



G244

# Unit Communications

University of Scouting 2012

Great Trail Council

# Instructor

Dennis S. Bradley

Associate Lodge Adviser

Marnoc Lodge #151. Order of the Arrow

District Vice Chairman - Seneca

Great Trail Council

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# Agenda

- Newsletters
- Press Releases
- Websites
- Social Media

# Why do we need Unit Communications?

- Communication/Promotion
  - Internal
    - Activities
    - Events
    - Recognitions
  - External
    - Recognitions
    - Promote Scouting
    - Events / Activities



# Newsletters

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# Newsletters – Target Audience

- ?
- Parents, Family of Scout
- Scouters
- Chartered Organization
- Scouts



# What can you put in newsletters?

- Calendars
- Event Details; Dates, Deadlines & Fees
- Recognitions
- “Thank You”s
- Birthdays
- Scoutmaster’s Minutes
- Open Adult Leader positions

...And Much, Much More!

# Things to Remember

- Keep your audiences in mind
- Effective management involves planning.
- A newsletter must be sustainable.
- Begin with good basics and build on solid ground.
- Deadlines are sacred.
- The editor rules!
- byline and an author's note.
- Function over form

# More Things to Remember

- emailed newsletter - 'clean and simple' spells 'effective'.
- Good writing and good editing require direction and hard work.
- Lead with strong items that have broad appeal.
- Any successful newsletter depends on plentiful and reliable sources.
- Look for reader feedback

# Ways to get your Newsletter out

- Paper copies via the scout
  - Pros: limited to copying costs
  - Cons: doesn't always make it home
- Paper copies via US Mail
  - Pros: almost always gets there
  - Cons: higher cost, timing
- Electronic Copies via email
  - Pros: very low cost, can add “bells & whistles”, fast
  - Cons: Some parents still do not use email, not secure

# Examples

# Troop 253



As you already know, Brian Davis has stepped down as our Scoutmaster. It is hard to comprehend Troop 253 without Mr. Davis. After all, he has been our Scoutmaster for ten years. That is the longest tenure in recent history. Mr. Davis has been the guiding light for many boys progress from first year Scouts through the rank of Eagle. This Troop just celebrated its 90<sup>th</sup> anniversary, and of all the Eagles Scouts this Troop produced, over 25 percent were achieved during Mr. Davis' reign.

Mr. Davis had become one of the icons of our Troop through his leadership skills. He is well known at the Seneca District and Great Trail Council levels because of his love of Boy Scouting. With his great reputation, Mr. Davis was able to represent the Great Trail Council at several Boy Scout Jamborees. His consideration of the individual boy's needs has strengthened our Troop, our District and our Council.

Mr. Davis went "all out" for our Troop and the individual Scouts within our Troop. He spent many days and nights at meetings and camping with the Troop. He showed, by example, how a Scout should live by the Scout Oath and the Scout Law. I am sure there were many other things he could have done in his free time, but Mr. Davis knew his job as Scoutmaster meant he had to balance his family life and Scouting. Mrs. Jane Davis shows great support of her husband's love of Scouting.

Mr. Davis' personality is one of helping other people. Over these past ten years, I know many Scouts have fond memories of Boy Scouting because of Mr. Davis. That is the type of person Brian Davis is and exemplifies.

THANK YOU VERY MUCH, Brian Davis, for your time, energy and devotion to all of us at Troop 253.

Ken Hodar

To  
Scoutmaster  
Brian Davis

Thank You for your Ten Years of dedication as Scoutmaster to  
Boy Scout Troop 253

September, 19\_\_ to September, 2005

2011 – G445

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## THANK YOU FROM MIKE LUCAS

I would like to thank everybody who was involved in the Eagle Ceremony for Dan and me. It was a wonderful evening that I'll remember for a long, long time. I hoped everyone enjoyed sharing six years of fun and friendship like I did.

I am very grateful to everyone that has been involved with Troop #253 during the past six years for helping me reach the rank of Eagle. The guidance, encouragement and support of so many people over the years especially Mr. Baughman, Mr. Frank, Mr. Hoover, Mr. Wands, Mr. Sellman, and let's not forget Mr. Davis, have made a such a positive difference in my life.

I have learned so much over the years, and I don't think I would be here today writing this if it were not for all of you. So thanks again for everything you have done for me!

