



# GREATER NEW YORK COUNCILS

BOY SCOUTS OF AMERICA.

FOR IMMEDIATE RELEASE

## **GREATER NEW YORK COUNCILS UNVEILS GROUNDBREAKING PLAN TO INCREASE MEDIA VISIBILITY THROUGH THE USE OF PRESS RELEASES**

*Units, Volunteers, and Staff Members are Encouraged to Participate in an “All Hands” Effort*

New York, NY (March 11, 2014) – The Greater New York Councils, Boy Scouts of America released today a PR packet for use of the organization’s volunteers and staff members to assist the Council in promoting its comprehensive youth development programs to the families and communities of New York City. The PR packet includes information on how individuals can submit information to local media outlets, as well as information on “newsworthiness”, press release writing tips, a sample press release, and contact information for local publications. The PR kit is available for download at [www.bsa-gnyc.org/PR](http://www.bsa-gnyc.org/PR).

All members of the New York City Scouting organization are encouraged to write press releases and submit information to media outlets for the units, districts or programs they serve. Efforts should be centralized; a volunteer representing an individual unit should not report on a district-wide event without confirming that an individual at the district level has not done so already. The appropriate district executive may be contacted to confirm logistics, clarify details or review a release before submission to newspapers, publications, or other news sources.

Ethan Draddy, Scout Executive of the Greater New York Councils said, “Let’s not hide our light under a bushel, folks. We’re doing some amazing things for kids and the more people who know what we’re doing, the better.” Press releases have been used in the past by the Council, but there has not been a concerted effort to date. Stories on Scouting have been featured in local papers in a haphazard fashion and very rarely in major New York City newspapers. The new PR tool kit available at no cost is a call to empower all volunteers and Council staff to get engaged in public relations and help improve the public image of all the programs of the Boy Scouts of America in the largest media market in the country.

The Greater New York Councils, Boy Scouts of America provides a variety of youth development and camping programs that promote character, leadership and life skills to more than 45,000 New York City boys and girls, including more than 9,200 youth in disadvantaged communities. The Greater New York Councils works with nearly 4,500 adult volunteer leaders in conjunction with 800 partner organizations to teach young people the values and behaviors they need to succeed in life. More information on the Greater New York Councils can be found online at [www.bsa-gnyc.org](http://www.bsa-gnyc.org) or by contacting Joseph Schiltz, Council Spokesperson, at 212-651-3000 or [jschiltz@bsa-gnyc.org](mailto:jschiltz@bsa-gnyc.org).

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