

# Why should Young People talk about Scouting?



November 2009

Young People are Scouting. Only they can convey the fun, challenge and adventure that Scouting offers as they are experiencing it first hand. In recent years, Scouting has encouraged young people to speak about their experiences to print, broadcast and online journalists.

Nationally co-ordinated courses are regularly run across the UK. These courses are designed to give young people the skills needed for them to talk about their experiences in Scouting. These activities include camps, expeditions, hikes, overseas trips, community service or involving teamwork or leadership. These courses help young people to speak positively and eloquently about their experiences.

Young people who undertake this type of activity are often called “Young Spokespeople”. However, this role does not exist. Young people who undertake this type of activity are everyday youth members who take part in local Scouting. These same young people speak positively and coherently about their experiences in ways that encourage other young people to join Scouting, more adults to volunteer, and for communities or individuals to support the youth work that Scouting undertakes. 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.

For more information go to [www.scout.org.uk/ysp](http://www.scout.org.uk/ysp)

## **What do they do?**

- Proactively promote the everyday adventures that Scouting offers its members.

## **What does it entail?**

- Attend a training experience to develop communication skills.
- Talk to a newspaper journalist about an expedition
- Give radio interview on the phone or in a studio
- Share their experience with other via email, Facebook, phone, text etc

## **Who do they work with?**

- Media Development Managers, HQ Media and PR Team.

## **What qualities do they need?**

- Be aged 14 – 18
- Be enthusiastic
- Be motivated
- Background knowledge of Scouting
- Taking part in an active balanced programme (e.g. expeditions, camping, hikes, community service etc)
- Effective communicator
- IT literate (email, Phone, Facebook etc)
- Willing to be trained to develop communication skills