



World Scout **Bureau** Mondial du Scoutisme

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CIRCULAR N° 36/2004

To: International Commissioners

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Communication Strategy: Creation of a Worldwide Network of Media Correspondents

Dear Colleagues,

Scouting needs more visibility. To develop itself, Scouting needs a certain recognition. On the occasion of the World Scout Conference in Thessaloniki, in July 2002, the vote of the Strategic Priority "Scouting's Profile" confirmed this need.

The recipients of this circular are:

- The persons in charge of Communication and Public Relations
- The press attaché

1. TOWARDS A COMMUNICATION STRATEGY

Looking at the Centenary, the World Scout Bureau is elaborating a Communication Strategy which will be proposed to the overall Movement at the beginning of 2005 and which will build on:

- Scouting's social positioning and social impact
- A real understanding of its social usefulness and of its action
- The search of partnerships which contribute to this improvement, and namely the media

This strategy will be elaborated on

- The theme of the Centenary "One World One Promise"
- The variation of the Scout Brand at world and national levels to enhance marketing action and the mobilisation of new resources
- Some key messages related to the social positioning
- Practical tools to implement and achieve the strategy

2. THE MEDIA, PARTNERS OF THE SCOUT MOVEMENT

At the moment the proposal is to improve the dissemination of information regarding Scouting's action at the international level, and to reinforce the understanding of what it is doing towards the opinion makers.

In order to do so:

1. To give more visibility to Scouting's action within the media
2. Create a worldwide network of press correspondents
3. Deliver more information about World Scouting in order to empower youth and adult members to be better ambassadors of the Movement.

3. IMPLEMENTATION AND CALL FOR ACTION

We need to identify professional and volunteer future collaborators who can help reinforce the action undertaken from the central and the regional offices of the World Scout Bureau. The kind of action and the mission of the future collaborators are listed below. The forms in the appendix will help you transmit the primary information to the World Scout Bureau.

Objective 1	To give more visibility within the media to Scouting's action
Action	<ul style="list-style-type: none"> • Creation of a Media Centre¹ on the world website (Press pack, press releases record, thematic resource centre) • Census of the global media and census of the national media which have a global impact (mainly in the WOSM working languages: English, French, Arabic , Russian, Spanish) • Record of positive action undertaken at local and national level to reinforce Scouting's social positioning)
Possible collaborators	<ul style="list-style-type: none"> • Head of Communication and Public Relations Department at national level • Press attaché • Professional journalists who are scouts, former scouts and well known journalists at national level • Translators
Objective 2	Create a worldwide network of press correspondents
Action	<ul style="list-style-type: none"> • Constitution of database of Heads of Communication and Public Relations Department, or Press attaché • Database of journalists working for the Scout Movement and journalist who are Scouts or former Scouts
Possible collaborators	<ul style="list-style-type: none"> • Press attaché • Professional journalists who are Scouts, former Scouts and well known journalists at national level
Objective 3	Reinforce the information regarding World Scouting in Scout Media
Action	<ul style="list-style-type: none"> • Creation of a resource centre of the world website • Writting of and posting of thematic documents related to the life of the Movement • Press pack
Possible collaborators	<ul style="list-style-type: none"> • Head of Communication and Public Relations Department at national level • Press attaché • Editor-in-Chief of Scout Magazine • Adminstrators of websites

¹ The improvement of the access for the press has begun and is on the front page of www.scout.org/ Another access for the press is on the website of the campaign "Youth of the World": www.youthoftheworld.net, a campaign launched in conjunction with the Millennium Campaign of the United Nations.

4. WORKING METHOD

The working method will be based on advanced communication and information technology which will provide a collaborative environment and a distance learning process. The action and the network will be coordinated by:

Richard Amalvy

Director of Media and Communication

World Scout Bureau

ramalvy@world.scout.org

+ 41 22 705 10 32

We are looking forward to receive your offer of collaboration.



Eduardo Missoni
Secretary General

Appendix 1

**NETWORK OF MEDIA CORRESPONDENTS & COLLABORATORS
CANDIDATURE FORM**

Please fill this form and send it before **30 January** to
Richard Amalvy, World Scout Bureau, fax + 41 22 705 10 20
(preferably by e-mail: ramalvy@world.scout.org)

Candidate for the network of Media Correspondents

Family Name & Surname _____

Name of the NSO _____

- Position within the NSO
- Head of Communication
 - Head of Public Relations
 - Press attaché
 - Translator (from _____ to _____)
 - Other: _____

Gender Male Female

Educational background

Telephone 1 _____ 2 _____ E-mail _____
 Mobile _____ Fax _____ Web _____

Please indicate the category that best describes your language skills:

- | | | | | | |
|----------|------------------------------------|-------------------------------|-------------------------------------|-------------------------------|-------------------------------|
| English: | Very Good <input type="checkbox"/> | Good <input type="checkbox"/> | Can Manage <input type="checkbox"/> | Poor <input type="checkbox"/> | None <input type="checkbox"/> |
| French: | Very Good <input type="checkbox"/> | Good <input type="checkbox"/> | Can Manage <input type="checkbox"/> | Poor <input type="checkbox"/> | None <input type="checkbox"/> |
| Arabic: | Very Good <input type="checkbox"/> | Good <input type="checkbox"/> | Can Manage <input type="checkbox"/> | Poor <input type="checkbox"/> | None <input type="checkbox"/> |
| Russian: | Very Good <input type="checkbox"/> | Good <input type="checkbox"/> | Can Manage <input type="checkbox"/> | Poor <input type="checkbox"/> | None <input type="checkbox"/> |
| Spanish: | Very Good <input type="checkbox"/> | Good <input type="checkbox"/> | Can Manage <input type="checkbox"/> | Poor <input type="checkbox"/> | None <input type="checkbox"/> |

Mother tongue:

Suggestions:

Date and signature of the International Commissioner _____

Appendix 2

RECORD OF JOURNALISTS AND MEDIA RECORD FORM

Please fill this form and send it before **30 January** to
Richard Amalvy, World Scout Bureau, fax + 41 22 705 10 20
(preferably by e-mail: ramalvy@world.scout.org)

Journalists & Media

Family name and surname _____

Media _____

Dissemination / broadcast National International

Function _____

Speciality _____

Working languages National tongue:
 English
 French
 Arabic
 Russian
 Spanish
 Other:

Telephone 1 _____ 2 _____ E-mail _____

Mobile _____ Fax _____ Web _____

Journalists & Media

Family name and surname _____

Media _____

Dissemination / broadcast National International

Function _____

Speciality _____

Working languages National tongue:
 English
 French
 Arabic
 Russian
 Spanish
 Other:

Telephone 1 _____ 2 _____ E-mail _____

Mobile _____ Fax _____ Web _____