

# Boy Scout Roundtable Breakout Session

Meeting Notes

December 2, 2010

## Topic: **Publicizing Your Troop**

### Roundtable Discussion

#### 1. Introductory Comment

- Publicizing your Troop is relatively easy to do and yields great benefits.

#### 2. What to Publicize?

- Beforehand
  - a. Eagle Projects
    - One Troop got an article published about an upcoming Eagle Project. The project offered training on point-source pollution and ultimately marked curbs with “sewer drains to lake” messages.
  - b. Upcoming Scouting Events
    - Planners publicized September’s “All Mahtomedi / All Year” Scouting Reunion in the White Bear Press.
- Afterwards
  - a. Event Recaps
    - One Troop got an article published about their recently-completed trip to Philmont. The article got a lot of feedback.
    - In March 2010, planners published an article in the White Bear Press recapping the joint Mahtomedi Boy Scout lake cleanup that drew 90 volunteers and picked up over 300 lbs of trash.
    - One Troop publishes an article about their participation in local parades.
    - Service-Related Publicity
      1. One Troop has a sandwich board that they post on the roadside when doing their twice-a-year road cleanups.
      2. One Troop does unannounced “guerilla” snow shoveling, and when they’re done they put a flyer on the door to the house saying “Shoveled by Troop \_\_\_\_”.
  - b. Eagle Recognition
    - Recognize the accomplishments of new Eagle Scouts.
  - c. Other Scout Recognition
    - In 2010, one Troop had two Scouts (separately) earn the National Heroism Award. These awards were presented at special ceremonies, each of which were covered by the White Bear Press and the St. Paul Pioneer Press.

- Several years ago, in a surprise ceremony, T89 presented a 1930's-era Scout with his long-overdue 1<sup>st</sup> Class Award. This presentation was coordinated with WCCO-TV who sent a team to cover the story and include it on the 10pm news.

### 3. Media

- The following media are available for publicizing your Troop:
  - a. Newspapers
    - St. Paul Pioneer Press
    - Star-Tribune
    - White Bear Press
  - b. Television
    - Local News (Channels 4, 5, 9, & 11)
    - Community Access Television
  - c. Church Newsletters
  - d. Community Newsletters
  - e. Northern Star Council Navigator
  - f. District Website
  - g. School Newsletters
  - h. Troop Website
    - Although intended for internal communication, having a public portion of a Troop website can make the Troop accessible to the public and can help serve as an avenue for getting new Scouts.

### 4. Why Publicize your Troop?

- Publicizing your Troop (or Scouting in general) can do the following:
  - a. Promotes Scouting, ultimately serving as a recruiting tool.
  - b. Promotes the values of Scouting -- to offset some of the negative press that Scouting occasionally receives.
    - Tells the public about how Scouting helps develop leadership skills, citizenship skills, and self-reliance in boys.
    - Tells the community what Scouting is all about.