

# MEDIA PLANNING GUIDE

*A guide to working with the media.*



BOY SCOUTS OF AMERICA®  
SENECA WATERWAYS COUNCIL

2320 Brighton—Henrietta Town Line Road  
Rochester NY, 14623

Phone: 585-244-4210  
[www.senecawaterways.org](http://www.senecawaterways.org)

2021

## How to Get the News Media to Cover Your Story

*Stories have a better chance of being covered if they:*

- Have “human interest”
- Have a “local” angle
- Tie into a holiday or special occasion
- Represent a significant milestone or a major honor
- Directly impact a publication’s readership
- Educate or entertain a publication’s readers
- Tie into what people are talking about today
- Add to discussions on current “hot” issues or topics
- Reference prominent people, places or things
- Have visual impact

*Possible angles for Scout-related stories:*

- A Scout earns the Eagle Scout rank
- A Scout earns a “God & Country” award
- A Scout performs a meritorious act
- An interesting service project that improves or helps the community in some way
- An interesting unit outing or event (such as a whitewater rafting trip or a trip to Washington, DC)
- Participation in “Good for Nature”
- A unit participates in Community Clean Up, cleaning up a local site
- A unit celebrates a milestone anniversary (50<sup>th</sup>, 75<sup>th</sup>, 100<sup>th</sup>, etc.)
- A long-time, revered Scout leader retires

*Remember:*

- A picture is worth a thousand words

## Basic Tips For Good Publicity

### *News Release - The Basic Publicity Tool*

- Publicity is news, not "free advertising."
- Editors cut from the bottom so you want the important information at the top.
- Every release needs five Ws and one H: Who? What? When, Where? Why? How?
- Just tell the story completely using as few words as possible.
- Most media prefer to receive releases by e-mail.
- Paste release in the body of the e-mail; attach photos.
- Include contact person’s name and phone number at the **bottom** of e-mailed releases.
- If paper releases are preferred by newspaper, type double-spaced.
- Include a contact person and phone number at **top** of mailed releases.
- Don't call to ask if they received release and are planning to use it, or they probably won't.

### *Photos*

- If digital, shoot on highest setting. You can reduce quality, but you can't add quality.
- Send to publications 4x6 @ 100-300 dpi (100 for BW, 300 for color).
- If you shoot film, 4x6 color prints are fine.
- Be sure prints are high quality (not fuzzy or blurry)

### *Feature Articles*

- Call the editor directly and "pitch" the story.
- If the editor is interested, give it to him/her exclusively.

### *General Dos and Don'ts*

- Don't expect newspapers to cover your events. They are shorthanded, especially on the weekend. They will, however, consider material you supply.
- Make contact with your local editor. Call and ask if you can come in and introduce yourself so you can relate a face to a name.
- Always be courteous. We need their ink more than they need our "news."

## Suggested Closing Paragraph

Troop (Pack) (Crew) (Number) is chartered by the Seneca Waterways Council, with offices in Rochester and Geneva. The council serves youth, adult volunteers, and families in Monroe, Ontario, Wayne, Yates, and Seneca Counties.

## NEWS RELEASE SAMPLE



BOY SCOUTS OF AMERICA®  
SENECA WATERWAYS COUNCIL

### FOR IMMEDIATE RELEASE

Date

**Contact:**

Name

Mobile Phone Number; Email Address

### Cub Scout First to Earn Supernova STEM Award Locally

**Rochester, NY** – Cole Turner of Pack 54 in Bloomfield, NY was presented with the Supernova STEM Award this Saturday March 1, 2014. This award was presented to him at his den’s Crossover Ceremony. The Cub Scout Supernova STEM Award recognizes superior achievement by a Cub Scout in the fields of science, technology, engineering and mathematics.

To earn this award Cole designed and ran an experiment that tested the effectiveness of a pulley system. He tested if it would be better to use fixed or moving pulleys to lift a weight. Cole was able to design a system that would test his hypothesis and run tests to prove his predictions.

**NOTE TO EDITOR:** photo attached

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*About Seneca Waterways Council - Seneca Waterways Council of the Boy Scouts of America serves the young people in Monroe, Ontario, Wayne, Seneca and Yates Counties. The Council provides an educational program for boys and young adult men and women to build character, to train in the responsibilities of participating citizenship, and to develop personal fitness. More information about Seneca Waterways Council is available at [www.senecawaterways.org](http://www.senecawaterways.org).*

