



World Organization of the Scout Movement  
Organisation Mondiale du Mouvement Scout

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## **CIRCULAR N° 15/2006**

To: International Commissioners

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### **Towards a future scout.org / on-line Media Centre**

Dear colleagues,

As a result of your responses to the questionnaires on the new scout.org and the recruitment of a unit manager responsible for the development of the Web, the World Scout Bureau has been working since the beginning of this year on defining a new format for World Scouting communications on the Internet. This work has been carried out in two phases:

Phase 1: Improvement of the navigation and access to the information on the central site from the end of May 2006.

Phase 2: Opening of a new site which will bring together all the Regional sites, the World Scout Foundation and the World Scout Shop from the beginning of October 2006.

This exercise is being coordinated by the Communications & Media section in cooperation with the Regional Offices of the World Scout Bureau.

The first phase includes an important step for our work with the media which is the opening of a **bilingual (English/French) On-line Media Centre**. It includes among other things:

- updated press releases
- follow-up to press conferences
- access to press briefing files
- a complete list of media contacts in the headquarters and the Regional Offices of the World Scout Bureau
- a thematic photo gallery, including a key-word search facility
- a downloadable audio-visual library
- the communication package "Creating a better Image", entirely downloadable.

This area will be improved in the coming weeks until the unveiling of the new scout.org at the beginning of October 2006.

Best wishes,

Eduardo Missoni  
Secretary General