## BLACK BEAR COMES BACK TO OHIO

No, it's not your imagination. You are hearing more and more reports of black bears prowling Ohio's eastern woodlands and—in a few rare cases—some suburban neighborhoods. Last year, a record 128 black bear sightings in 29 Ohio counties were reported to the state's wildlife division, which keeps tabs on resident and visiting bruins.

Black bears are once again on the move and will undoubtedly provide a few lucky Ohioans the rare opportunity of glimpsing these fascinating animals in the wild.

Beginning in the 1980s, neighboring bears began expanding their range westward into the Buckeye State. 50 to 75 black bears, including a number of breeding "sows" are now living in eastern and southeastern Ohio year round, according to Dave Swanson, wildlife biologist with the Ohio Department of Natural Resources Division of Wildlife.

Young males probably account for most of Ohio's bear sightings. Black bears are highly mobile and it's not unusual for these 1 to 2 year old male "weanlings" newly shunned by their mothers to travel up to 200 miles in search of a quiet woods to call home. Female bears, on the other hand, tend to stick close to their birthplace.

Seeing a bear in the wild can inspire both awe and fear, although Swanson emphasizes that burgeoning numbers of black bears are nothing to fear. He added that people and bears can live together in harmony, as long as the humans observe a few basic rules and keep their distance.

"First and foremost, never feed a bear or entice one with snacks," Swanson said. "Feeding a bear causes it to lose its fear of humans and become a pest."

Garbage cans, bird feeders and pet food dishes are "fast-food stands" for bears. Although their favorite meals are berries and grubs, bears will eat anything that's handy.



"Bears are naturally shy creatures and do their best to avoid humans," said Swanson. "In the wild, they only become feisty if they have no way to avoid an encounter." He stressed that any person confronting a bear, whether it's a cub or adult, should back away slowly and give the animal plenty of room to escape.

Be aware, too, that black bears are an endangered species in Ohio and hunting them is prohibited.

If you are fortunate enough to glimpse one of Ohio's newest residents, report your sighting to ODNR at 1-800-WILDLIFE. Your information will help biologists better understand these magnificent creatures.

