First & Last Name

Recall a Scouting activity or event you've taken part in, preferably one you'd like the local press to know about! Now, answer the following questions and you'll have a great start to your story. That sounds simple, but can be quite challenging. If you can't get the words right straight away, keep trying. Ask family and friends to help out.

Who? Who is involved – your Group or	
District, a supporting organisation or	
company? Who does your news	
affect/who does it benefit?	

	What?	What is new?	What have you		
completed or taken part in?					

Why?	Why i	s this	story	of	interest –
what does it say about Scouting that is					
new or surprising?					

Where? Where is this taking place or happening?	
When? What is the timing of this? Does	

When? What is the timing of this? Does	
this add significance?	
5	

If you're struggling to choose a Scout activity or event, try relating them to our Scout Sign – which one best promotes Scouting's skills for life?

Fun & Friendship

- Belonging & Championship
- Life-Changing Memories
- Scouting for All

Challenge & Adventure

- Activities
- Awards and Badges
- Expeditions

Positive Impact

- Character Factory
- Community / Social Action
- Creating a Better World

