

## MEDIA &amp; SOCIAL TOOLKIT

# Press Release & Social Posts

A ready-to-localize press release and five social posts announcing Senate Bill 19. Replace the highlighted fields with your council's details and partner handles before publishing.

**HOW TO USE**

This is a statewide template. Swap each **highlighted field** for your council's name, spokesperson, website, and local figures. Confirm the release date and media contact before distribution.

## Press Release

**FOR IMMEDIATE RELEASE**

Media Contact: [Name], [Title] · [Phone] · [Email]

## Scouting America in Ohio Celebrates New Law Opening the Door to Partner With Ohio Schools

*Ohio's Scouting councils thank the Ohio House, the Ohio Senate, Governor Mike DeWine, and Swing State Strategies for championing legislation that connects more young Ohioans to leadership, opportunity, and a path to tomorrow's workforce.*

[City], Ohio — [Date] — Scouting America and [Council Name] today celebrated the passage of Senate Bill 19, landmark legislation signed into law by Governor Mike DeWine in June 2026 that allows patriotic organizations like Scouting America to partner with Ohio's public and charter schools. The new law opens the door for Scouting to share the value of its youth leadership training, the strong connection between Scouting and school curriculum, and the role Scouting plays in preparing the workforce of tomorrow.

Under Senate Bill 19, Ohio public and charter schools are required to give patriotic youth organizations — those chartered under Title 36 of the United States Code, a group that includes Scouting America, the Girl Scouts, 4-H, Future Farmers of America, and the Civil Air Patrol — at least one opportunity each school year to share information about their programs directly with students. Schools retain full control over the time, place, manner, and length of that opportunity so it does not disrupt instructional time. In practice, the law ensures that every eligible student has a consistent, reliable chance to learn about the leadership, service, and character-building opportunities these organizations offer.

"This is a tremendous day for the youth of Ohio. We are grateful to our state's leaders for recognizing what Scouting families have known for more than a century, that Scouting builds the confidence, character, and skills that last a lifetime. We look forward to partnering with Ohio's schools, learning what matters most to them, and helping prepare students to lead and succeed,"

— **[Spokesperson Name]**, **[Title]**, **[Council Name]**

## Thanking Ohio's Leaders and Partners

Ohio's Scouting councils and Scouting America extend their sincere thanks to the members of the Ohio House of Representatives and the Ohio Senate who voted to support this legislation, to Governor Mike DeWine for signing it into law, and to Swing State Strategies for their tireless advocacy and partnership in helping make this opportunity possible. The councils are especially grateful to State Senator Andrew Brenner (R-Delaware) for sponsoring the bill and for his leadership and vision.

## Why This Matters

Scouting is one of the most effective youth development programs in the nation. Its impact is measurable and lasting:

- Scouting builds leadership, teamwork, and decision-making skills through hands-on, real-world experiences — the same skills Ohio's classrooms work to develop every day.
- Scouting's program connects directly to the school curriculum, reinforcing learning in STEM, communication, civics, and career readiness through more than 135 merit badges and skill areas.
- By introducing youth to fields from cybersecurity and engineering to public health and entrepreneurship, Scouting helps build a more prepared, future-ready workforce for Ohio.
- Service is at the heart of Scouting. Each year, Scouts across Ohio contribute hundreds of thousands of hours of community service, conservation work, and Eagle Scout projects that strengthen their hometowns.

By allowing schools to partner with Scouting, this legislation opens the door for more young people, regardless of background or ZIP code, to access these life-changing opportunities.

## A Partnership Built on Listening

**[Council Name]** sees this new law as the beginning of a true partnership. The Council is eager to sit down with Ohio's superintendents, principals, and school leaders to learn about each district's goals. We look forward to exploring how Scouting can help turn those goals into reality, whether that means strengthening leadership development, supporting career readiness, or expanding service learning. The Council will follow each school's lead on timing and approach, consistent with the law's provision for a once-a-year opportunity scheduled by the district.

