



Northwest Suburban Council BSA Marketing and Communications

Ac-Cent-Tchu-Ate the Positive!

(Thank you, Johnny Mercer)

*Looking for ways to promote your unit?
We'd like to help!*

“We” are the Northwest Suburban Council’s Marketing and Communications committee, and a major part of our mission is to help all of the Council’s Packs, Troops, and Crews “get your message out!”

Our committee consists of veteran Scouters...many of whom work in the local media or have ties to it. We are dedicated to Scouting and all of us are invested in our own units, but we’re also committed to helping you promote your unit as we promote the Northwest Suburban Council.

Winning positive publicity is not always easy. Sometimes wonderful stories don’t get the attention they may deserve, but with persistence, knowing who to go to, and how to package your stories for publication can give you a leg up.

We’ve attached some hints that will help you on your way to “getting published”. You’ll no doubt have questions along the way, and we invite you to ask away! We’ll do our best to answer.

Here’s a few of our committee members and ways to reach us:

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| Erin Bass, Marketing Staff Advisor | (847) 824-6909 | erbass@lflmail.org |
| Marty Schultz, Editor, NW News | (847) 222-1305 | celiac2@comcast.net |
| Tom Nelson, Webmaster, NWSC | (847) 670-9125 | tknelson@speednetusa.com |
| District Public Relations Chairmen: | | |
| Tom Quinlan, Blackhawk | (847) 255-4872 | tquinlan@dailyherald.com |
| Caryl Medsker, North Woods | (847) 259-8543 | cmedsker@comcast.net |
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| Bill Goffinski, Pathfinder | (847) 882-6578 | goffinskii@sbcglobal.net |
| Paul Meincke, Marketing Chairman, NWSC BSA 100th Birthday Event | (847) 297-0677 | prm777@comcast.net |

We'd love to hear from you!

NWSC Marketing Committee