By Laura Jones, ODNR, Stow Sentry, April 21, 2002

# Troop 265 - "Troop Scoop"

TROOP 265 TROOP SCOOP									
<p><b>JANUARY 2010</b></p> <p><b>January 2010 (Field Uniform)</b>  <b>Theme: Camping</b>  <b>Merit Badg: Snow Sport</b></p> <p>3 Patrol Leaders Council 5 pm            Parent Committee Meeting 6:30 pm            Troop Meeting 7 pm            Troop Meeting 7 pm            District Roundtable 7 pm            Merit Badg Challenge #2            Troop Meeting 7 pm            22-24 Kiborle            Troop Meeting 7 pm</p> <p>February 2010 (Field Uniform)  <b>Theme: Citizenship</b></p> <p>2 Troop Meeting 7 pm            University of Scouting            Patrol Leaders Council 5 pm            Parent Committee Meeting 6:30 pm            Troop Meeting 7 pm            District Roundtable 7 pm            13-15 Scout Ski Days            Scout Smiley, 10 am @ AUMC            Troop Meeting (BOE), 7 pm            Troop Meeting 7 pm            Pack 3249 Elms &amp; Gold Banquet @ OJPM</p> <p>See the troop's Facebook page for pictures from outings!</p> <p><b>Contacts:</b>  <b>Scoutmaster:</b>            Bruce Andrews, (330) 542-5970            brjaj@windstream.net</p> <p><b>Committee Chair:</b>            Mike Ritz, (330) 995-0777,            Mike Ritz@axe.kornithal.com</p> <p><b>Website:</b> www.troop265.org</p>									
<p><b>"The Scoutmaster teaches boys to play the game by doing so himself."</b></p> <p><b>Thought for the day:</b> take a moment to reflect on the above quote and how it may apply to you. Remember everyone has a vested interest in this troop.</p> <p>-----</p> <p><b>Uniform Closet</b></p> <p>T-shirts are available for purchase. Please donate our worn uniforms for the uniform closet.</p> <p>If you have unused pieces of uniform, please see Ms. Susanna or call her at (216) 644-5188.</p>  	<p><b>Birthdays - January and February</b></p> <table border="0"> <tr> <td>01/08 Fred H. (18)</td> <td>01/04/04 Ben Wintering</td> </tr> <tr> <td>01/17 Michael N. (16)</td> <td>01/04/04 Pete Rosendy</td> </tr> <tr> <td>02/04 Alex S. (18)</td> <td>02/04/04 Ben Phillips</td> </tr> <tr> <td>02/15 Michael L. (17)</td> <td></td> </tr> </table> <p><b>FUNDRAISING COPIES</b></p> <p><b>Christmas Tree Wrap-up:</b> Special thanks from Phil Wintering to Bruce Andrews, Rob and Dana for all the extra coverage and of course, Tony and Garry Haldemann for supplying a place to hold the sale.</p> <p>Number of trees purchased was: 140 trees            Number of trees sold was: 131 trees</p> <p><b>Upcoming Fundraiser:</b></p> <p><b>Scout Kiborle Dinner &amp; Book Sale</b> held on March 28, 2010.            Chairpersons: Rob and Dana for more information to follow.</p>	01/08 Fred H. (18)	01/04/04 Ben Wintering	01/17 Michael N. (16)	01/04/04 Pete Rosendy	02/04 Alex S. (18)	02/04/04 Ben Phillips	02/15 Michael L. (17)	
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<p><b>Scoutmaster/Chairman Minutes</b> Mr. Bruce Andrews, Scoutmaster</p> <p>As we finish out 2009 and begin 2010, I feel that this is a good time to reflect. Have the Scouts (and adults, too-if they want) look back on what they accomplished in 2009, not just in Scouting, but in general. Now is the time to set goals for the New Year. I don't think that goals have to be shared with anyone, but written down and then pulled out later in the year to see how they are being met. Have the Scouts be realistic in goal setting-the goal need to be achievable. Have a safe and Happy New Year and try to make time for Scouting-it is the 100th anniversary of Scouting in America.</p> <p>-----</p> <p>Mr. Mike Ritz, Committee Chairman</p> <p>I hope everyone had a Merry Christmas and will have a great 2010. I would like to thank everyone who helped to sell trees, set up for tree sales or cleanup afterward. Selling trees always takes lots of time during a season when there is not much time. Also, thanks for everyone who came out to the last Court of Honor, we had a good time out and chance to experience a little holiday get-together.</p> <p>Coming up is the Kindred Ken January, which is a wild time to camp but it's the campout that everyone talks about for years afterward. So, if you would like a winter break to remember, plan on joining the troop for the campout. Also for the adults, February 18 is University of Scouting which offers variety of training classes. I would like to try and get everyone up to standards on training as the training requirements for adults continue to increase each year. <a href="http://www.usscouts.org">http://www.usscouts.org</a>. I will forward more information on this soon.</p>
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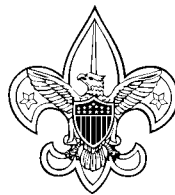
Articles for upcoming newsletters should be sent to [rtadby@troop265.org](mailto:rtadby@troop265.org) by the 25<sup>th</sup> of the month.

January Troop Meetings	Upcoming Event
5 Backpacking trail walking (Andrew B. & Hunter R.) 12 Skill repair & patrol boxes 19 Cold weather camping skill review & day pack (Hunter R.) 26 Building an igloo 22 Flag ceremonies All troop meetings held at AUMC at 7pm.	01/16 - Merit Badge Challenge #2 01/22-24 - Kiborle

BSA Troop 265  
 PO BOX 617  
 Avon, OH 44202

# Troop 390

## “Scout & Family Newsletter”



### Troop 390 Scout & Family Newsletter

Faith Lutheran Church  
2726 West Market Street  
Fairlawn OH 44333

Troop Website [www.bsatroop390.org](http://www.bsatroop390.org)

November 2005 #2

**DECEMBER CAMPOUT IS CALLED THE KLONDIKE WARM-UP.** A Winter Camping Gear List is being distributed at the meeting tonight. If you don't see the one from the meeting, you can read or print the one on our Website. It should be posted by Friday.

We will camp at Camp Manatoc, Legion Lodge, December 2-4. The purpose of this campout is to get Scouts used to outdoor activities in cooler weather and have a cabin to go into to warm up when necessary. This is a perfect opportunity for several Scouts to do their Second Class or First Class cooking or to pass other rank requirements. Menus must be approved in advance. Cost is \$15.00. WE meet at Faith Lutheran Church at 6:00 p.m. Friday and return time is about 10:00 a.m. Sunday.

