-4528  
(713) 659-8111 ask for PR Committee

# SCOUTING IN THE NEWS AWARD EARN IT!

## WHAT

We want to encourage units to share all the fantastic programs you are conducting with the community at large. So we developed an award to encourage you to do just that. Complete the requirements and receive a smart looking 22 inch streamer to display for all to see!

## WHY

The more we let others know about what we do in Scouting the greater the community support will be for Scouting. Media coverage also boosts *esprit de corps* of all current participants - - both youth and adults.

## WHO

Any unit can qualify. Packs, Troops, Teams, Crews, Posts, and even patrols or dens can achieve this recognition. Many units qualify annually. **Helpful hint:** You may want to recruit a publicity chairman for your unit.

## HOW

Complete the form on the reverse side. List articles that feature your Pack, Troop, Team, Crew, Post, patrol or den in newspapers, newsletters, on the radio or even Television. Attach original articles to the application form and send it to the address at the bottom of the form. 12 points are required to qualify. Articles and radio coverage count as one point. Articles with photos, photos with captions, or TV stories count two points. Please compile all documentation and send it in when you qualify.

## WHEN

There are no time constraints or limitations. Start working today!

All recipients will be recognized in *The Scouter!*

**If you have questions please call: 713-659-8111 and ask for PR Committee.**



**IN THE NEWS**