



# **WATCHU EXTRA**



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## **Crew Reporter**

Your assignment: **PROMOTION & RECOGNITION**

### **Philmont News and Photo Service-**

- Pick up a current sample press release before or after your trek.
- Be sure you know the Philmont staff contact person should you need any additional information.

### **On the Trail-**

- Encourage all members of your crew to keep a diary.
- Keep daily notes of highlights.
- Take photos that show members of your crew.

### **When you arrive back home-**

- Contact newspapers and local TV stations in your area and submit your personalized press release with a photo.
- Collect pictures from your crew and organize them for presentation to other groups that might be interested in your adventure.





## News and Photo Services Philmont Scout Ranch

47 Caballo Rd. Cimarron, New Mexico 87714

(575) 376-2281 x1246

[PhilmontScoutRanch.org](http://PhilmontScoutRanch.org)

[Facebook.com/PhilmontScoutRanch](https://Facebook.com/PhilmontScoutRanch)

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Dear Crew Leader/Advisor,

Congratulations, your crew will soon arrive at Philmont. Your crew deserves recognition for being part of nearly one million Scouts and Scouters who have met the Philmont challenge. The Philmont News & Photo Service would like to help you receive acknowledgment in your hometown news media. As Crew Leader/Advisor, select a member of your crew to be the Crew Reporter. The Crew Reporter will be responsible for taking notes about your Philmont experience, and gathering photos of your trek. They will record the day-to-day happenings on the trail, and your crew's memorable experiences.

Before traveling to Philmont, the Crew Reporter should contact local newspaper and news media editors and find out how they can get a press release published. Contact both the regional news media and smaller local newspapers. When contacting news editors ask about their editorial consent policies and if they require a photo consent for photographs included with your press release. Sample photo consent forms can be found with a quick internet search. Gathering these materials prior to arriving at Philmont will prepare you to write your press release after your trek.

After completing your trek you will receive a sample press release in your departure packet. A sample press release is also available for download at [www.PhiImontScoutRanch.org/pressrelease](http://www.PhiImontScoutRanch.org/pressrelease). The Crew Reporter can use this sample as a guide to develop your crew's press release. Include memorable quotes and stories, as these personal touches will help get your release published. Also include photos of your crew members in action at Philmont. Exciting photos help to attract attention to your story. The Crew Reporter should send your press release, consent forms and photos to the news media contacts that they gathered prior to your trek. Local news editors are eager to run stories about the adventures of hometown Scout troops.

Thank you and best wishes for a wonderful and memorable trek!

Philmont News & Photo Service Staff

### **Suggested notes to keep for your press release**

- What your crew did to prepare for Philmont.
- Which camps you hiked to, how far you had to hike
- The most memorable part of your trek.
- Your favorite camp and why
- Your favorite program and why.
- How you grew together as a Crew during your trek.
- Wildlife you saw during your trek.



**Boy Scouts of America**





## Philmont Scout Ranch

Boy Scouts of America

Cimarron, New Mexico 87714  
(505) 376-2281, ext. 246

### FOR IMMEDIATE RELEASE

Philmont Contact: Stuart Sinclair  
Local Contact: \_\_\_\_\_

#### Local Boy Scouts trek through New Mexico Wilderness

A crew of young Scouts and their leaders changed their lives this summer with a 10-day trek through the mountains of New Mexico at Philmont Scout Ranch. Philmont covers 214 square miles, a vast expanse of wilderness, of which Boy Scout Troop \_\_\_\_ covered \_\_\_\_ miles in \_\_\_\_ day.

The group of boys and their leader hiked from small camp to camp, carrying their lives on their backs during the trek. Though hiking through bear territory and often inclement weather, the Scouts participated in backcountry activities at their stops, including rock climbing, mountain biking, fly fishing, gold prospecting and the study of conservation, ecology and the ways of mother nature.

"They may meet only one other group of Scouts on the trail in an entire day of hiking," a Backpacker magazine editor wrote. "Even in the most crowded camps, each Scout group camps in isolation, out of sight and sound of all other groups."

The local group made what amounts to a Scouting pilgrimage with their trip to Philmont, the Boy Scouts of America's premier high-adventure camp- the top camp of the largest youth organization in the United States.

Photos and interviews are available form the local contact upon request.

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Troop 33  
Scott Berger  
1764 Martine Avenue, Scotch Plains  
908-889-1760  
scottrberger@verizon.net

Local Boy Scouts trek through New Mexico Wilderness

A crew of Boy Scouts and their leaders changed their lives this summer with a 12-day trek through the mountains of New Mexico at Philmont Scout Ranch. Philmont covers 214 square miles, a vast expanse of wilderness, of which Boy Scout Troop 33 covered 80 miles in 11 day.

The group of boys and their leader hiked from small camp to camp, carrying their lives on their backs during the trek. Though hiking through bear territory and often inclement weather, the Scouts participated in backcountry activities at their stops, including rock climbing, burro racing, gold prospecting, and the study of conservation, ecology and the ways of mother nature.

The Troop 33 crew also climbed Philmont's highest peak, Mount Baldy, which towers to over 12,400 feet in elevation.

"They may meet only one other group of Scouts on the trail in an entire day of hiking," a Backpacker magazine editor wrote. "Even in the most crowded camps, each Scout group camps in isolation, out of sight and sound of all other groups."

The local group made what amounts to a Scouting pilgrimage with their trip to Philmont, the Boy Scouts of America's premier high-adventure camp- the top camp of the largest youth organization in the United States.

Troop 33 meets regularly at the Fanwood Presbyterian Church on Monday evenings during the school year.

PICTURE: The Troop 33 Philmont crew

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# Community Life

## A REAL WILD TIME



The Boy Scouts of Troop 33 enjoyed a rugged outdoor adventure in New Mexico.

## Scouts trek through New Mexico wilderness

FANWOOD — A crew of local Boy Scouts and their leaders changed their lives this summer with a 12-day trek through the mountains of New Mexico at Philmont Scout Ranch. Philmont covers 214 square miles, a vast expanse of wilderness, of which Boy Scout Troop 33 covered more than eighty miles in 11 days.

The group of boys and their leaders hiked from small camp to small camp, carrying their lives on their backs during the trek. Though hiking through bear territory and often inclement weather, the Scouts participated in backcountry activities at their stops, including rock climbing, burro racing, gold prospecting and the study of conservation, ecology and the ways of Mother Nature.

The Troop 33 crew also climbed Philmont's highest peak, Mount Baldy, which stands a towering 12,400 feet above sea level.

"They may meet only one other group of Scouts on the trail in an entire day of hiking," a *Backpacker* magazine editor wrote of the ranch. "Even in the most crowded camps, each Scout group camps in isolation, out of sight and sound of all other groups."

The local group made what amounts to a Scouting pilgrimage with their trip to Philmont, the Boy Scouts of America's premier high adventure camp.

Troop 33 meets regularly at the Fanwood Presbyterian Church on Monday evenings during the school year.



## Media Contacts

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