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## Public Relations and Your Unit.

How to get your story across to the Media

Be it Newspapers,  
Radio, TV  
or Website.

By Carol E. Little



After high school I went to work at a radio station and really got involved in news! I spent many hours from 7:30 AM to 5 PM learning about stories and how to build them. On the weekends I worked on the air, playing songs and taping news stories.

I learned how to operate a 350 offset press when I opened my mouth without thinking after the station had bought it by saying, "Cool, who gets to run it?" I did not know at the time that they were thinking the same thing and I would be the guinea pig.

A few years went by and then I applied to the journalism department at Indiana University in Bloomington. I was on my way to learn more about journalism but specifically broadcast journalism. Contrary to most young students I was not interested in being in front of the camera, I tried that while at I.U. and froze on camera. If I had been taller I might have gone for behind the camera but while interning for the day at Channel 4 in Bloomington I could not keep the battery belt around my waist. It was too heavy and I could not tighten the band so I wore it at an angle. Try carrying a heavy video camera on your shoulder and the battery pack around your waist as it slides back and forth. Not a great way to get around.

I took classes in News writing, communication law (got to visit the Law building to look up cases in that class), broadcast writing (you write for the ear instead of the eye for this class), television and radio announcing, investigative reporting, a management class for us to dream about becoming the boss someday and we had a class on the differences between magazine, newspaper, radio and public relations.

Journalists must get the story right before passing it on to the public and their attitude towards public relations is to take stock of whatever facts they have from the source, before writing and ask the simplest of all news questions: "What happened?"

A good reference book is the *Associated Press Stylebook and Libel Manual*.

Let's get an idea of what needs to be organized in getting our info out to the public by way of the Press:

1. What is Public Relations?
2. What do we need to know to write about our activities?
3. How do you develop good media relations?
4. Thinking your story over and deciding what you need to convey the info.
5. The different types of PR and how to write them.
6. How to create newsworthy photos and captions
7. Copyright and Trademark Information.
8. Resources
9. Other ways to promote Scouting.
10. Media Planning Calendar

I will be using 5 articles from different Councils in this info packet and will use the following symbols for the 5 as well as additional labeled samples:

- |  |  |  |
|--|--|--|
|  Chester County Council |  Indianhead Council         |  National BSA website |
|  Circle Ten Council     |  Northeast Illinois Council |  |

## **What Is Public Relations? ✨**

In Scouting, public relations (PR) is best defined as the process by which we create and maintain a favorable climate of public opinion to help us achieve our mission of youth development. To better understand the public relations process, however, it's important to remember the basic functions of public relations.

### **Promoting Goodwill**

As a volunteer organization, the Boy Scouts of America relies on the goodwill and support of the community, especially at the district level.

### **Reinforcing the BSA Image**

Every favorable news story about Scouting reinforces the BSA's image as a positive force in the lives of young people. So too, then, does a negative story hinder the way Scouting is perceived by the public.

### **Promoting a "Product"**

The Boy Scouts of America promotes one main "product": comprehensive youth development. Different marketing campaigns may highlight the particular means to that end— Cub Scouting, Boy Scouting, Venturing, Friends of Scouting, chartered organization service, etc.

### **Counteracting Negative Publicity**

Whenever Scouting receives adverse press coverage, the function of public relations becomes that of presenting the Scouting side of the story in the best possible light. A news story that's being written on child abuse, for instance, might be turned into a favorable article by explaining to the media the BSA's achievements in youth protection.

### **Special Events**

Camporees, courts of honor, fund-raising luncheons, and other council activities are all part of public relations. Not only do special events create opportunities for publicity; they also can be used to help participants identify more closely with the council and the BSA.

### **District and Unit Impact on Positive Publicity**

Each district and unit in your council must help focus on promoting positive public relations every day in your local communities. And we must tell Scouting's story as often as possible.

Thousands of Scouting articles and photos carry a strong, positive message each month about the presence and vitality of the Boy Scouts of America and its impact in local communities.

We need your help in getting the word out. What can you do to help? The answer is simple. You can provide local media with information that communicates the fun and values of Scouting.

A newspaper is a business, and like most businesses, it is operated to produce a profit. At the same time, the newspaper's editors also recognize their responsibility to serve the people of the community and are always looking for items with local relevance. The people in your community want to know about Scouting. They want to read the articles about their neighbor earning his Eagle Scout Award and the Cub Scout pack collecting thousands of cans of food for the hungry. They also want to see the photo of Troop 272 setting up a neighborhood watch program as part of achieving the Crime Prevention merit badge. Therefore, your community newspaper is interested in reporting Scouting news about your pack, troop, team, or crew. Odds are that if you have a good story, it will be reported.

We have pulled together some practical, low-tech resources to help you tell the positive story of Scouting in your council. There might never be a more important time than now to let the public know that Scouting still believes in America's young people, and those children are worth the investment of both time and dollars. While today's children make up only 20 percent of the population, they are 100 percent of our future!

## **Developing Media Relationships** ✨

### **Introduction**

Working with the news media is more than answering an occasional inquiry from a local reporter or periodically sending a community calendar release. True media relations are well conceived, carefully developed, and attentively maintained.

### **Media Relations Objectives**

The ideal in media relations is having a number of reporters and other news professionals who

- View Scouting as a credible source of information on youth development
- View you as a credible source of information on Scouting programs and Activities
- View you as a person who can be counted upon to provide the accurate information needed to produce a story— good or bad— about Scouting and/or

youth on a timely and consistent basis

With the respect of reporters, photographers, editors, and producers, Scouting not only obtains the best possible coverage of important matters, but also the greatest chance of garnering balanced or even positive treatment of stories that could otherwise be negative or damaging. Story ideas that truly lack merit can sometimes be put to rest before they're printed or broadcast, **if** a credible and trustworthy relationship has been crafted with the media **in advance**.

### **Building Relationships With the Media**

A well-written, newsworthy release will do no good unless it reaches the right media outlet and reporter. Remember, positive relationships with the news media are the result of deliberate actions.

The people who work on a newspaper are no different from those who work in any other business— except that they may be more pressed for time in order to meet deadlines. Like you, they have a concern for their families and community. Working under tight deadlines, they are engaged in writing, editing, and printing a large amount of material to fill their copy space. Being aware of their needs will allow you to be more efficient and effective when submitting your story to a reporter.

Be prepared by knowing your local media representatives and planning ahead.

- Find out what reporters, photographers, and other news professionals need to put a story together, and what the BSA can do to make that task easier.
- Examine the media in your area regularly to determine what types of stories and photos they use.
- Ask reporters about their deadlines and what times are best for you to call and discuss releases or story ideas. Before sending a news release, check with local media to learn their lead times. Be sure to keep an accurate record of these items by specific media outlet and contact person.
- Develop **and maintain** an up-to-date media list, including staff changes, deadlines, phone and fax numbers, and radio formats and audiences. Knowing names, deadlines, and topics of interest prior to placing a release can make a difference in getting your news published or broadcast. Make note of the best ways by mail, fax, or phone tip to deliver news releases to each local media outlet.
- Note that titles for media contacts vary depending on the media outlet and its size. For example, you may contact the managing editor of a small weekly paper and a youth news editor of a metropolitan daily. Again, maintaining a detailed media list

will help in keeping these contacts organized.

- Once your relationship is established, send BSA calendars marked with important BSA dates.
- Invite local reporters to BSA activities to experience Scouting firsthand. Remember to brief youth so that they can answer a reporter's questions with confidence.
- Ensure that the news media knows how to reach you. Be sure to respond promptly to reporters' inquiries.
- Don't be afraid to thank or compliment reporters on a well-written story. You may want to mail holiday thank-you messages to all media that have written about or visited your council, or have a youth or unit send a note. You may want to consider giving awards to reporters and news outlets that go above and beyond the norm in their coverage of BSA events and activities.
- Don't overlook weekly community publications as a target for your news releases.

The competition for space in a daily newspaper is robust. Community media can be just as effective in reaching your target audience, and many smaller community outlets are starving for news and story ideas.

- Don't forget to send releases to nontraditional media outlets such as church, educational, community, or corporate newsletters.

### **Follow these pointers when working with your local newspaper:**

- Inform the media of your story through a news release. Submit a story about a scheduled event about one to two weeks in advance of the event. You will find more details on writing the news release in a later section.
- When there's not enough time to write a news release, the media alert comes in handy. It takes only a short time to write and can be faxed to your media source. It can also serve as an announcement of an important upcoming event; planning ahead allows the paper to reserve a prominent space for your article. In this case, you may want to send a media alert two to three weeks prior to the event and follow up with the news release one to two weeks prior to the event. Sample formats for the news release and media alert are included in this guide.
- If you need to call the managing editor or reporter assigned to your story, Monday mornings usually are the best and most efficient time to reach him or her. When familiar with the reporter's deadlines, be careful not to call during that busy time.

Remember that you are not the only person pitching a story idea to the reporter. Other callers are trying to sell their story idea also.

- Find the “hook” or “angle.” Each news medium identifies reporters that cover a specific area; for example, one reporter may be assigned to sports and another for business or finance, family, religion, entertainment, etc. This will allow you to contact different reporters with fresh ideas and pitches. Send only one release per story to each publication. If for some reason you do furnish duplicate releases, let the recipients know, for example, note, “Also sent to Sports Editor.”
- Avoid fax pollution. Fax only important messages.
- Most newspapers draw sharp lines between the news and advertising departments. New stories find their way into the paper on their individual merit; don’t demand that an article be published.
- Use bullets to highlight different story angles.
- “No” means “no.” Don’t persist; be polite. Don’t take it personally if a reporter may be too busy to do your story right away. Perhaps follow up by sending your own photos and news release. Save your energy for the next time you have a story to pitch. If your story is not used, it could be because of a number of reasons: didn’t meet publisher’s deadline, no space available, or it’s not as newsworthy as other stories that particular week. There’s no need to call the reporter every time a story is not used. If it happens consistently with no luck, you might want to talk to the reporter to seek advice on what material would be beneficial to him or her. Continue promoting your events.
- Don’t ask the editor for a clipping. Good manners and common sense dictate that you buy a copy of the newspaper and do your own clipping. Reporters have moved on and are busy preparing for the next issue. Make vital use of each contact with the media.
- Send copies of releases and clippings to your local council’s public relations director.
- On quarterly and annual intervals, review your success. What articles were published? What can you do to improve the quantity and quality of the news coverage? It will surprise you how soon you will begin to develop a “nose for news,” knowing when an event is news and when it isn’t.
- **Thank the reporter.** Send a personal note after the story runs. Don’t say “thank you” as if the reporter did you a favor— acknowledge the reporter for “doing a good job in covering the topic.”

## How to Deliver the Pitch \*

**Get the reporter's attention.** Begin with the realization that you might be only one of dozens of publicists trying to reach a reporter that day. Be creative. Be concise. Be informative.

If you've sent creative material to prime the media, your call stands a better chance of being well received.

Begin with your best angles. In this business, it's often one strike and you're out. Don't start by saying, "I'm following up on some material I sent you last week to see if you're interested." Many reporters say that line immediately turns them off. Use something more creative.

**Keep selling the story.** Newcomers sometimes become so flustered when a reporter listens to them, they forget to sell the story. Once you have the reporter's attention, sell. Run through a list of different story angles on a script when you are on the phone, or use bullets to highlight different story angles in your media material.

**Get a commitment for the next step.** If you get a "maybe" because the reporter doesn't know enough, keep pitching. If you get a "maybe" because your contact doesn't want to schedule the story yet, make a note to call back. If a reporter asks for more information, take it as an expression of interest and get the information to him or her right away.

**"No" means no.** Most reporters will hear you out. They know how to say "no" if they can't or don't want to do the story. Don't persist, pester, or waste their time. You'll merely find it harder to get through to that reporter the next time.

**Note the response on your media list.** Tracking responses becomes particularly important if you are pitching with several other people. If you are highly organized in your pitching, you will find that you cover all the bases and end up harvesting publicity from reporters others might miss.

**Work the local angle.** Look for a local angle, or "hook," in every story and make sure the appropriate bureau knows about it.

**Think photos.** An interesting photo takes planning or luck. You can't count on luck, so you must plan. If you're pitching an event, be sure to pitch the photo desk as well as the reporter.

If a wire photographer doesn't make it, don't give up. Get your photographer to take an interesting photo and give the film to the wire service immediately. Wire services will often accept a photo if they can't (or don't) cover an event with their own photographer.

**Avoid fax pollution.** Some newspapers welcome and encourage faxes. However, some media resent having their lines being tied up. Be considerate and ask your contacts their preference.

Once you have a reporter's interest, don't let go. Be polite, be creative, and be persistent. Don't take it personally if a reporter is too busy to do your story right away. Reporters are busy people and often cannot control their own agendas. They receive assignments from editors, news directors, or bureau chiefs that take precedence. Keep calling back with updates and time angles. Anticipate when reporters will be looking for material related to your story.

Develop a short list of key reporters. Keep sending good new material and new angles that relate to your issue, and include a brief note. Persistence pays.

Once a reporter covers your story, give that reporter a break. You can start fresh during your next pitch. Do send a personal note after the story comes out. Acknowledge the reporter for doing a good job in covering the topic.

### **Final Notes on the Pitching Process:**

Working successfully with the media depends on a number of factors:

- Knowing and understanding the story
- Knowledge and understanding of the media being targeted
- Newsworthiness of the story idea
- Ability to mold a story idea and supply useful information under a deadline
- Professionalism when working with the reporter
- Respect and rapport between the reporter and the publicist.

