

Cartoonist's Call-out for the 100th Anniversary of Boy Scouting in the USA

I am coordinating a national campaign among interested syndicated cartoonists to feature a pro-scouting cartoon in one or more of their strips on specific dates in July and August of 2010. The plan is to work with you and your syndicate to launch the cartoons during the 10 days of the National Scout Jamboree (July 26th –August 4th of 2010). The cartoon would run in the *Jamboree Today* newspaper (the 60,000 circulation scout jamboree newspaper) on the same day.

We are open to variations on the idea. If more than 10 are interested (or if some want to do more than one cartoon ... like a week of cartoons), perhaps we can double up or consider running the cartoons prior to the jamboree as well. Perhaps the Boy Scouts of America could have limited copyrights for other uses as well (e.g. Scouting or Boy's Life magazines or in promotional materials). All the details can be determined once we identify those interested in it.

Cartoonists and syndicates will benefit by reaching not only their existing fan base, but many new (and appreciative and very loyal) readers as well. The *Jamboree Today* is a high-gloss, souvenir newspaper distributed daily at the Jamboree. It is read and re-read by participants and visitors (usually over 60,000 strong). Scouting benefits from a positively themed message about the values and benefits (and fun) in scouting to both an existing and a new audience (a.k.a., good PR).

Please let me know if you are interested in, or would like to know more about, this project. Contact me at RLDes@aol.com or 937-429-0139! I look forward to hearing from you! – Rich Diesslin