**TROOP WILL ORDER CAMPING GEAR FROM CAMPMOR.** With the Holidays fast approaching, some parents may want to give a gift of camping gear. Using the Winter Camping Gear List distributed tonight, you may find some things at Campmor.com that will fit the bill. Remember the Troop gets 10% off on almost everything from Campmor. Just call or email me the item numbers, color, size and description and I will order it. It has to be ordered on Troop letterhead and paid for by Troop check to get the 10% discount. You pay the Troop when the item comes in.

**TROOP POPCORN SALES ARE BIG SUCCESS!** The Troop has sold about \$16,700 worth of popcorn so far this year. If you know of someone that wants to order more, we can still get most items for the next couple weeks. Just

call Mrs. Zbasnik (330-666-7307). The Troop sends a big thanks Mrs. Z and all the adults that helped out with the booth sales at Lowes, Walmart, St. Hilary and Faith Lutheran Church and those that sold at their workplaces.

**OUR JANUARY CAMPOUT IS THE OLD PORTAGE DISTRICT KLONDIKE.** All of the troops in the District usually participate. It is a competition at the patrol level using knowledge and skill to demonstrate the Tenderfoot thru First Class Scout Skills in a fun way. We camp in tents. This is one of our best attended events because it is so much fun. It is amazing how warm it is sleeping in a tent. We have a heated building to take Scouts into if they get cold. The permission slip for the Klondike will be in our next Newsletter and on the Website.

**ADVANCEMENT CAN BE CHECKED OFF AT MOST MEETINGS.** Scouts should read the material in the Scout Handbook and practice or prepare at home. Then tell a leader at the beginning of the meeting that he is ready to be checked off. Usually a leader will assign an older Scout to work with the Scout wanting to finish a requirement, however, the adult may also do it himself. Certain requirements can only be accomplished on Campouts.

**PLEASE SAVE YOUR ACME RECEIPTS AND BRING THEM TO THE TROOP MEETINGS!** Put your name on them and Kari Ledger will redeem them for the Troop.

**Any Questions? Please call Jim or Charlotte Horvath at 330-666-4521 or email [jhorvath99@aol.com](mailto:jhorvath99@aol.com)**

#### Permission Slip

As the parent or legal guardian of \_\_\_\_\_, I hereby give my permission for this child to participate in an outing with Troop 390.

<b>Departure Time:</b>	<b>6:00 p.m. Friday</b>	<b>Date:</b>	<b>12/02/05</b>	<u>Location</u>
<b>Return Time:</b>	<b>10:00 a.m. Sunday</b>	<b>Date:</b>	<b>12/04/05</b>	<b>Faith Lutheran Church Scout's Home</b>

**Activity:** Klondike Warm-up, Camp Manatoc, Legion Lodge **Cost:** \$15.00

I give permission to the leaders of the above unit to render First Aid, should the need arise. In the event of an emergency, I also give permission to the physician, selected by the adult leader in charge, to hospitalize, secure proper anesthesia, injection, or secure other medical treatment as needed. I further agree to hold the above named unit and its leaders blameless for any accidents that might occur during this outing except for clear acts of negligence or non-adherence to BSA policies and guidelines. In case of emergency, I can be reached by phone at \_\_\_\_\_ or \_\_\_\_\_.

If I cannot be reached, please contact \_\_\_\_\_ at \_\_\_\_\_.

Signed \_\_\_\_\_ Date \_\_\_\_\_  
(Parent or Guardian)

University of Scouting

# Troop 380

## "What your son didn't tell you"

The following is the summary of information from the **Troop 380** meeting on 12/19/2005.

### **Upcoming Meetings:**

All meetings at MZUM unless otherwise indicated...

<b>Troop 380</b>	Jan 9, 2006 – Only 2 meetings remain until the Klondike.
<b>Next Campout</b>	<a href="#">Old Portage Klondike</a> – Jan 20-22, 2006 @ Camp Butler. Meet at the Camp Butler parking lot at 6:30pm.
<b>Olympic High Adventure &amp; Summer Camp</b>	Sign-up sheets available at the meetings. Deposits will be due starting in December (or sooner!)
<b>Alumni Luncheon</b>	Dec 26, 2005 – At Papa Joes in the Valley contact <a href="mailto:lunchwithbill@troop380.net">lunchwithbill@troop380.net</a> for more information.