**Getting media coverage takes hard work and a will to succeed. It's hard to take the rejection you might encounter when you're pitching. Stick with it; learn from your mistakes, and develop contacts and pitching skills. It will all pay off when your story is covered on television or in a magazine or a major newspaper.**

# MEDIA CONTACT SHEET

Name of Newspaper/Magazine \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Delivery Address \_\_\_\_\_

\_\_\_\_\_

## Contacts:

Editor \_\_\_\_\_

Reporter/Columnist \_\_\_\_\_

Reporter/Columnist \_\_\_\_\_

Reporter/Columnist \_\_\_\_\_

## Telephone Numbers:

News Desk \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Other \_\_\_\_\_

Publication day \_\_\_\_\_ Deadlines \_\_\_\_\_

## Notes:

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# MEDIA ALERT FORMAT

FOR IMMEDIATE RELEASE

## MEDIA ALERT

WHO: \_\_\_\_\_

WHAT: \_\_\_\_\_

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

Background: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For more information, please contact \_\_\_\_\_ at \_\_\_\_\_  
(Contact Name) (Phone)

## Gaining Positive Publicity ✨

After you have set your objectives, identified your target audiences, and developed your main message points, it's time to decide which communication tools best meet your needs.

Many people think public relations is nothing more than getting publicity— a story or report— via the news media. But publicity is only one of several tools you can use to communicate your messages to target audiences. Many other methods are available, including public service announcements (PSAs), newsletters from chartered organizations in your community, advertisements, and special events.

## Ideas for Gaining Positive Publicity ✨

- **Utilize public service announcements.**
- **Regularly take inventory of activities within the district.** Of the activities planned for the coming months, which programs or events most closely resemble the types of stories that reporters within have covered in the past? Consider:
  - ❑ Is the activity or event new?
  - ❑ Is it novel?
  - ❑ Does it affect many area residents?
  - ❑ Does it involve a celebrity or local distinguished person?
  - ❑ What impact will it have on the future of the community?
- **Stage an event.** Look for ways that Scouting could respond to a local problem.
- **Capitalize on local Scouting statistics.** Reporters look for stories that can be built around statistics.
- **Look for unusual or interesting photo opportunities.** Local newspapers and magazines periodically will have a space to fill and can use a unique photograph that you supply. Include a caption attributing the photo to the Boy Scouts of America. Alternatively, be alert for opportunities for local media to photograph events that might not warrant a full news story, but might justify a caption story such as Scouts building a tent from plastic milk jugs.
  - ❑ To request a photographer: Inform a newspaper about a photo opportunity no less than one week before a scheduled event. The managing editor will determine whether the newspaper can use the photo and if a photographer is available. In many cases, staff photographers take photos only during normal business hours of 9 A.M. to 5 P.M., Monday through Friday.

□ If you take your own photo: If you take your own photographs, they must be sharp, preferably at least 5x7 inches in size. Many of the Instamatic-type snapshots are not sharp enough for newspaper use; however, if that's all you have, give it a try.

□ Taking an interesting photo: An interesting photo takes planning or luck. Newspapers prefer photos of no more than three subjects— the fewer the people, the better the photo. Individuals in photos should be doing something, not just looking at the camera. Identify people from left to right by typing, or printing clearly, full names on a full-sized sheet of paper, then clipping or taping, not stapling, the paper to the photo. Do not write on the back of the photo, it may show through when printed. If you need your photos returned, designate that at the time of submission.

• **Look for current events that the district can use as a backdrop for promoting the positive values that Scouting instills in young people.** A story about urban Scouts rebuilding a park damaged by recent flooding can demonstrate the team spirit and community service focus of Scouting. Such an activity could tie into an opinion or editorial piece on the merits of Scouting, to be published over a prominent volunteer's signature.

### **Alternate Publicity Instruments** ✨

- Letter to the editor. A simple, straightforward statement, written to the editor of your local newspaper
- Bylined articles: A formal article designed to be placed in local newspapers and magazines. Such articles are written to appear under the name of a council president, board chair, or a representative of a chartered organization.
- Op-ed page: "Opposite the editorial page." Some newspapers use this page to print reader opinions and articles by columnists.
- Target vertical media, publications that target special interests, such as magazines for parents and kids, outdoors publications, and other youth development magazines in your area.
- Send releases to local business newsletters and community bulletin boards.
- Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your council.

- Decorate a float for Scouts to ride on in your local parade.
- Hang banners during Scouting Anniversary Week or to promote School Night for Scouting.
- Pass out fliers promoting School Night for Scouting.
- Set up booths at trade shows or fairs. Provide information that visitors can take home with them.
- Hang posters and fliers in places where boys and young adults will see them. The school may have a bulletin board for these items.
- Host a media pancake breakfast where Scouts deliver pancakes to local radio personalities on a chosen day. This could be done during fall recruiting. The radio personalities could talk about Scouting. Give the personalities a public service announcement or flier listing details of the recruiting program or coming event.
- With more than 100 merit badges, there should be something that will interest almost anyone. Market the possibilities a youngster can be involved in through merit badges. Create a story about the Cooking merit badge for the food section. Include a recipe of an item that can be prepared for a group of hungry young men. Write an article about the Personal Management merit badge for the finance section in local publications, or the Music merit badge for the local theater's playbill. How can you create interest and generate positive publicity through the other merit badges?
- Promote your community service projects.
- Develop a Web page.
- Word of mouth can be the best marketing tool. It is a free and effective method to spread positive messages. So, how do you do it?
  1. The best place to start word of mouth marketing is inside the organization, in the unit, district, and council. Sparkle originates internally; enthusiasm starts in your council.
  2. Enthusiastic volunteers attract and sustain positive attention at civic, social, and industry functions. Create positive energy, and people inside and outside the organization will feel it. It's rarely mentioned in marketing plans, yet enthusiasm is a powerful persuasion tool.
  3. Share your excitement with people. They will want to know what you are so excited about and will want to learn more. Share Scouting's message with other

groups you feel could benefit from hearing the Scouting story. You can talk formally with churches, community and civic organizations, and informally with parents, friends, and co-workers.

4. Encourage everyone associated with the BSA to be informed, enthusiastic, and anxious to tell everyone about the fun and benefits of Scouting. Maybe a district meeting question to ask is, “Who have you told about Scouting this week?”

5. Ask everyone you know to pass along the good word.

6. Smile!

## The ABCs of Media Selection ❄

### **Know your purpose, know your contact and keep your facts straight.**

**Timing is everything.** Old news isn’t “news” any more. What is news anyway? It’s **useful** or **interesting** information delivered to the **right** audience in a **timely** fashion. It’s also common sense.

- **Interesting** - John Jones of Eagan earned his Eagle Scout rank. Tell briefly why this is such a big accomplishment.

- **Right Audience** -The fact that John Jones of Eagan earned his Eagle Scout rank is big news for Eagan, but probably not interesting in Stillwater. If he happens to be the fifth generation of his family to earn this award, it may be a story for the Twin Cities media and something you should coordinate in advance with the professional communications staff at the council. The situation will determine which method is appropriate.

- **Timely** - If his Court of Honor was held four weeks ago and you are just sending a photo to the paper or a tape to the local Cable TV station, it’s old news they may choose not to use. You can “get around” this issue by saying, “John Jones recently received his Eagle Award...” rather than “On Sunday, May 5, John Jones received his Eagle Award...”

#### **A. Know Your Purpose.**

Ask yourself these questions before you begin any news or publicity effort.

1. So what?

Why should I use this?

Why is it news?

What makes this story interesting or different?

2. **Why** am I writing about, photographing or taping this?

To recognize an accomplishment by a Scout or volunteer.

To promote an upcoming event,

To let people know what Scouts are doing in their community.

3. What do I want the newspaper or broadcast outlet to do with this item?

List an event on the Community Calendar

Run a brief news story about a past or future event.

Send a photographer or reporter to cover a future event?

4. What do I want the audience to do when they read, see or hear this information?

Take specific action such as coming to a car wash.

Recognize some specific accomplishment of a Scout or volunteer.

Become aware of specific Scouting activities in their community.

Give credit where it's due - build unit morale.

5. What is the **best place** for me to send this information?

Council newsletter

Church bulletin

Community newspaper

Community news cable TV show

Local radio station

Metro daily newspapers — For any news of this magnitude, please contact the Council's Communications Staff for help.

### **B. Get to Know Your Local Media**

Pay attention to their deadlines. Ask how you can best work together.

- The people who work for a newspaper, radio or TV station are no different from those who work in any other business, except that they may be more pressed for time in order to meet deadlines. They appreciate good news contacts, especially if you give them newsworthy items in a timely fashion.

- Generally, these are the people you will want to know about:

→ **Newspapers** - Who decides what gets printed?

The name of **the reporter, editor or managing editor** responsible for decisions.

→ **TV or Radio** - Find out who assigns stories, usually the **assignment editor**. You should also get the name and phone number of the News Director.

### **C. Develop a Media Contact List**

1. Determine **all the available media sources** in your area for getting your news out. Downloadable files are available on the Council Web site at [www.basc449-bsa.org](http://www.basc449-bsa.org) You may wish to expand this list by checking your local phone book for additional resources, including daily and weekly newspapers, tabloids, city magazines, local business journals, your chartered organization's publications, local cable TV and radio stations. Contact the Council Office if you have additions or updates to our master list.

2. **Learn as much as you can about the media in your area - deadlines, editorials, policies.** Find out if a particular news outlet can accept electronic transmissions and photos or if they need hard copy. Note whether they prefer color or black & white photos.

3. **Find out the names, telephone number and e-mail addresses of reporters, editors or news assignment editors responsible for covering community news.** Stop in or call to briefly introduce yourself and leave your card as a "contact" for Scouting news. Ask whom to contact with questions and find out the best day/time to call them. Make a note of this on your Media Contact List.

4. Create a **Media Contact List** for future reference.

Build a database or generate a mailing list and labels. Update your list regularly. Please notify the Council Communications Staff of any changes that affect our master list.

### **D. Don't be discouraged if your story doesn't get printed**

- Even small media outlets get hundreds of news releases each week. They may not have room, or some other news may have been more pressing or popular that particular week.

- Feel free to ask why your story didn't make it. If it wasn't a time-sensitive item, it may be going in the next week.
- Use this opportunity to establish a personal contact and ask what you can do better to suit their needs - what to look for in photos, etc.
- Every newspaper has its own journalistic style and the kind of news it likes to feature. Find out what drives their selection process. And, most importantly, **keep trying!**

## TIPS:

### *Be Prepared*

- Make it easy for the media to do their job. Plan ahead and make it easy for them to reach someone in authority.
- Always include a name and phone number of someone who can provide more information or answer last-minute questions
- Use our Planning Calendar to help you.

Keep your Media Contact List up to date.

## News Release Guidelines ✨

### Guidelines on News Releases

The following guidelines on placing news releases have been developed to improve your success rate in writing and placing information that will be published at no charge to your council.

Some of the media to target are

- Newspapers
- Magazines
- Newsletters and bulletins
- Community directories (refer to the list under "Print PSAs")
- Radio
- Television, including cable

A news release is the most common of all public relations tools. Basically, a news release is a document developed to communicate key information—the facts of when the news happened or will happen, and whom to contact for additional information—to reporters and editors in the news media.

Reporters and editors can receive thousands of news releases a week. Accuracy, clarity, brevity, timeliness, and newsworthiness are the key criteria used by editors in selecting releases for print. A newsworthy release can be described as one that appeals to the broadest group of readers or viewers, offering the most information with the greatest

sense of urgency.

In most cases, reporters or editors will rewrite your release to fit their style, so it's crucial to present the information as clearly and accurately as possible. The best way to do this is by following the journalistic method of organizing the material into an **inverted pyramid**. The inverted pyramid style of writing puts the most essential information at the beginning, followed by items of decreasing importance.

## **The Basics**

All news releases begin with a headline designed to attract the reporter/editor and to encourage them to read the rest of the release. Remember, first impressions count! If the headline is dull and uninteresting, the reader will assume the same of the release. Large numbers, or the use of "visual" language, can make the difference between a sparkling, attractive headline and one that is flat and lifeless.

The most essential information in a news release should be listed in the lead, the first paragraph of the release. What details should be included in the lead? Start with as many of the "who, what, where, when, why, and how" facts of the news item as possible.

For the majority of releases, the "who," the subject of the release, should include the name of the organization and the name of an individual who is either the expert on the subject or a contact. The more important or influential the organization and the individual, the greater the appeal of the release. (Importance can be considered in terms of competitive position or rank, or industry association affiliation.)

The second "w" is the "what," the topic of the release. Just as we readers, viewers, and listeners are drawn more to the unusual than to the usual, so are reporters and editors. Unusual can mean different, better, less expensive, unique, or beneficial to the community.

The third "w," the "where," should follow the same rule as the "what"; the unusual is generally more appealing than the usual.

The "when" of a release actually has two important parts. The first is the date and time of the news in the release; the second is the date and time the release reaches the editor. Election days and holidays can be very busy times for editors.

The last "w" is the "why." When addressing the "why" of a release, remember cause and effect. For example, what caused your council to relocate a camp, or to charter a significant number of new units? What effects will these changes have on adult and youth members? If the new location will be more convenient or if new areas of the community will be served, mention this information. A rule borrowed from advertising states that an organization shouldn't promote the features of its product or service, but rather the benefits to its customers.

The “how” of a news release can be addressed by answering, for example, “how” a decision was made; “how” you will achieve a reorganization; “how” it will affect youth, volunteers, and the overall Scouting program.

