



GUIDELINES FOR SCOUT MEMBERS ON DISSEMINATING SCOUT NEWS

Pursuant to the circular re-categorization with effect from 1 January 2018, this Circular substitutes Public Relations Circular No. 02/2003 issued on 15 July 2003 with contents unchanged.

All scout members, including leaders and commissioners of all ranks, and lay members of all levels are reminded to observe the following guidelines when disseminating scout news, reporting scout activities or addressing the public.

OFFICIAL SPOKESPERSON OF SCOUT ASSOCIATION OF HONG KONG (SAHK)

In respect of all matters pertinent to policies or executive procedures of SAHK, the Chief Commissioner, Chief Scout Executive, Public Relations Commissioner and any other persons duly authorised by SAHK are the designated official spokespersons.

In respect of scout functions or training activities, the leader in-charge is designated as the spokesperson of SAHK with the authority limited to releasing information on the event concerned.

PUBLISHING OF SCOUT ASSOCIATION OF HONG KONG POLICIES

Members of SAHK shall not enter into any correspondence with any royalty, Government Department, Consulate General in Hong Kong or abroad, or any Scout Association Headquarters abroad or the World Scout Bureau, Committee or Conference on matters related to Scouting unless with prior approval of or done through the Headquarters of SAHK.

All scout members, who wish to make public any objective or constructive ideas for the betterment of SAHK, may do so by writing to the "Hong Kong Scouting" magazine. The editorial board will publish them in accordance with the publication guidelines. They may also write to the Chief Commissioner or the Chief Scout Executive direct.

SAHK shall publish the making or revision of its policies at the time it considers fit. All scout members are prohibited from divulging to the public (including the media) any policies or proposals which are yet to be formally published.

SCOUT NEWS REPORTING

SAHK welcomes all leaders in-charge to release in good faith to the public (including the media) the objectives, arrangements, participation and methods of the events which they are in charge of in order to promote Hong Kong Scout Movement and enhance the public's understanding of those events and SAHK's activities.

Staff of the events or activities may also express personal views on the events or activities so long as such do not contain personal accusations which may be libelous.

PUBLISHING SCOUT ACTIVITIES AND DISSEMINATING SCOUT NEWS TO THE MEDIA

Before publishing scout activities or disseminating scout news to the media (including all newspapers, radio stations, televisions and websites) pursuant to the above guidelines, the scout units or the responsible scout members should send a copy of the press release to the Public Relations Branch at the Headquarters in advance for record purpose.

Should there be any broadcast or telephone interview with the media, scout members are required to report to the Public Relations Branch at the Headquarters in advance. Assistance would be given by the Public Relations Branch if necessary.

In case of accident or emergency, leaders in-charge of respective activities may release background information of the incident to the reporters at the scene objectively. However, leaders in-charge must not add any of their personal opinions. They are also obliged to inform the commissioners responsible of the respective Region or Headquarters immediately so that appropriate steps could be undertaken.

PUBLIC SPEAKING


Should there be any invitation from the social services organizations (e.g. Rotary Club, Lion Club, etc) to make speech on the Scout Movement, the scout members so invited are required to obtain the Public Relations Commissioner's prior approval before accepting the invitation. The content of the speech is required to be approved by the Public Relations Commissioner as well. Scout members may also seek for assistance from the Public Relations Branch of the Headquarters when required.

PRESS CONFERENCE

Should any scout units like to hold any press conferences, they are required to contact the Public Relations Branch at the Headquarters for prior approval.

CONCLUSION

All scout members, including leaders and commissioners of all ranks, and lay members of all levels, have the responsibilities to promote Scout Movement. The dissemination of scout news and activities to the public (including the media) should be for the best interest of the Movement and aim at promoting the high spirit of Scouting, so that the image of Hong Kong Scouting would be well received by the public at large.



Nancy HO
Public Relations Commissioner