## Reaching Every Young Person

Equitable access is central to Scouting's mission. Through programs such as ScoutReach, councils already deliver the full Scouting experience at little to no cost to youth in some of Ohio's most underserved communities. This new law strengthens that commitment by making sure every student learns that Scouting is available to them.

## About [Council Name]

[Council Name], Scouting America, serves [# counties / service area] across [region]. With the support of thousands of dedicated volunteers, the Council delivers Scouting programs — including Cub Scouts, Scouts BSA, Venturing, Exploring, and ScoutReach — to thousands of youth each year, helping them grow into the leaders of tomorrow. For more information, visit [council website].

# # #

## Social Media Posts

### TIP

Five posts celebrating Senate Bill 19. Adapt length and hashtags per platform, and pair each with a strong photo of local Scouts in action. Swap **[Council Name]**, **#[YourCouncil]**, and links for your council.

### 1 Announcement

ALL PLATFORMS

**TIMING** Day of signing **IMAGERY** Ohio Statehouse + Scouts

BIG NEWS for Ohio's youth! Ohio has passed Senate Bill 19, opening the door for patriotic organizations like Scouting America to partner with Ohio's public and charter schools. We are deeply grateful to the Ohio House, the Ohio Senate, Governor DeWine, and Swing State Strategies for helping make this possible — and for giving more young Ohioans a path to leadership, opportunity, and adventure. Read more about Senate Bill 19: [\[link to press release\]](#)

**#ScoutingAmerica** **#**[\[YourCouncil\]](#) **#Ohio** **#Prepared** **#ForLife**

### 2 Thank You

ALL PLATFORMS

**TIMING** Day after signing **IMAGERY** Scouts + schools

THANK YOU, Ohio. To every legislator in the Ohio House and Senate, to Governor Mike DeWine, and to our partners at Swing State Strategies — we are grateful. Your support means Scouting America can now work alongside Ohio schools to share the value of youth leadership training, connect classroom learning to Scouting, and help prepare the workforce of tomorrow. Learn more about Senate Bill 19: [\[link to press release\]](#)

**#ThankYou** **#ScoutingAmerica** **#**[\[YourCouncil\]](#) **#TomorrowsLeaders**

### 3 Partnership & Listening

ALL PLATFORMS

**TIMING** Week after signing **IMAGERY** Scouts + schools

Scouting and schools share the same goal: preparing students to lead and succeed. With Ohio's new law (SB 19), Scouting America can now partner with public and charter schools to connect classroom curriculum with real-world leadership and career readiness. We're eager to sit down with Ohio's school leaders, learn about their district goals, and explore how **[Council Name]** can help make those goals a reality. Thank you to the Ohio General Assembly, Governor DeWine, and Swing State Strategies for opening this door.

**#Partnership** **#Leadership** **#Workforce** **#ScoutingAmerica** **#Ohio**

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## Prepared Workforce

LINKEDIN

**TIMING** Two weeks after signing    **IMAGERY** Scouts + schools

From cybersecurity to engineering, public health to entrepreneurship, Scouting introduces young people to 135+ skill and career areas through hands-on merit badges that reinforce what students learn in the classroom. Thanks to Ohio's new law (SB 19), more students can begin building the skills that power a prepared, future-ready workforce. Thank you to the Ohio General Assembly, Governor DeWine, and Swing State Strategies.

#FutureReady #Workforce #STEM #ScoutingAmerica #[\[YourCouncil\]](#)

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## Call to Action

ALL PLATFORMS

**TIMING** Two weeks after signing    **IMAGERY** Scouts + schools

Scouting is for every young person — and now it's easier than ever for Ohio students to get involved. Curious about joining a pack, troop, or crew near you? We'd love to welcome your family. Learn more and get started at [\[council website\]](#). A huge thank-you to Ohio's leaders and to Swing State Strategies for making this possible!

#JoinScouting #ScoutingAmerica #[\[YourCouncil\]](#) #Ohio

### Before you post

Confirm the bill designation and tag your local council, legislators, and partner handles before publishing. **Senate Bill 19 takes effect September 23, 2026.**