The main body of the news release should include significant details that relate to the lead, including quotations and succinct descriptions. Any related but nonessential information should appear toward the end of the release. Generally, the last paragraph provides overall information and statistics about the local council, such as territory served, number of youth and adult members, and location of the council headquarters. It’s also a good place to list a phone number for more information.

### **General Rules of Thumb for News Releases**

- Always type a news release. Releases should be double-spaced and typed on one side only of 8 1/2-by-11-inch paper with 1-inch margins on the top, bottom, and both sides.
- Brevity is the key. Try to limit releases to one or two pages. Straightforward and concise writing style is the objective.
- Never split a paragraph at the end of a page.
- Type “-More-” at the bottom of a page when the release is more than one page in length.
- Number all pages.
- Type “###” or “-30-” to signify the end of the release.
- Clarity, accuracy, grammar, and neatness count. Don’t submit copy with typos, misspellings, or cross-outs. Verify all names, addresses, and facts before distributing the release.
- Avoid the use of clichés, jargon, or fancy phrases.
- Don’t use flowing tributes, flowery descriptions, or glowing adjectives when writing your news release. The news release should be more informative than subjective. Be impartial and objective; try to write the release as the reporter might.
- Use first and last names on first reference. Use last names only on subsequent references. Include titles and descriptions, such as district chairman, or a person’s hometown or age. Provide the full name of groups with appropriate descriptions.

- If an editor must choose between two otherwise equal releases, he or she is more likely to pick the release that has an accompanying photograph. Make sure each photograph is self-explanatory and interesting. Every photograph should include a complete and correct caption identifying each person and the action in the photograph. Your photograph file should include the following information on each photograph: source, date taken, copyright information, and releases signed by people in the picture.
- Put the local news angles in the beginning if the story concerns a larger area that is beyond the community's borders or newspaper's circulation area.
- Include a good quote from Scouts, volunteers, or local distinguished individuals early in the story.
- Add "boilerplate" material, general information about Scouting, to help people understand the importance and relevancy of Scouting. For example: "Scouting has had more than 96 million members since its inception in 1910."

### **Frequently asked questions:** 🌿

Q: Must all my stories be typewritten?

A: Yes, if you want your story met with a favorable reaction from the editor and preclude the possibility of mistakes.

Q: Why wasn't my story used?

A: There could be dozens of reasons, including:

- The story arrived after the newspaper's deadline.
- There was no room in the paper.
- The story was not as important as the other news of the week.
- The story was never received.
- 

However, keep at it! Study the stories that are used and don't be afraid to contact the paper for help. You'll soon find your batting average going up steadily.

Q: Will the editor save me a clipping of the story if I ask?

A: Don't even ask! Good manners and common sense dictate that you buy a copy of the newspaper and do your own clipping. Remember, the newspapers are like your corner grocery store – both are businesses and they simply don't give things away.

Q: Does it help to know the editors personally? Should I invite them to social gatherings?

A: By all means, invite them. Their busy schedules may force them to kindly turn down an

invitation. However, they do like to talk with members of the community and editors have been known to make good guest speakers.

### ***How Do You Prepare an Article or News Release? \****

Before you prepare your first draft, review the proper format for articles:

- Type your 'write-up'.
- Double space
- Use 8 1/2' x 11" white paper
- Use photos when possible (see below for photo specs)
- Label your write-up as a 'NEWS RELEASE'
- If appropriate, name the specific section of the paper you would like the release to be included in.
- Be sure to include contact persons' name and phone number at the end of your write-up, to answer any questions the paper may have.
- Type "###" at the end of your release

### ***When writing your first draft:***

Begin your write-up with the most newsworthy items.

- Follow with less important information.
- Answer the 5 W's and 1 H -- Who, What, Where, When, Why, and How
- Use short sentences.
- Stick with the facts, avoid opinions.

When individual names are used, spell correctly.

### ***Once you've completed your first draft:***

- Review it again.
- Eliminate any unnecessary words. Read it out loud. Is it clear?
- Have a friend read it. Does it make sense? Is it interesting?
- Revise/rewrite to obtain maximum clarity with brevity.

### ***Should We Take A Picture?***

The old saying, "A picture is worth a thousand words" is especially true when working with the media.

Given a choice between two similar stories, newspapers will often choose the one with an accompanying photograph.

In some cases, a newspaper may offer to send a photographer to your activity. It's suggested that you plan on taking your own pictures just in case the photographer doesn't show up. Most publications prefer digital images. The image format should be high resolution, 300dpi, jpeg formatted.

### ***In your photos:***

- Limit the number of subjects so you can be close enough to see faces clearly.

- Limit the background clutter; try for high contrast like a plain wall or trees.
- Avoid glass or mirrors in your background; the reflection can ruin a photo.
- When possible, take close-up action shots with smiling faces (to show Scouting is FUN),

### ***What About A Caption?***

Often, a well-taken photo with a good caption will get a reader's attention and get your message across.

In the caption -

- Include a picture title and a sufficient description of what's happening.
  - Include names of subject(s) in the photo.
- Typed your caption on your release and mark it photo caption include the photo title in. If supplying a print of your image type the caption and attach to the back of the photo. DO NOT write directly on the back of the photo (this can ruin it). Also, don't staple or paper clip it to your article, as that can also damage the photo.
- Include your name and contact phone number with the caption.

### ***Additional Tips For Submitting Releases:***

- If pictures and/or a write-up are planned for after the activity, submit it as quickly as possible. Old news is less interesting and is less likely to get published.
- Submit a news release about an upcoming event one to two weeks in advance of the activity.

· When there's not enough time to write a news release, the media alert comes in handy. It takes only a short time to write and can be faxed to your media source. It can also serve as an announcement of an important upcoming event; planning ahead allows the paper to reserve a prominent space for your article. In this case, you may want to send a media alert two to three weeks prior to the event and follow up with the news release one to two weeks prior to the event. Sample formats for the news release and media alert are included in this guide.

· Find the "hook" or "angle." Each news medium identifies reporters that cover an area; for example, one reporter may be assigned to sports and another for or finance, family, religion, entertainment, etc. This will allow you to contact different reporters with fresh ideas and pitches. Send only one release per story to each publication. If for some reason you do furnish duplicate releases, let the recipients know, for example, note, "Also sent to Sports Editor."

### ***Send copies of releases and clippings the council's VP--Marketing.***

- Thank the reporter. Send a personal note after the story runs. Don't say "thank you" as if the reporter did you a favor-acknowledge the reporter for "doing a good job in covering the topic."

### ***Why Not Send Our Story to the "Big Papers"?***

Most weekly community newspapers are devoted to reporting on community events, making them ideal for Scouting-related announcements and articles. Daily papers, on the other hand, usually focus their attention on national and international news, as well as major stories in the region or area. Community events and local stories are not the primary focus of daily newspapers. In addition, daily papers serve a larger area than local papers - and therefore couldn't possibly report on every unit's activities or events. As a result, daily newspapers will rarely publish a story generated by a single Scout unit.

On occasion, however, significant or unusual Scouting stories may warrant submission to a daily paper.

The Council office usually generates many of these stories. For example, daily newspapers have published stories about Scouts who have saved lives, and about Council-wide events or activities. As a result, the Council maintains relationships with daily newspapers in the area and can often assist you in cases when you believe an article should be submitted to a daily paper. For example, Council public relations may know of similar stories that could be combined into a single article, or may be able to tie your story into a larger Scouting story more likely to be published.

### ***If you're interested in submitting a story to a daily newspaper, first consider the following:***

- Is your article or story appropriate for a daily paper? For the most part, daily newspapers don't publish prepared articles. They pay a staff of professional reporters to develop and write articles - your story needs to be significant or unusual enough for the paper to want to assign to a reporter.
- Professional reporters are paid to find "angles" that you might not want included in your story. For example, you could suddenly find that a write-up about your unit's door-to-door fundraising campaign is included in a larger, negative story about fraudulent door-to-door solicitors. Remember that you have little or no control over how a reporter might use your story.
- What benefits would publication in a daily paper provide that publication in a local weekly paper wouldn't provide?

If you believe your story should be submitted to a daily newspaper, contact Chester County Council VP Marketing to discuss your idea.

FOR IMMEDIATE RELEASE

**Media Contact: [Contact Name], [Phone]**

SCOUTS CELEBRATE BIRTHDAY!— \_\_\_\_ YEARS YOUNG  
[Anniversary Date]

On my honor I will do my best to do my duty to God and my country,  
and to obey the Scout Law, to help other people at all times;  
to keep myself physically strong, mentally awake, and morally straight.  
— **The Boy Scout Oath**

([City], [State], [Date])— The Boy Scouts of America (BSA) celebrates its [#]th  
Anniversary this week, and [City] will be abuzz with Scouting activities commemorating  
the founding of the movement. One of the nation’s largest youth development  
organizations, the BSA was founded on Feb. 8, 1910.

“We’re working hard to make sure the youth of tomorrow are prepared for what  
awaits them,” proclaimed Scoutmaster [First Name, Last Name]. [Unit] will celebrate by

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“Within the span of just \_\_\_\_ years,” [Last Name] added, “the name ‘Boy  
Scouts’ has become a paradigm for a good turn and the ideal of community service.”

-more-

The idea for the Boy Scouts of America began in 1909, when William D. Boyce, an American businessman, was lost in a London fog. A young boy found Boyce and led him to his destination. Boyce offered to tip the young man for service; the boy refused, saying he was a Scout and could not accept payment for a Good Turn.

The businessman later asked the boy to introduce him to Lord Baden-Powell, the founder of Scouting in England and publisher of the handbook *Scouting for Boys*. The groundwork to bring Scouting to America had been laid.

Boyce established the Boy Scouts of America on Feb. 8, 1910, with the help of Baden-Powell, wildlife author and illustrator Ernest Thompson Seton, naturalist Daniel Carter Beard, and attorney James E. West.

Since the 1910 inception, the Boy Scouts of America has become one of the nation's premier youth development organizations, with more than 100 million people participating on adult and youth levels.

###

FOR IMMEDIATE RELEASE

**Media Contact: [Contact Name], [Phone]**

## CUB SCOUTS PARTICIPATE IN END-OF-THE-SUMMER CAMPING ACTIVITIES

([City], [State], [Date])— More than 100 Cub Scouts from the metropolitan area gathered this weekend for two days of fun-filled camping at [Location] for the traditional end-of-the-summer campout.

Cub Scouts, leaders, and parents pitched their tents and braved plummeting temperatures to participate in the last camping rite of summer. Activities started with a cookout dinner Friday night and ended with parents and leaders cooking breakfast on Sunday morning before everyone broke camp.

These extended campouts give Cub Scouts the opportunity to demonstrate to their parents skills ranging from knot-tying to first aid, and from tepee building to outdoor cooking. “The Cub Scouts get such a thrill out of being able to show their parents all the knowledge they learn at the weekly meeting,” said Cubmaster [First Name, Last Name]. “It’s not like they can run home after a den meeting and say, ‘Hey Mom, let me show you how to light a campfire.’”

-more-

Activities during the campout included an outdoor obstacle course race, timed knot-tying competitions, and a mother/son fishing derby. Awards for the top three Cub Scouts and their mothers were presented at the Sunday breakfast. “The campout is also a great way for Cub Scouts from different elementary schools to get to know one another,” said [Last Name].

“Sitting around the campfire and roasting marshmallows with the other guys and my family was great,” said Cub Scout [First Name, Last Name], “but the best part was winning the fishing derby with my mom . . . she’s the best.”

###

FOR IMMEDIATE RELEASE

**Media Contact: [Contact Name], [Phone]**

ANNUAL SCOUTORAMA EVENT HELD AT [Event Site]

([City], [State], [Date])— Dozens of area Boy Scout troops and Cub Scout packs gathered this weekend at [Event Site] to present their annual Scoutorama. Open to the public, the Scoutorama allows youth from the community to demonstrate skills ranging from knot-tying to first aid, and from tepee building to outdoor cooking.

“This is just a great opportunity for our young men to showcase their talents and skills to the public and to give the boys a chance to form relationships with Scouts from other packs and troops,” said Scoutmaster [First Name, Last Name]. “It is also a way for the youth who are not a part of Scouting to get acquainted with us and what we do.”

The theme for this year’s Scoutorama was “[Event Theme].” Highlights of the Scoutorama included an outdoor baking contest between Scouts of all ages, a timed rope bridge building contest, and an award for the three Scouts who sold the most tickets to this year’s event. “I had a blast at this year’s Scoutorama,” said First Class Scout [First Name, Last Name], second-place winner of the baking contest. “My peach cobbler was good, but I didn’t think that it would win an award.”

-more-

[First Name, Last Name], Indian wrestling champion, was equally excited about winning. “I’m a small guy, but it proves that speed can be more useful than size,” said [Last Name].

[Unit and #], chartered to [Chartered Organization], was formed in [Year Chartered]. With nearly 4.4 million youth members, the Boy Scouts of America is one of the nation’s largest youth development organizations.

###

## How to Prepare a Fact Sheet or Press Advisory ✨

**Supply the facts and let the reporter write it.**

### STYLE

- Use these formats for stories that a reporter and/or photographer might want to cover or write about themselves.
- If there is a photo opportunity, note that prominently at the top with the words, **PHOTO OPPORTUNITY**.
- Develop a headline that summarizes the story and list all pertinent information after it.
- Put all information in **list form**.
- Be sure to include all important names, times, phone numbers, locations, etc.
- Indicate the end of the text by using **###, -30- or END**.

