

UNIT MARKETING AWARD OF EXCELLENCE

Does your unit have a story that has received local media attention? We want you to share it with us. We also want to encourage you to seek media coverage for the good things your unit does. Sometimes we don't realize how big of an impact Scouting makes on our youth and communities. Something as basic as a roadside clean up with your Boy Scout Troop could merit a full page in your local newspaper!

The Unit Marketing Award of Excellence is for packs, troops, teams, crews, posts and ships. The award is designed to encourage units to share the news of what they are doing in their communities with local media, like newspaper, radio, TV, school newsletters, church bulletins and more!

Recognition:

Recognition will be done quarterly. All units submitting an application will receive a certificate. Quarterly winners will receive a special patch for each member of their unit.

Resources:

- *Unit PR - What's the Point?*
<http://mac-bsa.org/Post/sections/28/Files/WhatIsUnitPublicRelations.pdf>
www.mac-bsa.org > Click on Boy Scouts, Cub Scouts or Venturing > Resources
- *Press Release Template*
<http://mac-bsa.org/Post/sections/28/Files/PressReleaseTemplate.doc>
www.mac-bsa.org > Click on Boy Scouts, Cub Scouts or Venturing > Resources

How to apply:

Fill out the attached application form and include a copy of the media coverage that was published.

- Appoint a unit PR Chair
- TV: Submit a DVD, VHS or working web link of the segment
- Radio: Submit an audio recording of the segment
- Newspaper, newsletter or bulletin: Submit a hard copy of the article
- Website: Submit both the link and a hard copy

Submit your application to:

Boy Scouts of America, Mid-America Council
Attn: Lisa Russell
12401 West Maple Road
Omaha, NE 68164



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