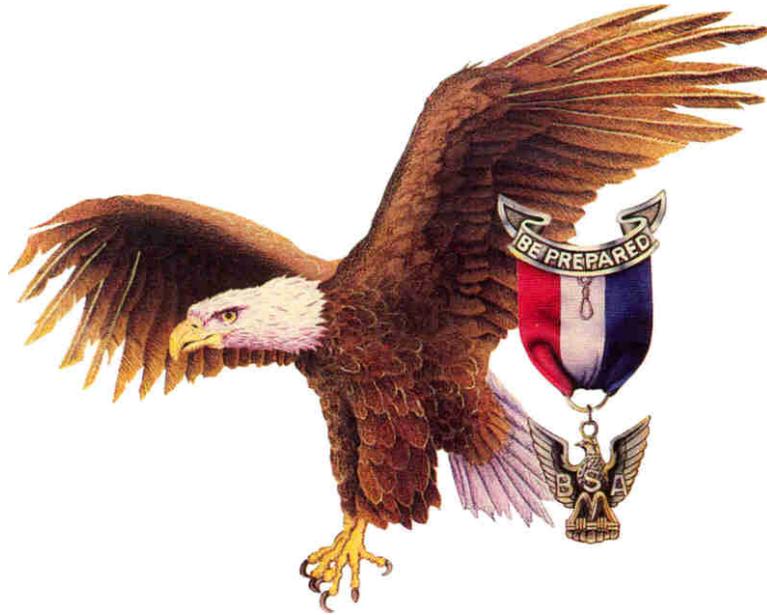


# Congratulations, Eagle Scout!



## Now Let's Tell The World!

Eagle Scout Media Kit  
Hemlock District  
Occonechee Council, BSA

## **A Letter from the District Marketing Chairman:**

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  
District Marketing Chairman  
Hemlock District  
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
- Webpage's
- SMS-Texting
- email
- Local Newspapers
- Television
- Twitter

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

## **Facebook, Twitter, Myspace, and Texting:**

It's the night of your Final Board of Review – you just found out you are an Eagle Scout. You are so excited that the first thing you do after you shake the last BOR members hand is flip out your phone and start 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! The feeling is great – you have reached the end of the road – but wait! The only people who know are the 10 people you friend on Facebook. 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.
  - It should also cover Who, What, Where, When, Why and How.

## **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 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 Pizzazz 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!***

## **Helpful Hints:**

The following helpful hints will further clarify your writing and enhance your chances of getting your story broadcast in the local media.

- The telephone is beneficial in newsgathering, but it is not necessary to call the newspaper to see if you may send a story in. Simply send it in.
- Generally, editors and writers will not take your story over the telephone. It consumes too much valuable staff time, not to mention the increased probability of error caused by the verbal transfer of information.
- Give the full name of your unit in the story, and then fully identify it. **Don't assume readers know and understand the Scouting organization.** Sufficient identification is normally contained in a brief description, such as, “a local group of Cub Scouts,” or, “St. Martin's Boy Scout Troop 445.”
- Since your community newspaper is dedicated to the community it serves, it naturally is interested in those aspects of any story which directly reflects or affects that community.
- The time, day, date or name that is given headlines are commonly changed and updated long before it goes to press.
- Submit electronic copies over something that has been duplicated. Poor copies or duplicated copies which are impossible to decipher generally will not be printed
- Submit your story using standard capitalization. All Capitals create a situation where they have to take the time to re-type the story, and likely will not be part of the periodical. If you are unsure about capitalization, don't worry – journalists have simple copy-reading marks which will correct any flaws.