### CONTENT

- Include a **contact name and phone number**.
- Note if there is a photo opportunity and what **time** would be best to arrive.
- Note if any dignitaries will be attending an event and what time(s) they will be available.

### TIMING

- **Fact Sheets** can be used anytime. Use them to supplement a news release or stand alone.
  - **Press Advisories** can be used to announce an event that you hope the media will cover.
- Follow up with a phone call. Include a fact sheet if needed for extra detail.

## Sample Fact Sheet

### Scout Fair Quick Facts

#### **What is the Scout Fair?**

The Scout Fair will be a gathering of thousands of Cub Scouts, Boy Scouts, and Explorers to display their Scouting skills and have fun at the same time. Boy Scouts and Explorers will be camping on site and Cub Scouts will be attending during the day. In addition to displays by each Scouting unit, there will also be many special exhibits and activities presented by outside organizations.

#### **Who can come?**

The public is welcome to come, experience Scouting, and see the special events and exhibits. Tickets are \$3 per person at the door. Scouts and Explorers attend with their pack, troop or post and register in advance.

#### **Where will it be held?**

The Scout Fair will take place at the Minnesota State Fair Grounds. Boy Scouts and Explorers will be camping on site and setting up their displays adjacent to their camp sites.

#### **When?**

The gates are open to the public 9:00am — 7:00pm, Saturday, May 30.

#### **What is the purpose of the event?**

The Scout Fair will take place to give Scouting units a chance to show off the skills they've learned through Scouting. Those who attend the fair will not only have a good time participating with each exhibit, but will also be able to see what Scouting is all about.

###

## Sample Press Advisory ✨

**Boy Scouts of America**  
**Indianhead Scouting/BSA**  
393 Marshall Avenue  
Saint Paul, Minnesota 55102  
651-224-1891 Fax: 651-224-7239

**Contact:** Dana Tully  
External Communication's Director  
(business) 651-254-9179  
(cell) 651-226-7225

March 14, 2001

### **PRESS ADVISORY**

**WHO: Indianhead Scouting/Boy Scouts of America**

**WHAT: EVAN TODD, COLUMBINE HERO**  
**KEYNOTE SPEAKER AT CEREMONIES**  
**TOMORROW**

**WHERE: Saint Paul Radisson, 11 East Kellogg Boulevard**

**WHEN: Tomorrow, Thursday, December 6, 2001 at 7:15 am**  
**(Evan Todd scheduled to speak at 8:14am)**

**WHY: Highlight of the Leadership Breakfast which kicks off the council's 2002 fund-raising efforts and serves as a report to the community on Scouting's programs and their positive influence on young people.**

**FACT SHEET FOLLOWS**

###

## **Public Service Announcements** ✨

Public service announcements (PSAs) are non-commercial messages that the broadcast media air at no charge to keep their audiences up to date on important public developments and issues. PSAs might be considered as radio or television spots for which there is no charge.

Because the BSA is a nonprofit organization, there are more opportunities for PSAs than may be available to a corporation or other type of profit-making enterprise. Nevertheless, overtly commercial PSAs— advertisements in the guise of public service announcements— have little chance of being aired, regardless of the source.

For example, a PSA announcing a change in travel plans for Scouts going to a summer camp is not likely to be used because its obvious purpose is to benefit only the BSA. On the other hand, announcing a food drive or a new program to fight illiteracy has inherent public appeal.

Generally 10, 15, 30, or 60 seconds long, PSAs can be of enormous benefit in promoting special events, such as School Night for Scouting or Scouting for Food. They can also be helpful for Friends of Scouting campaigns and other fund-raising projects.

Some television PSAs are available from the National Council, but you can easily produce your own. If you create your own PSA, be sure include your district positive publicity coordinator in the planning process. Simply take a color slide that is an interesting representation of what you're promoting, develop a brief script, and submit both to the public service director of your local television station. Shorter spots are easier for the station to schedule, so consider keeping the copy to 10 or 15 seconds in length. Also be sure to note station lead times and deadlines.

Occasionally, you may find that a local television station is willing to work with you to produce a more sophisticated PSA. This is especially true if you've had the foresight to recruit the station manager for your public relations or marketing committee.

Radio PSAs are the same as television PSAs, only without the visuals. Again, lengths are 10, 15, 30, and 60 seconds, with the shorter PSAs being easier to schedule. In many cases, radio stations will write a PSA script if you provide the who-what-when-where-why information. Each radio station will have a public service director responsible for PSAs.

## **Print PSAs** ✨

Public service announcements are not limited to television and radio. Print PSAs can be used in a variety of ways throughout your local council. These include:

- Newspaper and magazine inserts
- Billboards
- Calendars
- Community directories such as chambers of commerce, real estate, new neighborhoods, churches, schools, civic adult and youth organizations, athletic leagues, etc.
- Door hangers and table tents
- Posters, brochures, and leaflets
- Postcards
- Grocery sacks and tray liners
- Utility bill enclosures
- Major corporate in-house publications
- Luncheon and dinner programs

The National Council has several print PSAs— both color and black and white— available for your use. However, a print PSA provides a great opportunity for local council localization. Create your own— pictures of local volunteers and activities, quotes from community leaders. Localizing a print PSA highlights the community involvement and appeals to a greater number of individuals. Be sure to include your district publicity coordinator in the planning process.

Several councils have found newspaper inserts to be very successful. These range from a four-page spread to an individual supplement much like the *Parade* supplement in the Sunday paper. The common element is telling the local story.

## How to Create Newsworthy Photos and Captions ✨

Photos can accompany a news release, fact sheet or media advisory. They can also be used alone, as a very effective way to get media attention. Remember a picture's worth a thousand words, especially if it's a good one!

### STYLE

- Send only photos that are **in focus and interesting**.
- Choose photos that show action or display emotion.
- Choose photos that tell a story.
- Choose tight shots - heads in a 4x6 photo should be **at least the size of a dime**.
- Show **no more than three or four people**, as a general rule.
- Keep the background uncluttered.
- Indicate the end of the text by using **###, - 30- or END**.

### CONTENT

- Write a **caption** that tells what the photo is about. Tape it to the back of the photo. Do not write on the photo.
- If you are electronically sending the photo, send the text and photo in the same transmission.
- If people in the photo will be named, **list the names row by row, left to right**. **Most newspapers prefer photos of no more than three subjects**.
- Always include the name and phone number of the **contact person** on a separate label affixed to the back of the photo. Note the headline of the corresponding news release.
- Assume that you will not get your photos back from the paper.

### TIMING

- Send all other stories and photos immediately or **within two days** after they happen, and for certain, before the next newspaper or cable show deadline.
- For photo opportunities or events that you are promoting, send out a news release at least **five to seven days** before an event and a few days before the media outlet deadline. **Follow up with a phone call the day before**.

### TIPS:

#### *Be Prepared: Alert Media to Photo Opportunities.*

- Some events or activities are ideal for a photo story. It pays to alert local media in advance of good photo opportunities for their staff photographers.
- Inform a newspaper or cable station about a photo opportunity **no less than one week** before a scheduled event.
- The managing editor or assignment editor will determine whether or not to send a photographer.
- In many cases, newspaper photographers take photos only during normal business hours of 9 a.m. to 5 p.m., Monday through Friday.
- TV photographers are more likely to show up at events that give them time to edit the tape before a news deadline. Pay attention to local newscast times and allow sufficient edit/transit time.
- **If the media doesn't show up, cover the event yourself** and offer them a follow-up release and photo. Do not complain. Breaking news may have prevented them from attending.

## Sample Photos and Captions ❄️



**Explorer \_\_\_\_\_ of Post \_\_\_\_\_, sponsored by Regions Hospital, takes part in a demonstration on proper medical procedure during a Health Cluster meeting last week. Exploring is a Learning for Life program for all youth, ages 14 to 21, who want to try on possible careers. It's work-site based so young women and men get hands on experience and a chance to learn about vocational options. Professional adult mentors work closely with Explorers and focus on career, leadership and service to others.**



**Boy Scout Troop \_\_\_\_\_, chartered to \_\_\_\_\_, stands atop a quinzee they constructed at the Indianhead Council's Snow Base winter program at Tomahawk Scout Reservation near Rice Lake, WI . Pictured from left to right are (LIST NAMES). The group spent the below-zero night outdoors in their homemade shelters to earn their "Zero Hero" patches. Snow Base is the largest program of its kind in the country, providing cold weather high adventure camping experiences to youth and adults.**



**Venture Crew 367, a high adventure coeducational Scouting unit chartered by the Mounds View Lions Club in New Brighton, spent last Saturday underground spelunking near Crystal Cave in Wisconsin. Pictured from left to right are (LIST NAMES). Venturing is a program for youth, ages 14 to 21. It's the newest program in the BSA and focuses on special interests such as high adventure activities, sports, youth ministry and the arts. It emphasizes team leadership, life skill development and major adventure.**

- ❄️ A photograph accompanying your story adds an interesting and eye-catching appeal to the article. Use the following tips to help you take photographs, write captions, and satisfy your news outlet's needs:
- Each photo should have one main subject. Close-ups are better than wide panoramic shots. Look at the types of photo in newspapers, and ask your media contact about the types of photos the newspaper wants.
  - People want to see pictures of Scouts in action! Avoid, if at all possible, shots of Scouts just standing around.
  - A photography caption should fully explain the complete story. Include the who, what, when, where, why, and how, identify as many people in the photograph as possible. Check to ensure that names are spelled correctly.

## How to Maximize TV and Radio Coverage ❄

**Contact people early, follow up and have a backup plan. The same fact sheet may be used for TV and radio, with the exception of photo opportunities, which apply to TV only.**

There's nothing more exciting for a Scout than being on TV or the radio. You **can call local program directors or news directors** to let them know when you have a newsworthy event, such as a Scout Clean-Up Weekend or other event that benefits the community. The best way to find out if the event appeals to the program is to talk with the director in advance. Then, follow up with a fact sheet and the information they need to get their job done.

**Sometimes you can provide video or audio clips to a local show.** Again, it is best to call the director in advance so you can provide what they need. Often, TV and radio opportunities can appear quickly, calling early and responding immediately can often generate great opportunities.

### HOW

- Use local access cable to create your own show.
- Call the **assignment editor** of a local news show.
- Call the **producer** of a regular cable TV or radio program.
- If you think your event is newsworthy enough to warrant media coverage, please coordinate in advance with the Council Communications Staff.

### STYLE

- **TV is a visual medium and uses short sound bites.** Make sure that the story you are proposing

has strong visual appeal. If someone is interviewed, they should be prepared.

- **Radio is an auditory medium that also uses short sound bites.** Make sure that people you offer for interviews are well spoken and easy to understand.
- If you will be providing the tape, ask what **format** the station prefers.
- For video, VHS is not always acceptable, some stations require Beta SP or other professional formats.
- Radio stations may require cassettes, DAT or a CD.
- **Provide a Fact Sheet.**
  - Include all of the essential information you would use for print media - contact name/number, **Who, What, When, Where, Why, How.**
  - Be sure to **include maps and addresses** to make it easy for the photographer to get to the event.

### JARGON

**BTA** - Best Time Available

**Cold Voice** - Deejays read the spot straight from your release

**Day Parts** - Drive times = 6-10am and 3-7pm, Daytime = 10am-3pm, Nighttime = 7pm-12am, All night = 12-6am

**Elements** - Bells, buzzers, etc. Background noises.

**Flight** - Dates you want your spot to air. Give yourself a month of promo, plus two weeks.

**Music Bed** - Background music

**Spots** are either 30 seconds (:30) or 60 seconds (:60) in length. :30 = 8 lines of text at #10 font. :60 = 16 lines of text at #10 font.

## TIPS:

### *Be Prepared*

- It is perfectly O.K. to ask the reporter, producer or photographer when they think the program will go on the air. Tell them you would like this information, so you can tape it. They may ask you to follow up with a phone call. Don't hesitate to do that.
- If a reporter or producer will be going from place to place at an event, **make sure that you or one other designated person is available to escort them**, answer questions and make it easier for them to get their job done.
- If **file footage** would help the story, contact the Council Communications staff for help.
- If your fact sheet is more than one page long, put **MORE** at the bottom and start the

second page with the headline. Indicate the end of the story by using **###, -30- or END**.

• **If the reporter or producer wants to interview someone**, line up people in advance and be sure to provide the reporter or producer with background information on who the interviewee is and how to reach them by phone.

• Plan ahead. Ask Scouts and leaders to be in uniform.

## TIMING

• If you want to generate coverage by a regular program, call the program director or news director for that program. Call several weeks in advance of the event, if possible.

• If they are interested in covering it, **immediately prepare and fax them a Fact Sheet**.

• Follow up with a phone call the day before the event.

• **Keep news deadlines in mind.**

Photographers must edit their footage before regular broadcasts and need time to do that. Radio needs time to edit also.

## ***What About Cable Television? ❄***

Most cable TV systems offer Bulletin Boards, which provide short community service statements aired for non-profit organizations. Cable Bulletin Boards are best utilized for simple announcements of broad community interest, such as fund-raising activities. A cable Bulletin Board is a good place to announce a car wash or pancake breakfast, but is not the most effective way to announce your open house for new members.

Before submitting to a Bulletin Board, consider the following:

- Is your message appropriate for a Cable TV Bulletin Board? Can you communicate what you need to in the limited space available?
- Will your message be seen by the audience you're trying to reach? Not every home has access to, or subscribes to cable television.
- Does the cable company broadcast in the right areas or communities? Some companies only reach parts of a county or area, some cities and towns have several cable systems serving their residents.

