

Roundtable Membership Moment

Community Visibility

Do people in your community know that Scouting is happening in their area? Many of our Scouting units are not visible in the communities they serve. Many municipalities have done away with the parades and fairs that Scouts used to frequent, and many Scouts are hesitant to wear their uniforms in public.

However, our good work continues in our communities with food drives, park clean-ups, and other civic matters. One way to combat people's impressions that we are not here is to get some good press coverage. It's easy and costs nothing. Each unit would benefit from having one adult who can perform this duty for the unit's activities. All it takes is a few well composed pictures and a short story about what the unit is doing.

The pictures can be taken easily with a phone camera. Photo releases are included as part of a Scout's annual health and medical record. To be safe, try to identify them as Scouts without showing their faces. The story should be a short explanation of what they are doing and identify the unit by number and city.



Once that is done, simply send it electronically to one (or more) digital newspapers serving your area. ***(Note to presenter: It would be good to have the names and web addresses of digital news outlets serving your area handy here.)*** Unit, parent, and Scout social media posts are also great.

What kind of activities can you submit? The list is virtually endless. Examples: •

Service Projects

- Court of Honor or Blue & Gold Banquet
- Pack Night
- Flag Retirement
- Campout
- Food Drive
- Holiday Observances
- Cub Olympics

Ask your Council's VP of Marketing to be able to help you!