## CREATING A NEWS RELEASE

- Five Ws and H should be summarized in the first paragraph. Then go back and put in details. This is called the “Inverted Triangle” style of journalism.
- When writing about a Scouting event, identify those in charge.
- Spell names correctly and include the correct Scouting position.
- Include enough information about your event to help an editor decide if your story has enough news value to cover it.
- Include specific dates and times that you would like media to be there, and the exact location.
- Spell out the event’s importance. If it is open to the public, include any admission charge. Tell why the event is being held and why people should attend.
- The words “district” and “council” are capitalized only when they follow a specific district or council name. Example: Glacier Lakes District is one of the districts in the Seneca Waterways Council.
- The same applies to types of Scout units. Example: The Troop 909 Turtle Patrol visited several Cub Scout dens.
- We recommend that the word “Scout” and all words which include Scout be capitalized, unless the meaning is not related to the Scouting movement. Media do not always follow this rule, however.
- An activity, such as a pow wow, camporee, pinewood derby, show or training course, is not capitalized unless it is accompanied by a specific name or number. Example: The Western Gateway District Camporee is this weekend, as are camporees in other districts.
- Capitalize Tiger Cub, Cub Scout, Boy Scout, Venturer, Explorer, Cubmaster, Scoutmaster, Explorer Post Advisor, Skipper and Scouter. Capitalize other titles only when they precede the Scouter’s name. Example: District Commissioner Joe Smith will be training several new commissioners.
- The Boy Scouts of America abbreviation is BSA.
- An Explorer is a registered youth member of an Explorer post and a Venturer is a registered youth member of a Venturing crew. It is incorrect to refer to them as Explorer or Venturer Scouts.
- One use of an apostrophe is to mark the omission of letters in a contraction. Example: It’s means it is and can’t means cannot.

# NEWSROOM CONTACTS

Use the contact methods below to contact your local media outlet. Many media also offer an online submission to their newsrooms through their websites. Check to see if your town has a local paper to add to the list listing.

## Print

**Democrat and Chronicle:** Newsroom contacts: <https://www.democratandchronicle.com/contact/staff/>

**Finger Lakes Media:** (607) 243-7600; [theobserver@citlink.net](mailto:theobserver@citlink.net)

**Finger Lakes Times:** (315) 789-3333; [fltimes@fltimes.com](mailto:fltimes@fltimes.com)

**Finger Lakes Daily News / radio group:** (585) 394-1550; [News@flradiogroup.com](mailto:News@flradiogroup.com)

**Messenger Post (covers various suburbs):** *Contacts vary based on your town— visit <http://www.mpnnow.com/contact> to find the appropriate editor/reporter for your town*

- General Submission: [yournews@messengerpostmedia.com](mailto:yournews@messengerpostmedia.com)

**Times of Wayne County:** (315) 986-4300; [Waynetimes@aol.com](mailto:Waynetimes@aol.com)

**Town Crier (Geneva):** [info@thetowncrier.com](mailto:info@thetowncrier.com)

**Wayne County Life:** (315) 707-7347; [info@waynecountylife.com](mailto:info@waynecountylife.com)

**Westside News:** [editor@westsidenewsny.com](mailto:editor@westsidenewsny.com)

## Radio

**Audacy Radio Group (92.5 WBEE; 8.9WBZA; 96.5 WCMF; 98 PXY)** [Chris.debbins@audacy.com](mailto:Chris.debbins@audacy.com)

**iHeart Radio Group (95.1; 100.5 The Drive; Kiss 106.7):** [whamnews@iheartmedia.com](mailto:whamnews@iheartmedia.com)

**Legends Radio (102.7):** (585) 264-1027; (fax) (585) 264-1165; [info@legends1027.com](mailto:info@legends1027.com)

**Stephans Media Group (Warm 101.3; Fickle 93.3; The Zone 94.1):** [michael.ninnie@smgnational.com](mailto:michael.ninnie@smgnational.com)

**WDKX:** [Michele.williams@wdkx.com](mailto:Michele.williams@wdkx.com)

**WXXI Radio:** [newsroom@wxxi.org](mailto:newsroom@wxxi.org)

**Finger Lakes Radio Group (WAUB 96.3FM,1590AM/WGVA 106.3FM,1240AM):** [news@flradiogroup.com](mailto:news@flradiogroup.com)

## Television

### **WROC TV 8**

Newsroom: (585) 287-8000; [newsroom@rochesterhomepage.net](mailto:newsroom@rochesterhomepage.net)

### **WHEC TV 10**

Newsroom: (585) 232-1010; [news10@whec.com](mailto:news10@whec.com)

### **WHAM 13/FOX Rochester**

Newsroom: (585) 321-2280; [news@13wham.com](mailto:news@13wham.com)

### **SPECTRUM NEWS 1:**

Newsroom: (585) 756-2424 Ext. 2; [assignment@charter.com](mailto:assignment@charter.com)

### **WXXI—TV**

Newsroom: 585-258-0267, [newsroom@wxxi.org](mailto:newsroom@wxxi.org)