### ***To use a Bulletin Board, keep in mind:***

- Type your announcement
- Double space it
- Usually Seven line maximum and six words (approximately 32 characters) per line
- Include contact person name and phone number after message
- Include the beginning and end date for the message. Usually there is a one-month maximum duration. If possible, give a two-week lead-time to start airing.

### ***Tips for Effective Public Relations***

1. Make sure you really have news. As simple as it sounds, too often people submit articles that just aren't interesting or newsworthy enough for the media to use. Learn to look at your article objectively by putting yourself in reporter or editor's shoes. Given a choice between an article about a Scout group that attends a high-adventure camp, or one about a similar group that spends a weekend at a local campground, which will readers find more interesting? That's not to say that you shouldn't try to publicize your group's activities; but you should limit your submissions to "cream of the crop" activities and events.

2. Consider combining events and activities into a single article. Although a community service project carried out by your unit may not be significant enough on its own, it could be included in an article about your unit's plans for the next few months, or in a more general article about your unit's overall contributions to the community.

3. Be careful not to wear out your welcome with the media. This is particularly important when dealing with "major" media (i.e. daily newspapers, radio stations, etc.). Dozens of Scout units simultaneously submitting articles to a newspaper can quickly diminish an editor's willingness to publish any Scouting related articles.

4. Treat every submission differently. A common public relations mistake is to assume that because a newspaper prints your article on the front page, all your articles will receive similar treatment. Publication decisions are made each week or each day based on the newsworthiness, quantity, and content of all submissions received. A busy news day or a major story can quickly push your submission to the bottom of the list.

5. Don't forget to regularly thank the publisher/editor or other appropriate individuals responsible for printing or airing your material. Your unit may want to annually present them with a thank you certificate or plaque. And if appropriate, invite them to be your guest at a fund raising activity like a pancake breakfast, spaghetti dinner or car wash.

### ***Handling (and Avoiding) Negative Publicity***

Although negative news stories about Scouts or Scouting are very rare, it's important to be prepared in case a situation arises that could result in negative publicity. While there's sometimes no way to prevent bad news from reaching the public, early and effective planning can help minimize the effects of negative publicity.

If a situation arises within your unit or with one of its members that you even think could result in negative publicity, it's critical to contact the Chester County Council immediately (you can contact the Scout Executive or the District Executive with any of these concerns). Some situations that could result in bad publicity include:

- A serious accident or life-threatening situation occurs during a Scouting event or activity
- A Scouting activity or event results in a number of complaints, either from parents, the sponsoring organization, or the general public
- A member of your unit or sponsoring organization is charged with or suspected of criminal activity - particularly if the alleged crime occurred during or in connection with a Scouting activity or event
- A reporter contacts you to discuss any Scouting activities, events, programs, or guidelines.

### ***Other Ways to Promote Scouting***

- Letter to the editor. A simple, straightforward statement, written to the editor of your local newspaper.
- Op-ed page: "Opposite the editorial page." Some newspapers use this page to print reader opinions and articles by columnists.
- Target vertical media, publications that target special interests, such as magazines for parents and kids, outdoors publications, and other youth development magazines in your area.
- Send releases to local business newsletters and community bulletin boards.
- Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your council.
- Decorate a float for Scouts to ride on in your local parade.

- Hang banners during Scouting, Anniversary Week or to promote School Night for Scouting.
- Pass out fliers promoting School Night for Scouting.
- Set up booths at trade shows or fairs. Provide information that visitors can take home with them.
- Hang posters and fliers in places where boys and young adults will see them. The school may have a bulletin board for these items.
- With more than 100 merit badges, there should be something that will interest almost anyone. Market the possibilities a youngster can be involved in through merit badges. Create a story about the Cooking merit badge for the food section. Include a recipe of an item that can be prepared for a group of hungry young men. Write an article about the Personal Management merit badge for the finance section in local publications, or the Music merit badge for the local theater's playbill. How can you create interest and generate positive publicity through the other merit badges?
- Promote your community service projects.
- Word of mouth can be the best marketing tool. It is a free and effective method to spread positive messages. So, always remember to share the positive things your unit is doing!

## Copyright and Trademark Information ✨

The Boy Scouts of America was incorporated by an act of Congress (36 U.S.C. ⑦ 21 et. seq.) which, among other things, gives it the sole and exclusive right to have and to use, in carrying out its purpose, all emblems and badges, descriptive or designating marks, and words or phrases used by it.

A number of trademarks/service marks have been federally registered on behalf of the BSA. Furthermore, the BSA protects its artworks and texts under copyright law. Those trademarks/service marks and copyrights protected by federal trademark and copyright registrations are the sole property of the Boy Scouts of America.

The Boy Scouts of America has also adopted policies, published in the BSA *Rules and Regulations*, that address copyright and trademark protection.

- Article IX, Section 3, Clause 7(b) provides as follows:

(b) A local council may not enter into a contract or business relationship that uses any logo, insignia, terms in common usage, or descriptive marks relating to Scouting, unless the relationship or contract conforms to currently accepted procedures and guidelines as established by the National Council, Boy Scouts of America. The contract or relationship must avoid endorsement of any commercial product or venture.

- Article X, Section 4, Clause 12 provides as follows:

The national office shall have the sole right to authorize the use of insignia, words, phrases, designation marks, pictorial representation, and descriptive remarks relating to the program of the Corporation on commercial products, promotional efforts, and/or sale and distribution to members of the Boy Scouts of America and/or the general public. The use of same by local councils shall be only as authorized and approved by the national office.

A long list of court decisions has made it clear that words, symbols, mottoes, emblems and other insignia have become associated in the minds of the public with the Scouting movement and may not be commercially exploited or otherwise appropriated by others.

## Resources ✨

### CUB SCOUT MOTTO

Do Your Best.

### CUB SCOUT PROMISE

I, (name), promise to do my best  
To do my duty to God and my country,  
To help other people, and  
To obey the Law of the Pack.

### LAW OF THE PACK

The Cub Scout follows Akela.  
The Cub Scout helps the pack go.  
The pack helps the Cub Scout grow.  
The Cub Scout gives goodwill.

### THE SCOUT OATH

On my honor I will do my best  
To do my duty to God and my country  
And to obey the Scout Law;  
To help other people at all times;  
To keep myself  
Physically strong, Mentally awake, and  
Morally straight.

### THE SCOUT LAW

A Scout is trustworthy, loyal, helpful,  
friendly, courteous, kind, obedient,  
cheerful, thrifty, brave, clean, and reverent

### THE SCOUT MOTTO

Be prepared.

### THE SCOUT SLOGAN

Do a good turn daily

### THE VENTURING OATH

As a Venturer, I promise to help strengthen  
America, to be faithful in my religious  
**duties**, to help others, and to seek truth,  
fairness, and adventure in our world.

### THE VENTURING CODE

As a Venturer, I believe that America's  
strength lies in our trust in God and in the  
courage, strength, and traditions  
of our people.

I will, therefore, be faithful in my religious  
duties and will maintain a personal sense of  
honor in my own life.

I will treasure my American heritage and  
will do all I can to preserve and enrich it.

I will recognize the dignity and worth of all  
humanity and will use fair play and  
goodwill in my daily life.

I will acquire the Venturing attitude that  
seeks the truth in all things and adventure  
on the frontiers of our  
changing world.

### OTHER COMMUNITY RESOURCES

Here are just a few ways to promote  
Scouting activities in your community.

- **Letter to the Editor** - Keep it simple and straightforward.

Write only when there is something new,  
enlightening or necessary to say.

- **By-lined articles** - Articles supplied to the newspaper written under the name of a Scouting leader, council president, board chair or representative of a chartered organization, or a Scout.

- **Op-ed page** - "Opposite the editorial page," Some newspapers use this page to print reader opinions and articles by columnists.

- **Public Speaking** - Speak formally at churches and other community and civic organizations, as well as informally with parents, friends, and coworkers on behalf of your unit. Keep it short, focused and interesting.

## Resources continued ✨

### LOCAL EVENTS

- Decorate a **float** manned by Scouts.
- Carry **banners** in a local parade.
- Hang banners during Scouting Anniversary Week or to promote School Night for Scouting.
- Set up **booths at trade shows or fairs**. Provide information that visitors can take home with them. [Contact the Council for continuous loop videos and displays you can check out and use.]
- Host a pancake breakfast, car wash or other **fun event**.
- Invite a media outlet in your area sponsor an event for a unit. The organization may include some publicity in its newspaper or on its radio station. (Co-sponsorships require the pre-approval of the Council.)
- Look for an **unusual or interesting photo opportunity**.  
Local newspapers and magazines will periodically have a space to fill and can make use of a unique photograph that you supply, including a caption attributing the photo to the BSA Alternatively, look for chances for local media to photograph events that might not warrant a full news story.
- With more than a 100 merit badges, there should be something that will interest almost anyone. Market the possibilities a youngster can be involved in through merit badges. Create a story about the Cooking merit badge for the food section.

Include a recipe of an item that can be prepared for a group of hungry young men. Write an article about the Personal Management merit badge for the finance section in local publications, or the Music merit badge for the local theatre's playbill. How can you create interest and generate positive publicity through the other merit badges?

- Promote your unit's major events and community service projects.
- Community Bulletin Boards
- For special events, request space or announcements on your **local newspaper, cable TV or radio**

### COMMUNITY EVENTS or COMING EVENTS calendar.

- Request space on **community billboards** often available at many city halls, banks, businesses and gas stations.

## Sample Radio Media Release ✨

**Boy Scouts of America**  
**Indianhead Scouting/BSA**  
393 Marshall Avenue  
Saint Paul, Minnesota 55102  
651-224-1891 Fax: 651-224-7239

### **MEDIA RELEASE**

**Contact:** Dana Tully  
External Communication's Director  
(business) 651-254-9179  
(cell) 651-226-7225

April 19, 2000

**Flight:** May 3, 2000 - June 3, 2000

**Production:** :30 - Cold Voice

### **SCOUT FAIR 2000 - ADVENTURE GUARANTEED**

Looking for some summer fun and adventure? Scout Fair 2000 is the place for you! Thousands of Scouts and volunteers have spent months preparing for this June 3<sup>rd</sup> public extravaganza. Don't miss it! Scout Fair 2000 is packed full of interactive exhibits, amazing displays, and plain old fun. You'll find trick bikes demonstrations, roller blade action, trout fishing, jugglers, mimes, magic, music for every taste, sword fighting, rock climbing, puppet shows, military vehicles, colorful parrots, hissing reptiles, and at 8:00 p.m. - a PARADE! Enjoy it all while munching on authentic State Fair food. Don't forget – Saturday, June 3, 9 a.m. to 9 p.m. There's fun around every corner! Admission \$5. Enter on the North side of the Minnesota State Fairgrounds. Scout Fair 2000 – Adventure Guaranteed! For more information, go to [www.indianhead.org](http://www.indianhead.org). Sponsored by Imation.

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## Media Contacts in Black Swamp Area Council From Shaun Nitschke

(Note contacts may change over time current as of 2009)

FAX TYPE	CONTACT	E-MAIL
Weekly Paper		
772-1932 Radio 94.9		<a href="mailto:wonb@onu.edu">wonb@onu.edu</a>
445-4444 Weekly Paper		
445-3531 Radio 96.1		<a href="mailto:WMTR@Adelphia.net">WMTR@Adelphia.net</a>
426-2003 Weekly Paper		
426-2003 Weekly Paper		
358-5027 Weekly Paper		
636-8937 Daily Paper		
636-8937 Weekly Paper		
586-6271 Daily Paper		
Radio 1350 & 586-3814 96.7		<a href="mailto:WCSM@bright.net">WCSM@bright.net</a>
586-1074 Radio 94.3		<a href="mailto:K94@bright.net">K94@bright.net</a>
659-2760 Weekly Paper		
614-263-0166 Television NBC		
614-481-6624 Television ABC		
614-885-3248 National		
784-1492 Daily Paper		
784-4154 Radio 1280		<a href="mailto:RustyHoops@ClearChannel.com">RustyHoops@ClearChannel.com</a>
784-4154 Radio 105.9		<a href="mailto:DaveHire@ClearChannel.com">DaveHire@ClearChannel.com</a>
784-4154 Radio 105.9	Bob Mc Limans	<a href="mailto:DaveHire@ClearChannel.com">DaveHire@ClearChannel.com</a>
784-4154 Radio 1280	Bob Mc Limans	<a href="mailto:RustyHoops@ClearChannel.com">RustyHoops@ClearChannel.com</a>
Radio 107.1		<a href="mailto:WDOH@lm3.com">WDOH@lm3.com</a>
Weekly Paper		
278-8211 Weekly Paper		
422-2937 Daily Newspaper		