### [Website News & Updates:](#)

[Calendar](#) Updated 11/28/2005 – And Attached

### General Announcements

The holiday party was a great success, thanks to all who donated, and won prizes. Special thanks to Mr. Walter Noland for all his hard work arranging the festivities.

**Popcorn money is overdue, if you still have funds outstanding please contact [Mr. Sandora](#).**

Patrol leaders if you have not seen the Klondike book [check here](#). If any patrol leader would like to work on a sled over their school break please contact [Mr. Hoy](#) to make arrangements. Mr Sandora has a pair of skis' is a patrol would like to repair a set if runners.

*Dues are due, Scouts are \$25.00 annually and Adults are \$20.00. Please make the check payable to Troop 380.*

All Scouts need to bring their book to every meeting.

High Adventure trip information is firming up, 91% working dates are 21-30 July, cost is still \$850.00pp, check the [high adventure page](#) for more information.

### Advancement:

Congratulations to Joey Wathan for winning the Best Dressed 2005 award, Joey proceed to eat a powder sugar brownie afterward, Tracy (Mom) was last seen just shaking her head.

Additional congratulations to Matthew Noble, Jennifer Budd, and Terry Budd on being awarded the [Trailblazer Award](#).

### Links

Website – <http://troop380.net>  
Crewweb – <http://crew2380.net>

Calendar – [Calendar Page \(Updated\)](#). This is a fluid document revised on 11/28/05.

Please direct questions to [Dave Chandler](#) or [John Sandora](#)

Thanks again for being part of Troop 380.

Allen

**(Please do not hit reply to all when responding to this e-mail)**

Dennis  
University

### **Advertisement (of sorts)**

We have arranged a commission account with REI. If you're going to shop their catalog mail order please use the link on the front of the website, the links page or here, to access [REI.com](#). You get your regular dividend credit, and the troop gets a commission.

# Press Releases

2011 – G445

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# Press Release Content



- Eagle Scouts Recognitions
- Adult Recognitions
- Open Houses
- Community Service Projects
- High Adventure Trips
- Attendance to National / International Scouting events (Jamboree)

# Things to Remember

- Shorter is better
- Write in the third person (no “I”s or “Me”s)
- Make sure that you have permission from the parents of all youth used in your article
- Avoid Jargon
- Include a photo and name all in the photo
- Include contact information with your press release
- Email is a great way to contact the newspaper

# Standard Format

- 8 ½" X 11"
- 1" margins.
- Use capitals in the first letter of all words in the headline, except 'a' or 'an,' etc.
- Use only one side of each page.
- For multiple page releases, use the word "more" between two dashes (- more -) and center it at bottom of each page to let readers know that it continues.
- Use three number symbols (###) immediately following the last paragraph to signify the end.
- Keep your press release to 300-500 words, unless the event is truly momentous
- Use an attention-getting title
- Double-space the body of your text.

# Standard Format

1. Top: Type "FOR IMMEDIATE RELEASE"
2. Contact information
3. HEADLINE
4. Lead Paragraph
  - Should contain the 5 W's: who, what, when, where and why.
5. The main body of your press release
6. Boilerplate
7. ###
8. Contact info



# Examples

# Troop 1

## “Open House”



2011 – G445

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University of Scouting

Press release  
October 1, 2004  
For immediate release  
Interest area: West Akron and the surrounding communities  
Publish before October 19, 2004

Contact: Steve Myers, Scoutmaster, (330) 315-3570, myers@uakron.edu

### Boy Scout Troop Holds Open House

WEST AKRON – October 19 is the date of an open house at First Baptist Church for Boy Scout Troop One to entice new members for the popular and successful scouting organization. Boys between 10 and 18 and their parents are encouraged to attend at 7:30 pm at 1600 Shatto Avenue. “Joining is simple and straight forward and can be done at anytime during the year, but our Open House is pretty special” says Scoutmaster Steve Myers. Boys do not have to have any previous scouting experience and can start at any age. Meetings are every Tuesday at 7:30 pm year round and the troop camps at least once per month. Troop One has an active outdoor program traveling to six states and Canada in the next year. The troop goes this month to Blue Springs Cavern in Indiana to spend a night underground after touring the Indy Speedway. Next April the troop goes to Niagara Falls Canada for an exciting and fun weekend. Older scouts will backpack in the Allegheny National Forest of Pennsylvania, Zaleski State Forest of Southern Ohio and in the Dolly Sods Wilderness of West Virginia before flying to Oregon next August to travel the Pacific Crest Trail and to scale the 10,358 ft. South Sisters Mountain.

