

Young people talking positively about Scouting



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No one is better able to convey the fun, challenge and adventure that Scouting offers to 21st century young people than our current youth Members. In recent years Scouting has encouraged young people to speak about what they get out of being a Scout to print, broadcast and online journalists. We want to continue to work in this way.

Each year a number of courses are run across the UK that are designed to give young people who are members of the Movement the skills to draw on their experiences of taking part in everyday Scouting activities such as camps, expeditions, hikes, overseas trips, community service and offering leadership to others and help them talk positively and eloquently to others about their experiences. For more information click on www.scout.org.uk/YSP

Although young people who undertake this type of activity are often called "Young Spokespeople" This type of activity is not linked to a formal role. Young people who undertake this type of activity are everyday youth Members who take part in Scouting with their home Scout Group. What they are able to do if speak positively and coherently about their experiences in ways that encourage others to join the Movement. This document outlines the types of activities they might get engaged in and the skills they require to get involved in this type of activity.

What do they do?

- Proactively promote the everyday adventures that Scouting offers youth Members to journalists.

Who do they work with?

- Media Development Managers (*County and District*) HQ Media Team and journalists.

What would they do in a typical term?

- Attend a training days to develop media skills
- Talk to a newspaper journalist about their Unit Programme
- Give radio interview on the phone or in a studio
- Share their experience with other via email, Facebook phone text etc

What are the types of skills a young person who wants to have a go at this type of activity would need?

Knowledge and Experience:

- Background Knowledge of Scouting: but they don't have to be life long Members
- Takes part in an active balanced programme (e.g. expeditions, camping, hikes, Community service etc)

Skills:

- Able to communicate effectively with journalists
- IT literate (email, Phone, Facebook etc)
- Willing to be trained to develop communication skills
- Able to take a brief

Qualities:

- Ideally be aged 14 – 18
- Is Enthusiastic
- Is Self Motivated