422-6736	Radio 1330 am & 100.5fm		
427-0015	Television- Independent		
435-9073	Daily Paper		
435-6611	Radio 96.7		<a href="mailto:WFOB1430@aol.com">WFOB1430@aol.com</a>
435-6611	Radio		<a href="mailto:WFOB1430@aol.com">WFOB1430@aol.com</a>
542- 73770	Weekly Paper		
673-1125	Daily Paper		
673-1096	Radio 95.3		<a href="mailto:WKTN@Dbscorp.net">WKTN@Dbscorp.net</a>
943-2590	Weekly Paper		
222-3794	Radio 107.5		
222-3755	Radio 92.1		<a href="mailto:polly@Froggy93.com">polly@Froggy93.com</a>
229-3888	Radio 106.3	Kim Field	<a href="mailto:kimfield@clearchannel.com">kimfield@clearchannel.com</a>
222-3755	Radio 92.1	Mark Mackey	
228-5085	Radio 940 & 104.9		<a href="mailto:polly@Froggy93.com">polly@Froggy93.com</a>
229-0426	Daily Paper		
229-7091	Television NBC Radio 1150 & 102.1		<a href="mailto:Tom@WLIO.com">Tom@WLIO.com</a>
222-5438	Radio 97.7 Radio 1150 & 102.1	Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
229-3888		Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
229-3888		Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
229-3888		Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
229-3888		Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
339-6812	Television Independent		
419-991- 6839	Monthly	Attention Ron Freed	<a href="mailto:bizjrn1@wcoil.com">bizjrn1@wcoil.com</a>
628-4712	Weekly Paper		
636-8937	Weekly Paper		
592-9778	Daily Paper		

592-9778 Weekly Paper

592-1085 Radio 103.1 [WNDH@bright.net](mailto:WNDH@bright.net)

592-1085 Radio 103.1 Bob Mc Limans [WNDH@bright.net](mailto:WNDH@bright.net)

523-3512 Weekly Paper

523-6460 Radio 106.3

399-4030 Weekly Paper

399-4025 Weekly Paper

647-6506 Weekly Paper

394-7202 Daily Paper

447-1944 Weekly Paper

447-3274 Daily Paper  
Radio 1600 am &  
447-1709 103.7fm

Kim Field [kimfield@clearchannel.com](mailto:kimfield@clearchannel.com)

Radio 1600 am &  
447-1709 103.7fm  
419-725-  
1636  
Television  
244-8842 Independent

Kim Field [kimfield@clearchannel.com](mailto:kimfield@clearchannel.com)

534-3898 Television NBC

Tel Television PBS

535-0202 Television ABC  
Television  
244-7104 Independent

724

244-5773 Monthly [telex@glasscity.net](mailto:telex@glasscity.net)

238-0447 Daily Paper  
Radio 1220 &  
238-2578 99.7 [wireless@wcoil.com](mailto:wireless@wcoil.com)

738-5352 Weekly Paper

738-5352 Daily Paper

738-5352 Weekly Paper

335-2030 Weekly Paper

335-2030 Weekly Paper

Weekly Paper

495-2143 Weekly Paper

Kim Field

[kimfield@clearchannel.com](mailto:kimfield@clearchannel.com)

## Media contacts in Radio

NAME AD	DRESS	LOCATIO N	CITY ST ZIP	PHON E FAX		TYPE	E-MAIL
WBUK-FM	PO Box 1484	565 S Metcalf St	Lima OH 45802	222- 1075	222- 3794	Radio 107.5	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WBVI-FM	PO Box W		Fostoria OH 44830	422- 9284	435- 6611	Radio 96.7	<a href="mailto:WFOB1430@aol.com">WFOB1430@aol.com</a>
WCIT-AM &WLSR- FM	1301 N Cable Rd		Lima OH 45802	228- 9248	228- 5085	Radio 940 & 104.9	<a href="mailto:polly@Froggy93.com">polly@Froggy93.com</a>
WCSM AM & FM	PO Box 492	Myer & Schunk Rds 111 E	Celina OH 45822	586- 5133	586- 3814	Radio 1350 & 96.7	<a href="mailto:WCSM@bright.net">WCSM@bright.net</a>
WDFM- FM	PO Box 100	Second Street	Delphos OH 45833	589- 9364		Radio 107.1	<a href="mailto:WDOH@lm3.com">WDOH@lm3.com</a>
WERT AM & FM	PO Box 487	East Ridge Rd	Van Wert OH 45891	238- 1220	238- 2578	Radio 1220 & 99.7	<a href="mailto:wireless@wcoil.com">wireless@wcoil.com</a>
WFIN-AM & WKXA- FM	PO Box 1507	551 Lake Cascades Blvd	Findlay OH 45840	425- 1077	422- 6736	Radio 1330 am & 100.5fm	
WFOB- AM Dra	wer W	101 N Main Street	Fostoria OH 44830	435- 5666	435- 6611 R	Radio	<a href="mailto:WFOB1430@aol.com">WFOB1430@aol.com</a>
WHMQ- FM	PO Box 108	1624 Tiffin Avenue	Findlay OH 45840	435- 1077	422- 4329	Radio 107.7	
WIMA AM &WIMT FM	667 Market Street		Lima OH 45805	223- 2060	228- 9462	Radio 1150 & 102.1	<a href="mailto:Tom@WLIO.com">Tom@WLIO.com</a>
WKKI-FM	Fayette		Celina OH 45822	586- 7715	586- 1074	Radio 94.3	<a href="mailto:K94@bright.net">K94@bright.net</a>
WKTN- FM	PO Box 213	113 N Detroit Street	Kenton OH 43326	675- 2355	673- 1096	Radio 95.3	<a href="mailto:WKTN@Dbscorp.net">WKTN@Dbscorp.net</a>
WMTR- FM	303 1/2 N Defiance St		Archbold OH 43502	445- 9050	445- 3531	Radio 96.1	<a href="mailto:WMTR@Adelphia.net">WMTR@Adelphia.net</a>
WNDH- FM	709 N Perry		Napoleon OH 43545	592- 8060	592- 1085	Radio 103.1	<a href="mailto:WNDH@bright.net">WNDH@bright.net</a>
WONB-FM	Free d Center		Ada OH 45810	772- 1194	772- 1932	Radio 94.9	<a href="mailto:wonb@onu.edu">wonb@onu.edu</a>
WONW- AM	2110 Radio Drive		Defiance OH 43512	782- 8126	784- 4154	Radio 1280	<a href="mailto:RustyHoops@ClearChannel.com">RustyHoops@ClearChannel.com</a>
WQLT - FM	PO Box 5	Ohio Bank Bldg	Ottawa OH 45875		523- 6460	Radio 106.3	

WTGN-FM	1600 Elida Rd		Lima OH 45805	227-2525	222-5438	Radio 97.7	<a href="mailto:LCREW@WTGN.org">LCREW@WTGN.org</a>
WTTF-AM & FM	PO Box 338	185 S Washington St	Tiffin OH 44883	447-2212	447-1709	Radio 1600 am & 103.7fm	<a href="mailto:kimfield@clearchannel.com">kimfield@clearchannel.com</a>
WZOM-FM	2110 Radio Drive		Defiance OH 43512	784-1059	784-4154	Radio 105.9	<a href="mailto:DaveHire@ClearChannel.com">DaveHire@ClearChannel.com</a>
WZOQ-FM	PO Box 1487	710 N Cable Rd	Lima OH 45802	222-9292	222-3755	Radio 92.1	<a href="mailto:polly@Froggy93.com">polly@Froggy93.com</a>

## Clear Channel TV Contacts

STATION	ADDRESS	LOCATION	CITY ST ZIP	PHONE	FAX	TYP E	CONTACT	E-MAIL
WCKY-FM	185 S. Washington St		Tiffin OH 44883	447-2212			Kim McLimans	<a href="mailto:kimmclimans@clearchannel.com">kimmclimans@clearchannel.com</a>
WPFX-FM							Kim McLimans	<a href="mailto:kimmclimans@clearchannel.com">kimmclimans@clearchannel.com</a>
WZOM-FM	2110 Radio Drive		Defiance OH 43512	784-1059	784-4154	Radio 105.9	Bob McLimans	<a href="mailto:DaveHire@ClearChannel.com">DaveHire@ClearChannel.com</a>
WONW-AM	2110 Radio Drive		Defiance OH 43512	782-8126	784-4154	Radio 1280	Bob McLimans	<a href="mailto:RustyHoops@ClearChannel.com">RustyHoops@ClearChannel.com</a>
WBUK-FM	PO Box 1484	565 S Metcalf St	Lima OH 45802 22	2-1075	222-3794	Radio 107.5	Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WZOQ-FM	PO Box 1487	710 N Cable Rd	Lima OH 45802 22	2-9292	222-3755	Radio 92.1	Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WIMA AM & WIM T FM	667 Market Street		Lima OH 45805	223-2060	228-9462	Radio 1150 & 102.1	Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
ABN Radio Network							Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WMLX-FM							Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WZRFX-FM							Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WLWD-FM							Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WBUK-FM							Art Versnick	<a href="mailto:artversnick@clearchannel.com">artversnick@clearchannel.com</a>
WNDH-FM	709 N Perry		Napoleon OH 43545	592-8060	592-1085	Radio 103.1		<a href="mailto:WNDH@bright.net">WNDH@bright.net</a>
WTTF-AM & FM	PO Box 338	185 S Washington St	Tiffin OH 44883 44	7-2212	447-1709	Radio 1600 am & 103.7 fm	Kim Field	<a href="mailto:kimfield@clearchannel.com">kimfield@clearchannel.com</a>
WUZZ-								

FM  
WFGF-  
FM  
WLJM-  
FM

## **BLACK SWAMP AREA COUNCIL DIRECTORY**

### Black Swamp Area Council

Findlay Service Center

2100 Broad Avenue

Findlay, Ohio 45840

Office Number (419) 422-4356

Toll Free (800) 686-4220

Fax Number (419) 422-4681

### Black Swamp Area Council

Lima Service Center

752 West Robb Avenue

Lima, Ohio 45801

Office Number (419) 422-4356

Toll Free (800) 686-4220

Fax Number (419) 229-2811

### Black Swamp Area Council

Camp Berry Scout Reservation

11716 County Road 40

Findlay, Ohio 45840

Office Number (419) 422-5527

Fax Number (419) 423-4659

### Black Swamp Area Council

Camp Lakota Scout Reservation

2180 Ginter Road

Defiance, Ohio 43512

Office Number (419) 782-4651

Fax Number (419) 782-2022

## **B.S.A.C STAFF**

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Pat Bohn	Camp Lakota Ranger		<a href="mailto:lakotaranger@embarqmail.com">lakotaranger@embarqmail.com</a>
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Phil Constien	Black Walnut District Executive		<a href="mailto:p_constien@hotmail.com">p_constien@hotmail.com</a>
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Dennis Horn	Scout Executive	Ext. 112	<a href="mailto:dehorn@bsamail.org">dehorn@bsamail.org</a>
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Doug Kroetz	Camp Berry Ranger	Ext. 115	<a href="mailto:dougekroetzcampberry@woh.rr.com">dougekroetzcampberry@woh.rr.com</a>
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Shaun Nitschke	Finance Director	Ext. 110	<a href="mailto:snitschke@bsamail.org">snitschke@bsamail.org</a>
Jane Potteiger	Office Manager/Registrar	Ext. 126	<a href="mailto:jpotteig@bsamail.org">jpotteig@bsamail.org</a>
Ben Reigle	Camp Program Administrator	Ext. 145	<a href="mailto:breigle@bsamail.org">breigle@bsamail.org</a>
Brad Schimmoeller	Buckeye District Executive		<a href="mailto:bschimmoeller1@woh.rr.com">bschimmoeller1@woh.rr.com</a>
Matt Shanahan	American Elm District Director	Ext. 125	<a href="mailto:mshanaha@bsamail.org">mshanaha@bsamail.org</a>
Nancy Sparks	Field Director	Ext. 123	<a href="mailto:njsparks@woh.rr.com">njsparks@woh.rr.com</a>
Karen Taylor	Fundraising/Finance Secretary	Ext. 116	<a href="mailto:kataylor@bsamail.org">kataylor@bsamail.org</a>
Alisha Thomas	Findlay Scout Shop Assistant	Ext. 118	
Ann Pickens	Old Sycamore District Executive		<a href="mailto:apickens@bsamail.org">apickens@bsamail.org</a>
Nancy Woods	Accounting Specialist	Ext. 129	<a href="mailto:nawoods@bsamail.org">nawoods@bsamail.org</a>

## Web Communications ✨

### Share information about Scouting 24 hours a day.

Find information on how to create your own district web site, Council guidelines, and how to link with the Council Web site.

## Media Planning Calendar ✨

- Pencil in **all events** that you think are newsworthy.
- Note **deadline dates** to get information to the media.
- **Update** this calendar periodically.
- **Review** your results to whether you can improve the quantity or quality of the news coverage.
- **Clip or tape your coverage** and, if possible, send a copy to your District PR Representative and/or the Council Communications staff.

## Newsletters by Northern New Jersey Council

### • Why Should We Use Them?

- Effective means of communication (online and offline)
- Quick promotional piece for visitors / guests
- Historical tracker of news, events, etc.