Boy Scout Troop One was first chartered in 1917 and was restarted in June 1992 with 8 scouts. Having as many as 67 scouts at one time, current size is about 40 boys. In the years since restarting the troop has seen 21 scouts attain the rank of Eagle Scout. Parents and boys can check out the troop at [TroopOneAkron.org](http://TroopOneAkron.org).

Picture optional  
jlt\_2004\_0925\_140059aa.jpg

Photo credit: Steve Myers

Caption: A Troop One scout finishes a cooking requirement with the help of Mr. Houston Morgan, Assistant Scoutmaster (not pictured).

Scout is not identified for purposes of confidentiality.

# Troop 1

## “Open House”



Press release  
October 3, 2005  
For immediate release  
Interest area: West Akron and the surrounding communities  
Publish before October 17, 2005

Contact: Steve Myers, Scoutmaster, (330) 315-3570, myers@akron.edu

Troop One Scouts Hike and Climb in Oregon  
Open House at First Baptist Church on October 18

WEST AKRON – Rob Culp, 14 and a Life Scout in Troop One, returns from the Boy Scout National Jamboree on one day in August and on the next is flying with a crew of fellow scouts and leaders from Troop One to Oregon to hike the Pacific Crest Trail and climb South Sisters Mountain. He hastily changes over his gear from one pack to another as he seeks to join his father, Assistant Scoutmaster Robert, and six other scouts and scouters for the early morning flight from Akron-Canton airport to Portland. About noon they move their gear from the baggage rack to the rented SUVs for the trip into the Cascades, down the historic Columbia River George highway, over Mt. Hood, and through the high desert to their campsite near the Dee Wright observatory on the old McKenzie Highway. This observatory made completely out of lava rocks allows the venturing scouts to see and identify all the mountains that rise around them, from Mt. Hood, to Mt. Jefferson, to Three Finger Jack and of course their objective, the furthest of the three sisters South Sisters Mountain. Nearby is the tail head of the PCT, a trail that runs 2,650 miles from Canada to Mexico. This trail is their home for the next four days and on the fifth they are joined by three guides from nearby Sisters, Oregon. Before dawn they rise and begin the ascent of South Sisters Mountain ending on the summit at 10,380 feet. They give themselves 7 hours to make the ascent and play for an hour on top before returning to the base camp that evening.

Also, in August other scouts from Troop One spent a weekend on the beach at East Harbour State Park and in September the scouts had their annual family campout on Kelleys Island.

October 18 is the date of an open house at First Baptist Church for Boy Scout Troop One to entice new members to the popular and successful scouting organization. Boys between 10 and 18 and their parents are encouraged to attend at 7:30 pm at 1600 Shatto Avenue. “Joining is simple and straight forward and can be done at anytime during the year, but our Open House is pretty special” says Scoutmaster Steve Myers. Boys do not have to have any previous scouting experience and can start at any age. Meetings are every Tuesday at 7:30 pm year round and the troop camps at least once per month. Troop One has an active outdoor program and will have a program in 2006 called “Party on the Water” as a series of canoe and rafting

# Troop 380 Eagle Scout



**PRESS RELEASE**

Boy Scout Troop 701

Strongsville, OH

Contact: Joe Wollet, Assistant Scoutmaster

(440) 846-8077

*Time-sensitive material – For immediate release*

## Three Eagle Scouts to be honored Nov. 7

Three Strongsville High School seniors are being honored with the Eagle Scout Award in a ceremony at 2 p.m. Sunday, Nov. 7 at the school.

Brian L. Morris, Steven T. Woodward and Michael J. Rolf joined Scouting in various Cub Scout packs around Strongsville and later graduated into Boy Scout Troop 701, sponsored by the Strongsville Rotary. Each of them has been involved actively in the troop, holding numerous leadership positions and attending multiple summer camps, high adventure trips and monthly campouts.

Brian Morris is the first of the three to complete his work toward Eagle, which culminated in a service project to build a wheelchair access ramp, bench and trail around a lake at Camp Cheerful. He and his fellow Scouts worked more than 170 hours on the project.

