

# Service Agreement

between

## “Media” Scout Active Support Unit

and

## Hemel Hempstead Scout District

### Preamble

This Service Agreement outlines the purpose of the “Media” SASU and the active support it will provide. It covers how the Unit will support the local needs of the District Commissioner and what the Media SASU members will do over the next twelve months.

*“This will be a living document and subject to change/review. It must also assist with the local development needs” - Scout HQ.*

This document must be completed by the Scout Active Support Manager in consultation with its members and be agreed by the District Commissioner.

This document comprises three sections:

### 1. Introduction and Membership Conditions

### 2. Service Provision by Media SASU

### 3. Support Provided to Media SASU

### Agreement on Service Provision

Duration of this agreement	January - December 2011
Signed by Active Support Manager Name: Russ Dyble  Signature: <i>Russ Dyble</i>	date 30 <sup>th</sup> June 2011
Signed by District Commissioner Name: Stuart Dickens  Signature: <i>Stuart Dickens</i>	date 30 <sup>th</sup> June 2011

## **1. Introduction and Membership Conditions:**

### **“Media” Scout Active Support Unit (Hemel Hempstead Scout District)**

This is a District SASU whose remit is to Originate, Distribute and Monitor News Articles and Publicity for and about Scouting in Hemel Hempstead Scout District.

Membership of this Unit will be as approved by the District Commissioner in consultation with the Active Support Manager and appropriate Coordinators.

For individuals who are not already covered by another Scouting appointment, the Scout membership subscription will be paid by District at Active Support rate.

Members of the Unit should meet and communicate, and report to the DC, at times and places appropriate to the timely and effective completion of this Service Agreement.

## 2. Service Provision

The Media SASU will be expected to provide the following services

Need	Method	Target	Completion date
<p><b>Handle all mass media communications for Hemel Hempstead Scout District. This is meant to include all channels including Press, Broadcast and Online media. It covers both External communication (ie for the general public) and Internal communication (ie for members of the Scout District).</b></p>	<p>Maintain and cultivate necessary and appropriate contacts. Distribute appropriate material to Media. Monitor and record the treatment of Scouting in local media.</p>		Ongoing
<p><b>Originate and source copy for publication</b></p>	<p>Write new or adapt existing words; liaise with Leaders and others to identify suitable sources and stories. Attend events in order to pick up accurate, relevant information to create good stories for the Press or Website.</p>		Ongoing
<p><b>Originate and source pictures for publication</b></p>	<p>Attend Activities to take suitable photographs or video; or when appropriate, obtain them from official Scout sources.</p>		Ongoing
<p><b>Supply local Press with releases and images relating to current Scouting activity</b></p>		One per month on average	Ongoing
<p><b>Maintain good working relations with all sections of local Media</b></p>			Ongoing
<p><b>Maintain good working relations with, and cover the activities of, local Scout Groups and Active Support Units.</b></p>			Ongoing
<p><b>Maintain good working relations with County media section</b></p>			Ongoing
<p><b>Maintain good working relations with HQ media section</b></p>			Ongoing
<p><b>Website: Set up, maintain and keep updated a District Website to the satisfaction of the District Commissioner.</b></p>			Ongoing

Need	Method	Target	Completion date
Directory: Produce a paper booklet District Directory at least once a year.	Data to be taken from the HQ database of adult members	Two issues per year	Currently April and November
Mailing List: Maintain a District mailing list suitable for postal or email communications	Data to be taken from the HQ database of adult members		Ongoing
Newsletter: If required by the District Commissioner, produce an occasional paper Newsletter of District activities	Probably based on website material but intended for distribution and use where online access is not convenient.		as required
The Media SASU Manager will keep the District Commissioner informed of any significant issues or problems.			
The Media SASU Manager will provide regular reports (at least termly) to the District Executive Cttee.			
The Media SASU Manager will provide an annual report for inclusion in the District Annual Report.	The District annual report is prepared in April for publication in May	April	
The following Events in particular need to be covered this year: Dates of planned Events are listed in the District Diary.			
Renewal of Promise / Activities / AGM	for details contact Activities SASU		19 May '11
District Jamboree Camp	contact		28 May - 3 June
Etc.			

### 3. Support Provided

The Media SASU will be supported by District in the following ways

#### 3.1 Support to be provided by Hemel Hempstead District

- The Membership Subscriptions of Media staff (not otherwise covered) are paid for by the District
- District will provide or source any necessary and reasonable training requested in: dealing with the Press and other Media

#### 3.2 Development required by Media SASU

- Technical details relating to the work of the Media SASU

#### 3.3 Agreement on Support and Development

Signed ..... *Russ Dyble* ..... Date..... 30<sup>th</sup> June 2011

District Media Scout Active Support Manager

Signed ..... *Stuart Dickens* ..... Date..... 30<sup>th</sup> June 2011

District Commissioner