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- Use a person's full name the first time it is mentioned in a story. After that first mention, use that person's last name alone. Nicknames are discouraged in newspaper copy, and the terms "Mr., Mrs., and Ms." are seldom used.
- Women's names should be presented as follows; Mary Smith. The use of husbands' names in reference to married women (e.g.: Mrs. John B. Smith is not used.
- Don't use the term "ladies;" use "women" instead. The same holds true for "gentlemen" vs. "men."
- Save flowing tributes, flowery descriptions, and glowing adjectives for your advertising copy!
- If you wish to convey an opinion, do so in a letter to the editor. News stories must be objective and should never contain editorial remarks. The exception to this rule is when you are being quoted.
- Facts will always carry the importance of the story. Many news releases are unnecessarily long, due to excessive editorial remarks. If your story takes more than three pages, read it over carefully and do a little editing of your own.
- Names make news. Don't leave the names of anyone pertinent to your story out. At the same time, avoid long lists of names when possible. Newspapers don't like to publish membership rosters.
- Don't "bug" the editor by calling and asking, "When will my story run?" There are stories of editors who actually search through their pile, find the story a caller inquired about, and purposely throw it out because of the annoyance.
- Keep the "plugs" for services and products to a minimum. Editors receive stacks of mail daily. Most find their way to the wastebasket. They have no "local news angle." They are poor attempts to get advertising for which space should have been purchased.
- When you hand in a story to an editor, do not casually mention that you, your office, relative, or neighbor is a big advertiser and wants to see your story published. Most newspapers draw sharp lines between the news and advertising departments. News stories find their way into a paper on ***their relative merit, not the merit of a relative!***

## 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](http://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.)

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For whom did you do your Eagle Project?: \_\_\_\_\_

Describe your Eagle Project:

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### Very Important!

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

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

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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.

## **Frequently Asked Questions:**

**Q:** *Must all my stories be typewritten?*

**A:** Yes, if you want your story met with a favorable reaction from the editor and precludes the possibility of mistakes.

**Q:** *Why wasn't my story used?*

**A:** There could be dozens of reasons, including:

- The story was not spell checked or the grammar was poor that it could not be used.
- The story arrived after the newspaper's deadline.
- There was no room in the paper.
- The story was not as important as the other news of the week.
- The story was never received.

However, keep at it! Study the stories that are used and don't be afraid to contact the paper for help. You'll soon find your batting average going up steadily.

**Q:** *Will the editor save me a clipping of the story if I ask?*

**A:** Don't even ask! Good manners and common sense dictate that you buy a copy of the newspaper and do your own clipping. Remember, the newspaper is like your corner grocery store—both are businesses and they simply don't give things away.

**Q:** *Does it help to know the editors personally? Should I invite them to social gatherings?*

**A:** By all means, invite them. Their busy schedules may force them to kindly turn down an invitation. However, they do like to talk with members of the community and editors have been known to make good guest speakers.

## Media Outlets:

The following media outlets publish Scouting related stories:

WUNC 91.5 FM (NPR) UNC-Chapel Hill -- Headquarters  
Website: [www.wunc.org](http://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](http://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](http://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](http://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/](http://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](http://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](http://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/](http://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](http://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](http://www.wral-tv.com)  
Phone: (919) 821-8555  
Fax: (919) 821-8541  
Address: 2619 Western Blvd Raleigh, NC 27605

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WNCN (NBC-17) -- Headquarters  
Website: [www.nbc17.com](http://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](http://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/](http://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/](http://www.raleigh-nc.org/ctv/)  
Rocky Mount Telegram -- Headquarters  
Website:  
[www.rockymounttelegram.com](http://www.rockymounttelegram.com)  
Phone: (252) 446-5161  
Fax: (252) 446-4057  
Address: PO Box 1080 Rocky Mount,  
NC 27802

Princeton News Leader -- Headquarters  
Website: [www.princetonleadernow.com](http://www.princetonleadernow.com)  
Address: P.O. Box 597 Princeton, NC  
27569

Pilot -- Headquarters  
Website: [www.thepilot.com](http://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](http://www.newsobserver.com)  
Phone: (919) 829-4500

Phone: (919) 831-6278  
Fax: (919) 831-6877  
Address: 310 W Martin St, Ste 100  
Raleigh, NC 27602

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

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

Fax: (919) 829-4529  
Address: 215 S McDowell St Raleigh,  
NC 27602

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

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

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Eastern Wake News -- Headquarters  
Website: [www.easternwakenews.com](http://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](http://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](http://www.chathamjournal.com)  
Phone: (919) 968-4341  
Fax: (919) 968-6637  
Address: PO Box 520 Pittsboro, NC  
27312

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