A regular rambling man, Brian hiked 254 miles as a Scout, more than anyone in the troop. His high adventures included backpacking treks along the High Knoll trail in Virginia, the White Mountains of New Hampshire, the Philmont Scout Ranch in New Mexico, Shenandoah National Park in Virginia and the Sangre de Cristo Mountains in Colorado. He also earned 23 merit badges and racked up an impressive 189 nights of camping, earning multiple awards for his participation. While in Troop 701, Brian served as a patrol leader and quartermaster.

-- (more) --

# Web Sites

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# Stuff you'll need

- Software or service to edit your site
- You will need a web address
  - “domain name” - www.yourname.???
  - .com, .org, .net, .us...etc.
- Web server
- Start small
  - Start with one or two pages
- Most important - **Content**



# Your web site should....

- be easy to read – fonts & colors
- be easy to navigate
- should be easy to find
- have a page layout and design should that is consistent throughout the site
- be quick to download
- NOT contain personal information about your youth
- Not have information you don't want EVERYONE to know

# Content

- Calendars
- Announcements
- Troop History
- Meeting Schedule
- Photo galleries
- Troop bylaws/policies
- Merit Badge  
Counselors
- Uniform Exchange
- Lists
  - Troop Eagles
  - Adult leaders
  - Awards Page
- Parents Guide to  
scouting
- Recipes / cooking
- Links
- Guide to Safe Scouting

# Content

- Forms
  - Permission slips
  - Duty Rosters
  - Camp fire planner
  - Menu Planners
  - Packing list
    - Camping
    - Winter Camping
    - Backpacking
  - Uniform inspections
  - Medical
- High Adventure Program
- Scoutmaster Minute
- Adult Leader contacts
  - Email addresses
- Summer Camp Info

# Council Guidelines

- Pictures of Youth OK with conditions
- Absolutely no youth names, phone numbers, email addresses...etc.
- Info about adults OK with permission
- No password protected content
- No commercial content or advertisements
- Be care of external links
- No political commentary

# Examples

[www.marnoc.org](http://www.marnoc.org)



**MARNOC LODGE #151**  
**ORDER OF THE ARROW**  
**WWW**



- [Beads](#)
- [Brotherhood](#)
- [Calendar](#)
- [Contacts](#)
- [Executive Board](#)
- [Forms](#)
- [History](#)
- [Links](#)
- [Lodge By-Laws](#)
- [OA Trail](#)
- [Ordeal](#)
- [Sachem](#)
- [Scoutreach](#)
- [Summer](#)
- [Pocket Rockets](#)
- [Past Lodge Chiefs](#)
- [Vigil Honor](#)
- [Web Awards](#)
- [Webmaster](#)

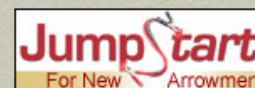


**Boy Scouts of America**  
**Great Trail Council**  
**Akron, Ohio**



Last Updated  
20 November 2005

Marnoc Lodge serves the [Great Trail Council](#) of the Boy Scouts of America as its Order of the Arrow Lodge. This web page is designed to provide information about our programs and service and is maintained by volunteers. We are a medium sized lodge with about 550 members serving three counties in Northeast Ohio. Our council's scout camps ([Camp Manatoc and Camp Butler](#)) are located in Peninsula, Ohio. The Manatoc Reservation serves over 3000 scouts a year. We're kinda busy. If you want to help, drop us a line.



# trooponeakron.org/

Boy Scout Troop One is chartered to First Baptist Church, 1670 Shatto Avenue, Akron, OH 44313 ([map](#))  
in the [Old Portage District](#) of the [Great Trail Council](#), [Boy Scouts of America](#)



## Join Troop One

Join us and be part of the Troop One family.

[Click here to find out about JOINING!!](#)

Search this website...

Google™ Custom Search

Search

*Put your cursor on this to make it stop scrolling.*  
*([or click here to see the announcements without a scroll!](#))*

Congratulations to the Hawks Patrol  
for their first place finish in the  
Patrol Adventure Campout in Nov. 2009  
and to the Flaming Arrows for  
first place in the Dec 2009 cooking contest  
To see the next campout ([click here](#))

## Looking for a Boy Scout Troop?

It is always the perfect time to join us at [Troop One](#)  
[Look who joined us in October](#)

# Troop One



## Words to Live By: Family of Scouting





Welcome to the New Troop 380 Website  
Serving the Youth of West Akron since 1951

Winners of the 2006 and 2007 Old Portage District Camping Flag  
& Klondike Millennium Cup.

