

The Knapsack

Guidelines for Submission

Want to get your event, news or activity into the knapsack?

The Knapsack welcomes submissions from everyone, but we ask that you follow these few guidelines.

The Golden Rule: All submissions should be short and sweet and to the point – no editorializing – As Sgt. Joe Friday from Dragnet used to say

“Just the FACTS ma’am” (or sir).



Deadline for submissions: Tuesday prior to the distribution that week. Please make sure to submit your information at least *two weeks prior* to the date of your event or activity so it can be in the publication at least twice. We will run information about long-term future events as well but they will be taken off the Knapsack periodically to allow for diversity of content.

NOTE: During holiday breaks Knapsack distribution will not be on a regular schedule.

Required basic info:

Who: Who is this event for (youth, adults, OA, public, etc.) and the name of the sponsoring organization, district, unit or committee.

What: Describe in two sentences what the even/training/activity is about

When (date of event and deadlines to register)

Costs: Any fees to participate

Website: If you have a link on a website to the flyer or for registration etc., please include this.

Where (street address and location, room number)

Contact: The name, email and phone of person in charge of event who can answer questions.

1. **Photos:** If you have a photo to submit please make sure it is a high resolution photo not a thumbnail. We are still not sure if the photo submission will continue for the knapsack, but we can use them for Social media promotion for your activities or events.
2. **Flyers:** Make sure all flyers are posted on your webpage prior to sending the information and email a copy of the actual flyer and the link to the webpage (We are only linking to flyers)
3. **Topics:** Subject matter should be of interest to a Council or District level scouting audience. Unit specific only items might not qualify but I will review them on a case by case basis.

NOTE: The Editor reserves the right to edit or modify any and all submissions.

If you have any questions, issues or concerns please don't hesitate to give me a call or drop me an email. I look forward to working with all of you!

Knapsack Editor: Stacey Ehling, Stacey.ehling@scouting.org or call 609-261-5850