

Print Media

Do you have a local paper in your town? Why not promote in free local publications (i.e. newspapers, and town or church bulletins, etc...) with Joining Event date and information.

What You're Going To Need:

- Pack email address
- Pack PR volunteer
- Generate a list of known community newsletters, bulletins, and magazines which are free to publish in (ex. churches, civic clubs, recreation departments, etc)
- Delegate Pack PR person to write short article, or put together a visual advertisement for the Pack and an upcoming Joining Event

How You're Going To Organize This:

Once you have your need list, communicate with publishers from list to request and ensure that the promotional piece will run before the Joining Event.

Send promotional piece to the whole list of print media from the list you created 2-4 weeks ahead of time, depending on their printing frequency, and make sure you follow-up to thank publications after your piece is printed.

Small community papers are always looking for feel-good stories that involve youth. Become friends with your local reporters for those papers and they will look forward to your articles.

Additional Fall Recruitment Resources Can Be Found At:

www.senecawaterways.org/membership

Westmoreland Fayette Council

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www.wfbsa.org
www.beascout.org