Saturday, January 9, 2010 6:55 PM



**Troop Meeting..**  
Monday Nights at 7pm  
@ MZUMC

**Home Page**  
Troop Calendar

**What your Scout didn't  
tell you & Upcoming  
Events**  
Page 2

**Important Links**  
Page 3

**Merit Badge  
Information**  
Page 4

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27 4:30p: OA- Winter Banquet...	28	29	30	31	1	2
3	4 7:00p: Troop Meeting...	5	6	7	8	9
10	11 7:00p: Troop Meeting...	12	13	14	15	16
17	18	19	20	21	22	23

# Social Media

Dennis Bradley  
University of Scouting

# examples

- Facebook



- Twitter



# BSA Guidelines

- “Two Deep leadership”
- Needs Monitoring
- Open & Public
- Youth Protection policies still apply
- Comments are not official BSA policy
- No Private messages to youth (CC another adult)
- Update regularly

# Facebook

- 13 years or older
- “Page” not a “Group”
- 2 adult admins
- Avoid direct messages
- All posting should comply with Scout Oath & Law
- Remove inappropriate content ASAP
- Needs constant monitoring



# Troop 251, Kent

Non-Profit Organization



## Wall

- Info
- Friend Activity
- Photos
- Events

## Wall

Troop 251, Kent · Everyone (Top Posts) ▾

Share: Post Photo Video

Write something...

## About

Troop 251 is full of wonderful young men who are trustworthy, loyal, helpfu...

More

66

like this

## Likes

See All



Lake Erie Monsters



Sleeping in Tents



### Troop 251, Kent

DON'T FORGET: Full uniform & overnite gear.

Like · Comment · Share · January 12 at 9:31am via Email · ✨



### Troop 251, Kent

Scouts need to be at the church Friday January 13th by 4:15/4:30 for set up for Court of Honor & lock-in.

Like · Comment · Share · January 12 at 9:30am via Email · ✨



### Troop 251, Kent

Overnighter/Court of Honor January 13th. Be at Trinity in full uniform by 6:30 for set up. Bring bedroll.

Like · Comment · Share · January 5 at 9:23pm via mobile · ✨

# Twitter

- Designed for quick short updates:140 char.
- Still Public
- avoid direct messages
- Need 2 admins
- All content posted – Scout Oath & Law
- Needs regular updates
- Constant monitoring



**Marnoc Lodge 151**

View my profile page

6 TWEETS

4 FOLLOWING

2 FOLLOWERS

Compose new Tweet...

Worldwide trends · [Change](#)

- [#10BasicFactsAboutMe](#)
- [#ThatMakesYouLookStupid](#)
- [#ThingsThatDontExist](#)
- [RIP Adele](#)
- [Katy And Gaga Queens](#)
- [NHL Skills Competition](#)
- [Pink Friday Records](#)
- [Proud of Simple Plan](#)
- [Things Could Be Worse](#)
- [Lentz](#)

twitter

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 Blog Status Apps Resources Jobs  
 Advertisers Businesses Media Developers

### Keep following to get the most out of Twitter

Follow to receive updates from the people and organizations you care about.



**Rappotive**

@rappotive



**Crossroads ...**

@BSACrossroads

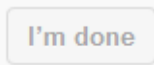


**Queens Cou...**

@QueensCouncil



Donncha 5 accounts



### Tweets



**Order of the Arrow** @oabsa

29m

#OABSA + Twitter + Map of Michigan = what? @OABSA #NOAC2012  
pic.twitter.com/MPZa9UPq

[View photo](#)



**Order of the Arrow** @oabsa

33m

RT @oabsa: Re-tweet this! I am headed to the @oabsa #NOAC2012!  
event.oa-bsa.org



**Order of the Arrow** @oabsa

3h

Did your lodge submit its Kids to Camp Partnership app yet? oa-  
bsa.org/programs/getki... #OABSA

# Conclusion

- Communications is the life blood of all organizations.
- Keep the internal lines open with newsletters.
- And share the good word and works of Scouting to others by using press releases and websites.

Good Luck!