### Types of Newsletters

- Printed - for handing out, mailing, file attachments for email
- Can be costly (software, toner, paper, copies, stamps)
- Popular Software – MS Word, MS Publisher, Adobe Page Maker, Serif Page Plus
- Email – (formatted or text )
- Standard Email (SPAM filters may limit # of recipients)
- Listserv, Yahoo Group
- Very inexpensive, fast delivery
- Not every uses email (shocking today isn't).
- Everyone's email system acts differently
- Web Based - Incorporated with a web site

## Newsletters

### Things to Consider

- Software Dependencies (if using software)
- Does the Team have the same software? Is this necessary?
- Assign helpful parent(s) – youth? Why not?
- Unit Leaders have enough to do
- Have deadlines (and back date deadlines)
- Can be time consuming, takes commitment / dedication
- Eventually any communication tool becomes a dependency.
- Be sure to add follow up articles**
- Great way to add additional PR for a successful event
- Entices absentees to make the next great planned event.
- Add pictures! Add graphics!
- If you can publish color newsletter – a small amount of dazzle makes a big difference.
- Always have contact information, upcoming dates/deadlines

## Web Sites

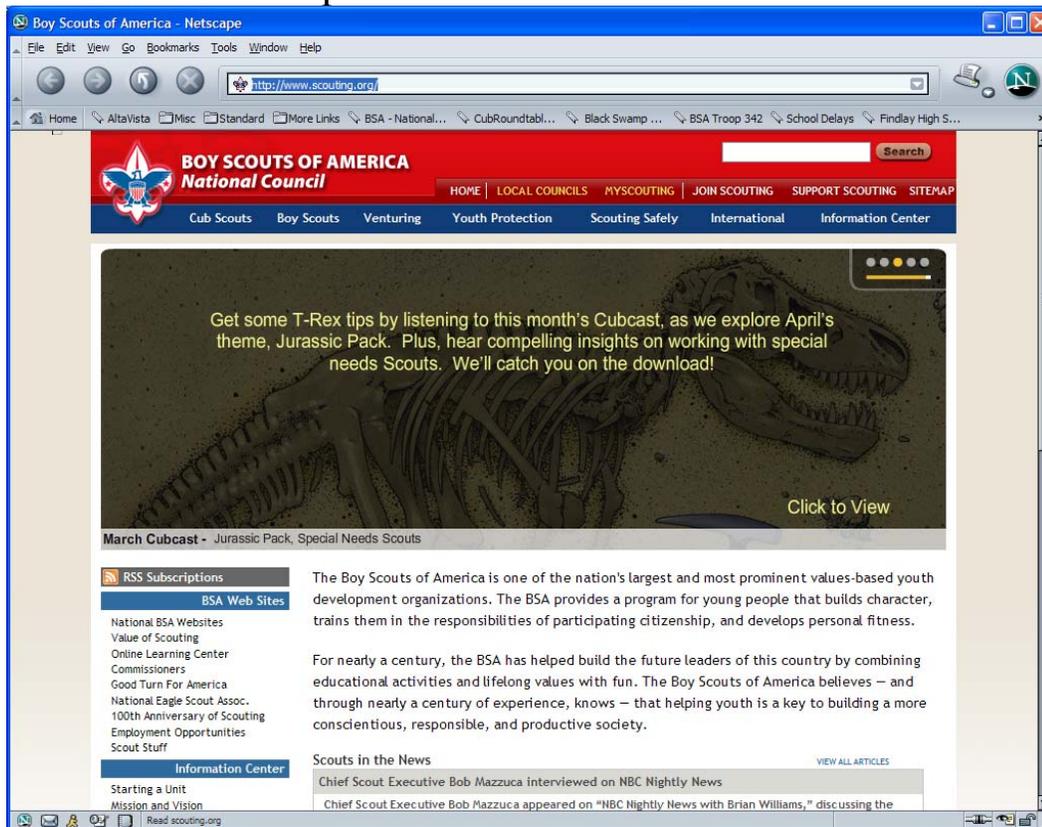
### CONSIDERATIONS

#### First Things First - Planning

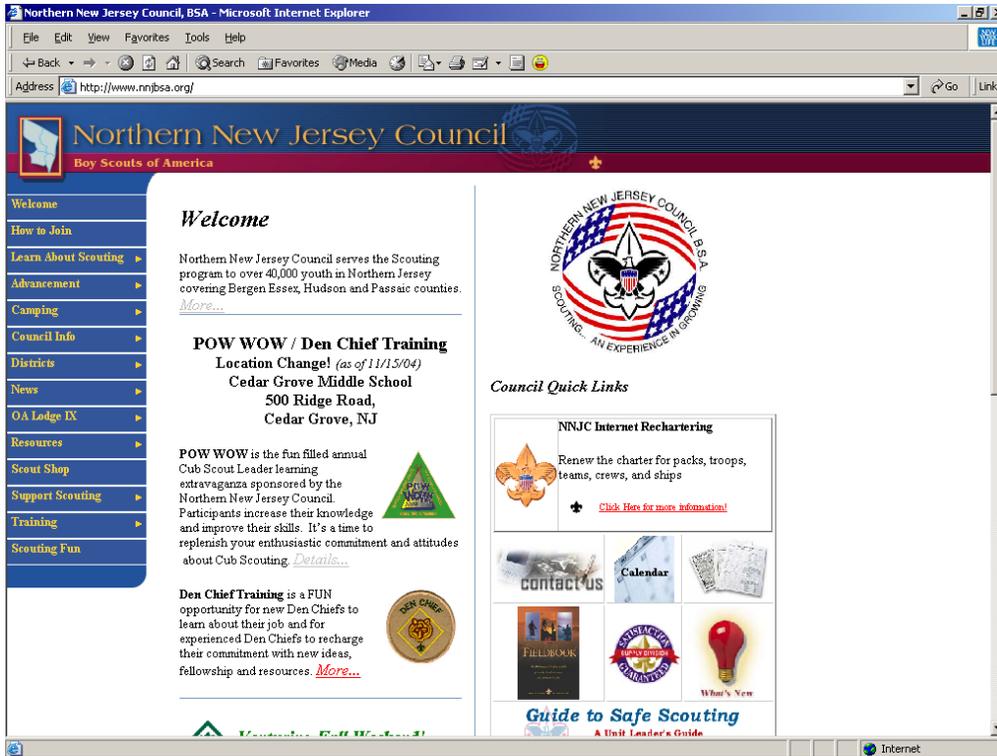
1. Decide what kinds of information you want to publish  
News, Events, Contact Info, Pictures, Downloadable Files
2. Who will develop content and who will do the web publishing?
3. Where will you host your website / Domain address

1. Free Hosting Sites – Yahoo, Angelfire, Freeservers, ISPs.
  1. Beware of banner ads, advertising, limited control
  2. Average web site with domain name costs less than \$100 a year
1. Software Independent Hosts – Doubleknot, PacksOnline
4. How will you let your target audience know about your web page
  1. Easy web site address is easy to remember
  2. Search Engines, Advertising
5. When will you update your content

## Web Sites – Examples



<http://www.scouting.org/>



[http://www.nnjbsa.org/openrosters/view\\_homepage.asp?orgkey=945](http://www.nnjbsa.org/openrosters/view_homepage.asp?orgkey=945)



<http://www.bsac449-bsa.org/>



<http://www.cubroundtable.com/>

## Things to consider with Web Sites:

**Look at How Others Do It:** It's a good idea to look at other pages and view the HTML source to find out how a certain effect can be achieved.

**Backgrounds:** Keep your background light and simple

**Keep It Simple:** Don't overdo the bells and whistles

**Graphics:** Use graphics to enhance your pages and help tell your story, but remember that the larger the graphic the slower your page will be to load.

## Attracting and Keeping Visitors

- Register your website with popular search engines
- E-mail an announcement about your website
- E-mail local Scouters about the opening of your website
- Notify other Scouters that maintain link sites or indices to Scouting websites
- Notify public service websites for your community and ask for a link
- Put an announcement in your local Scouting newsletter
- Use word-of-mouth locally too
- Update your content regularly, stale content will suggest to a visitor that one visit is enough

## Personal Consent and Privacy

- \* Avoid pictures of Scouts that identify the Scout by first and last name
- \* Contact information should lead to an adult, avoid e-mail links to a youth member
- \* Do not include personal information about anyone without the individual's permission (parents permission for a youth member)

## Useful Web Sites

Boy Scout of America – <http://www.scouting.org>

Black Swamp Area Council - <http://www.bsac449-bsa.org>

U.S. Children's Online Privacy Protection Act  
<http://www.ftc.gov/bcp/online/edcams/kidzprivacy/>

Web Hosts – No Software Dependency

Doubleknot – <http://www.doubleknot.com>

PacksOnline – <http://www.packsonline.com>

Yahoo Groups – <http://www.yahogroups.com>

[WordPress blog-type site](#)

Scoutlander.com

Clubspaces

Verizon's site designer, since it's free with my DSL.

Decision Design! They offer FREE web space for Scout units. The site does give you a template to work within

USSCOOTS.ORG

SCOUTER.COM

MACSCOUTER.COM

CUBROUNDTABLE.COM

## Advice from other Packs looking at websites on Cub-L:

Make sure you (or whoever is in charge of your website) reads up on the guidelines from National at:  
<http://www.scouting.org/Webmasters.aspx>

It also wouldn't hurt to read up on National's privacy policy:  
<http://www.scouting.org/legal/privacy.aspx>

Many types of Council also have their own website policies. For example, here is the link for BSAC

One thing to be careful of that some Councils really watch for is if you have links to other web sites that have requirements information. Linking to sites such as [meritbadge.org](http://meritbadge.org), no matter how valuable, should be carefully considered to make sure you are not violating one of your local council's policies.

My personal advice is to try not to bite off more than you can chew at once.

By this I mean to develop your site in stages. Stage 1 should just be to establish a web presence and have basic information about your Pack such as your meeting location and chartered organization, contact info and a basic schedule of upcoming events. This does not have to be your ultimate year round calendar but should have at least your next two Pack meetings and any other special events in the next two months.

Once you have this in place then start adding more a little at a time. You will also want to make sure you take regular backups of your site. This can be simply done by copying the contents to your local computer and periodically burning the files to a CD. Don't count on your hosting company to do backups for you even if they say that they do.

If you are getting a custom domain name (ie. [www.pack12345.org](http://www.pack12345.org) Not a real site) then you will absolutely want to register the name yourself instead of having your hosting provider register it for you. Some less scrupulous hosting companies will hold your web site hostage by not releasing your domain name if you want to move to a new provider.

Make sure that you develop and test you web site with multiple web browsers and multiple operating systems. For example you should test your site to make sure it displays properly with Microsoft Internet Explorer, Mozilla Firefox, Opera and Safari. You should ask both Windows and Macintosh users to test your site and if you happen to know someone who uses Linux then have them test also.

Along these same lines, test your web site at different screen sizes and resolutions. Web developers often create web sites on their own computers with very large, high resolution monitors. You should have them test how the site looks on a junky only 15 inch CRT as well.

If you plan on posting copies of official forms consider linking to the actual form on National's web site instead of having a copy on your own site. This will help ensure that you don't have old, out of date forms.

# Style Guide of Correct and Preferred Usage in National Capital Area Council Publications

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## Purpose

The principal purpose is to improve the quality of National Capital Area Council publications. This objective can be achieved by constant application of the technically correct and preferred usage provided in this guide.

## Applicability

All personnel, both staff and volunteer, are to use the guidance in this guide in writing and reviewing NCAC publications.

## Background

This guide does not contain all guidance needed for writing NCAC publications. Rather, it concentrates on recurring problems in usage found in NCAC writing and on questions asked by NCAC staff and volunteers.

## References

Writers should also consult *The Language of Scouting* (no.3000), Merriam-Webster's *Ninth New Collegiate* and unabridged dictionaries, and the *Chicago Manual of Style*.

## Policy

Guidelines in this style guide will receive preference. Preferences will then be given to guidelines in *The Language of Scouting*, Merriam-Webster's *Ninth New Collegiate* and unabridged dictionaries, and the *Chicago Manual of Style*, in that order.



## APPENDIX A

**General** - *The Scouter Digest* and many other National Capital Area Council (NCAC) publications are intended for a limited and/or targeted audience, many of whom are new to Scouting's idioms and procedures. These publications must be fully understandable to this audience. The policy for abbreviations and acronyms must be carefully implemented.

**Word Watch** - New terms and phrases are constantly appearing in public and Scouting literature. Watch for updated and new terminology to use in publications. Examples include the use of Tiger Cub dens to replace Tiger Cub groups and Chartered Organization Representative to replace Scouting coordinator.

**Misused Terms** - Most misused terms are the result of a desire to be brief. This leads to misunderstandings and confusion. An example is the use of Scoutmaster Fundamentals rather than Scoutmastership Fundamentals. Many people are led to believe this training course is only for Scoutmasters.

**Idioms** - These expressions which are unique to Scouting can hinder communication. Be careful in the use of idioms. Explanations of idioms should be provided when they are first used. Examples include camporee, roundtable, Scout bucks, FOS, and rechartering your unit.

**Troublesome Words & Phrases** - Overly used words can imply a lack of education or concern. Examples: *That* is a word *that* is used so many times *that* it may even stop the reader from reading *that* which we mailed to them. (word overuse) The *Cub Scout Training* and *Scoutmaster Fundamentals Training* was hosted by *National Cap.* (improper nomenclatures)

- Correct spelling and nomenclature is a must for quality publications. The correct spelling, preferred usage and nomenclature of troublesome words & phrases include:

<u>Cub Scout Leader Roundtable</u>	Cub Scout <u>Leader Basic Training</u> (CSLBT)
<u>Boy Scout Leader Roundtable</u>	NCAC (not NCAC council)
<u>Council</u> (when NCAC is implied)	The <u>Memorial/Tribute</u> Fund
Goshen Scout <u>Camps</u>	<u>Advisor</u> (for Exploring and all committees)
<u>Claude</u> Moore Farm	<u>Adviser</u> (for Order of the Arrow adviser only)
<u>Wood</u> Badge	Webelos <u>Leader Outdoor Training</u> (WLOT)
Ron L. <u>Carroll</u>	<u>Quality District Award</u>
<u>Northeast</u> <u>Region</u>	<u>National Council</u>
<u>Silver</u> <u>Beaver</u> <u>Award</u>	<u>District Award of Merit</u>
...is an <u>Eagle</u> <u>Scout</u> . (regardless of age)	
<u>Scoutmastership</u> Fundamentals (SMF)	
Lenhok'sin <u>High Adventure</u> (not Lenhok'sin <i>Trail</i> )	
<u>The Church of Jesus Christ of Latter-day Saints</u> (LDS)	
vice_chairman; vice_president (capitalized if with a name; Vice Chairman Jim	

Smith)

All multiple-session training events should follow this example: Scoutmastership Fundamentals (SMF)-Session 1 of 3; SMF-Session 2 of 3; SMF-Session 3 of 3.

