

**Presenting the Premier Edition of the**  
**FLASHBULB AWARD**

**Never Underestimate the Power of Positive Press!**

Imagine the impact of thousands of articles and photos about Scouting featured in newspapers throughout our council. Each one carries a strong, positive message and helps establish our credibility in our communities. Each one reminds the reader of our values. All of this is essential in attracting youth members, volunteers and community support.



**We Need Your Help!**

We are asking every Indian Nations Scouting unit to provide their local media with articles, news releases or photos that communicate the fun and values of Scouting.

Submit good quality photos of your Scouts in action with a caption describing who they are and what they are doing. Remember, when taking photos it is usually best to keep your subjects (your Scouts) in the foreground. Also, be sure to look for good lighting or use a flash.

Submit well-written news releases about your Scouting activities and achievements to let your community know what your program is all about. When writing news releases, state your most central ideas in the first sentence or paragraph and your most important items in the earliest parts of the news release. And, whether you're writing news releases or photo captions, be sure to answer Who, What, Where, When and Why!



The people in your community want to know about Scouting. They enjoy reading an article when their neighbor earns his Eagle Scout award or the Scouts help other people through the Scouting for Food drive. And, coupled with the BSA's "Good Turn for America" program ([www.goodturnforamerica.org](http://www.goodturnforamerica.org)), your Scouts will have many opportunities to SHINE: your local newspaper is interested in printing those stories.

If your pack, troop, team, crew or post has at least four (4) articles or photos with captions published in their local paper during a calendar year, the Indian Nations Council will provide a special patch for your Direct Contact Leaders (DL, DA, WL, WA, CM, CA, SM, SA etc) and your unit Committee Chairman. Additional patches for participating Scouts, parents, other leaders, etc. can be ordered for just \$.50 a piece.

Once your four stories or photos have been published, complete the order form below and send it to the Indian Nations Council along with copies of the articles or photos as they appeared in the newspaper. Submit your articles and one-page summary as shown below to the council. If you are ordering extra patches, please send payment with this form.

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 Unit Type and Number: \_\_\_\_\_ District: \_\_\_\_\_ # of Direct Contact Leaders \_\_\_\_\_

# of Extra Patches we'd like to order (for Scouts, parents, other leaders, etc). \_\_\_\_\_ x \$.50 = \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

What type of events were featured:

- Money-Earning  Civic Service  Membership Rally  Advancement Ceremony  Other

Please provide a one-page summary report of this project, including information about the following:

- a) What was your objective for this marketing effort (was it accomplished)?
- b) How was your unit impacted as a result of this effort?
- c) Describe the planning process. Was there youth involvement? How?
- d) What have you learned from this effort?

Please submit this entry form, along with the news articles or photos and one-page summary to  
 Indian Nations Council, BSA, 4295 S. Garnett Road., Tulsa, OK 74146.  
 For additional information, call Ted Johnson at (918) 743-6125