Note: Underlines indicate the troublesome areas of each word or phrase.

## APPENDIX B

**Material Submissions to *The Scouter Digest*** - Use of the following will help insure proper communications and a quality Council publication.

- ◆ Submit all articles on a diskette(s) along with a printed copy of the full text no later than the issue's due date.
- ◆ IBM formatted and *virus-free* diskettes are to be used. District diskettes will be made available free-of-charge by contacting the finance department at 301-214-9114.
- ◆ Please use 10 point Times New Roman font for all articles with 12 point Times New Roman for all headings and titles.
- ◆ Do not use **Bold**, *Italic* or **Reversed** fonts—they will be deleted in the styling process.
- ◆ Do not use ALL CAPS for headers, titles or to make a statement such as DON" T MISS THIS—they will be deleted in the styling process.
- ◆ Do not use Underlines—they will be deleted in the styling process.

### Improper District News Submission

## Best District News

*submitted by John Doe*

**January 1, 2000**

(please see photos included with this diskette)



### CUB EARNS EAGLE SCOUT

For the first time in the history of the movement, a Cub Scout has earned the rank of EAGLE SCOUT.

FORM SAMPLE 

Please, take time right now to let us know how you feel about these upcoming district events.

Pinewood Derby	<input type="checkbox"/> Good	<input type="checkbox"/> Great	<input type="checkbox"/> OK
Camporee	<input type="checkbox"/> Good	<input type="checkbox"/> Great	<input type="checkbox"/> OK

New River District Calendar

MARCH 2000	APRIL 2000	MAY 2000
12 Roundtables	5 Committee Meeting	3 SMF #1
14,15,16 Camporee	12th District Banquet (TBA)	17-18 SMF #2

#### Notes:

First article is incorrect, false, all caps heading, and broken into 3 parts—please proof and verify all articles, names and phone numbers before submitting your diskette and let all sentences "wrap around" on their own. Bold, italic and underlining is used. Columns and graphics (☐) are used in the "form" and calendar sections. Various fonts, font sizes, and graphics are used. Center justification is used once. TBA (to be announced) is used. No locations or times are listed. If locations, times, and costs are not known, please work with your committees to get this important information—your readers want to know!

- ♦ All photos and/or graphics must be turned in with the article on its due date.
- ♦ The IBM diskette should contain the following file types:
  - ♦ Microsoft WORD files up to version 6.0/7.0 (Windows) This is the preferred type.
  - ♦ Wordperfect files up to version 6.0/6.1 (Windows) or 6.0 (DOS)
  - ♦ PageMaker text files, up to version 6.0.

If these programs are not available to you, save your file as a .RTF (rich text format) file from *within your word processor*. Please indicate on your diskette which file type you have used and the name of the file(s).

- ♦ All documents should contain no formatted items such as tables, columns and special tab settings. Use two spaces between sentences, one space after commas.
- ♦ Only district dates are to be listed in district calendars. Council events and holidays will be listed once in the Council calendar section.
- ♦ All diskettes and photos will be returned.
- ♦ Use the term National Capital Area Council or the possessive "our Council" when referring to or writing about our Council.

### Proper District News Submission

Best District News, submitted by John Doe, January 1, 2000  
 Editor-please see photos included with this diskette

#### 20-year-old Earns Eagle Scout Award

For the first time in the history of the Best District, a 20-year-old Boy Scout has earned the rank of Eagle Scout. Jim Doe is a hard working Scout with disabilities registered to Troop 1 of the Fair City School. By applying before his...

#### Form Sample

Please take time right now to let us know how you feel about these upcoming district events.

Pinewood Derby	Good	Great	OK
Camporee	Good	Great	OK

#### March

12	Cub Scout & Boy Scout Leader Roundtables–St.Mark's Church, 11 Rose Ave, Fairfax –7:30 pm
14-16	Frontiersman Camporee–Claude Moore Outdoor Education Center

#### April

5	District Committee Mtg–First Union Bank Board Room, 101 West Ave, Winchester –7:30 pm
12	District Banquet–Washington Convention Center, 145 Main Street, Washington, DC–6:00 pm–\$25 per person

#### May

3	Scoutmastership Fundamentals (SMF)-Session 1 of 3
17-18	SMF-Session 2 of 3

#### Notes:

Times New Roman 10 point font is used for text and 12 point is used for headings. No bold, italic or underlining is used. All headings and text are left justified with no indents and tabs, not single spacing, is used to line up items in the "form" and calendar sections. In the calendar section, the first tab is used for the date and the second tab is used for the event listing. Times, locations and costs are listed with each calendar date. Special notes to the editor may be written on the hard copy submitted with the diskette. All multi-session events should be listed as illustrated with the May SMF course. Always spell out acronyms and abbreviations on their first occurrence within an article.

- ◆ Please follow the examples below when entering your articles and calendar dates.

## APPENDIX C

**Acronyms and Abbreviations** - Abbreviations and acronyms are acceptable only after being spelled out after their first occurrence within an article. [National Capital Area Council (NCAC), Friends of Scouting (FOS)] Constraint must be used if acronyms and abbreviations are to be placed in titles or on flyers. Consider receiving this flyer as a new Scouter: **JOTA '98** - A must for EPAs, PLCs and JASMs - Sponsored by NESAs, NPCS and EPAC - Call your UC or the DFS at NCAC for info.

## APPENDIX D

**Capitalizations** - These rules are general. When in doubt, don't capitalize.

- ◆ Activities - Capitalize pow wow, camporee, jamboree, derby or show only if it is a specific event. [1997 National Scout Jamboree; 1999 Council Pow Wow]
- ◆ Groups - Capitalize packs, den, troop, patrol, team, post, ship, district, council, region, or area only if the reference is specific. [Pack 123; Patuxent District] In addition, capitalize Council when NCAC is implied.

**Titles and Headings** - Always capitalize Tiger Cub, Cub Scout, Boy Scout, Varsity Scout, Explorer, Cubmaster, Scoutmaster, Coach (Varsity Scout Coach only), Advisor (Explorer Advisor only), Skipper, and Scouter. Capitalize other titles when they precede the name. [District Executive Tutt and Vice Chairman Johnson are working with other district executives and vice chairmen.]

**Italics** - Italics are used when referring to the titles of books, magazines, newspapers, ships and aircraft. Done with restraint, italics may also be used to emphasize a word or phrase. Any NCAC Texas Instruments computer publications should use underlines since *italic* fonts are not available on the system. The TI system is being replaced by PCs using Microsoft's Office Pro software—WORD, Excel, Access and PowerPoint.

## APPENDIX E

**Punctuation and Numbers** - Refer to *The Language of Scouting* (no.3000).

## APPENDIX F

**Brevity** - Articles should always be written with the most important information at the beginning of the article. If required, any of *The Scouter Digest* articles will be shortened by cutting the last paragraphs of an article first.



Any input for future revisions of this publication should be addressed to NCAC-BSA, 9190 Wisconsin Avenue,  
Bethesda, MD 20814-3897 Attn:Marketing Director

# The Language of Scouting and BSA Style Manual

## TO NAVIGATE USE YOUR ACROBAT "BOOKMARKS" FEATURE

This document is an alphabetical listing of terms and style associated specifically with Scouting (the “Language of Scouting”) and grammar, spelling, and style norms used by the Electronic Publishing Division at the national office of the Boy Scouts of America.

Scouting terms are based in part on the *Charter and Bylaws* and *Rules and Regulations of the Boy Scouts of America*. Grammar, spelling, and style decisions are based on the following references: *Merriam Webster’s Collegiate Dictionary* (10th edition), *The Associated Press Stylebook and Libel Manual*, and *The Chicago Manual of Style* (14th edition). Readers are encouraged to turn to these references (in the given order) for further guidance. Note that if an entry is capitalized, it should be capitalized whenever it is used.

Two special sections are included at the end of the alphabetical listing: A list of National Council and local council professional (and some paraprofessional) positions (provided by the Personnel Group at the national office) and a list of abbreviations and acronyms, including those commonly used in Scouting and for states in the United States.

If you have questions about usage or grammar, feel free to call the EPD Grammar Hot Line at 972-580-2262, -2334, or -2222.

### A

**abbreviations and acronyms.** In general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not recognize quickly. See the list of common BSA abbreviations following this alphabetical list.

**Able.** Next-to-the-highest rank in Sea Scouting, awarded to registered Sea Scouts who have met the requirements. Combinations: “Able Award,” “Able rank,” “Able requirements,” “Able Sea Scout.”

**academic degrees.** Avoid abbreviations when possible, referring to a “doctorate,” “bachelor’s degree,” or “master’s degree,” as appropriate. (Note the use of the apostrophe with bachelor’s and master’s degrees.) If abbreviations are used, use only after a full name (never after just a last name) and use periods: Ph.D., B.A., M.A., LL.D.

**Academics program, Academics pin, Academics belt loop.** See “Cub Scout Sports and Academics program.”

**achievement.** The name given to a major requirement in Cub Scouting. There are achievements for both the Wolf and Bear ranks. Capitalize only when writing about a specific

achievement: “Feats of Skill, Wolf Achievement 1”; “Bear achievement.”

**activity badge.** One of 20 specialized recognitions earned by Webelos Scouts. Capitalize the name of the badge only. Example: “Earn the Aquanaut and Sportsman activity badges.”

**activity badge counselor.** An adult, noncommissioned volunteer who counsels a Webelos Scout on one or more of the activity badges.

**activity chair.** A Venturer appointed by the crew Advisor and president to chair a crew activity or project.

**A.D.** Use small capitals. The abbreviated A.D. for *anno Domini* (in the year of the Lord) goes *before* the figure for the year: A.D. 96.

**Ad Altare Dei emblem.** A religious emblem that can be earned by seventh- and eighth-grade Scouts of the Roman Catholic faith. The Latin means “Unto the Altar of God.”

**addresses.** Use the abbreviations “Ave.,” “Blvd.,” and “St.” only with a numbered address: “1600 Pennsylvania Ave.” Spell them out and capitalize when part of a formal street name without a number: “He lived on Pennsylvania Avenue.” All similar

words (alley, drive, lane, road, terrace, etc.) are always spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names: “They lived on Penny Lane.” “He lived near the intersection of Scripture and Panhandle streets.”

**Adirondack Adventure Area.** An association of 14 BSA councils has developed and operates this unique high-adventure program in the more than 6-million-acre Adirondack State Park in New York. Mailing address: Adirondack Adventure Area; Northeast Region, BSA; P.O. Box 350; Dayton, NJ 08810.

**Adult Mentor program.** Adult mentors work with young people enrolled in the God and Country program. An adult who completes the mentor studies receives a certificate and lapel pin to wear on nonuniform clothing. Also see “God and Service Award.”

**adult partner.** The adult member of a Tiger Cub team.

**Advanced Seamanship.** This Sea Scouting course is designed for those who have completed the Safe Boating course. Those who complete it earn the Qualified Seaman bar.

**advanced training.** In-depth training for experienced adult leaders, such as Wood Badge.

**advancement.** The process by which a member meets certain requirements and earns recognition.

**adviser.** Use this spelling when describing a counselor other than a Venturing or Explorer Advisor. Example: “Order of the Arrow lodge adviser.”

**Advisor.** (1) The top adult volunteer appointed by the participating organization to lead an Explorer post. (2) The top adult leader of a Venturing crew who is responsible for program, coordination, and the training of the elected youth officers of the crew or ship. The Advisor or Skipper is appointed by the crew or ship committee, approved by the chartered organization, and commissioned, upon approval of the registration, by the Boy Scouts of America. Advisors must be 21 years of age, be citizens or legal residents of the United States, accept the BSA Declaration of Religious Principle (see “Religious Principle, Declaration of”), and be of high moral character. All adult positions in Venturing and Exploring are open to men and women.

**Advisory Council.** The Advisory Council to the National Executive Board is composed of nonvoting members of the National Council who, because of experience, have a particular expertise that would benefit the national movement. They are elected to National Advisory Council membership by a two-thirds vote of the Executive Board members present at any meeting.

**AFL-CIO Wood Badge Scholarship program.** A program that assists selected union members in acquiring skills that will equip them to serve the youth of their communities better. Twelve scholarships, three for each of the four BSA regions, are awarded annually.

**African American.** Preferred to “black,” although black is not incorrect and may be used interchangeably with African American. Do not use a hyphen, even when used in adjectival forms: “the African American community.”

**African Methodist Episcopal (AME) Church.** See “Methodist churches.”

**ages.** Always use figures; note the use of hyphens: a 6-year-old girl; she is 6 years old; he is a 3-year-old. When the context does not require “years” or “years old,” the figure is presumed to be years.

**Akela.** (Pronounced *Ah-KAY-la*.) A title of respect used in Cub Scouting—any good leader is Akela. Akela is also the leader and guide for Cub Scouts on the Wolf trail. The name comes from Rudyard Kipling’s *Jungle Book*. See “Law of the Pack.”

**Allep emblem.** A religious emblem that can be earned by Cub Scouts and Webelos Scouts of the Jewish faith.

**Allaho Akber emblem.** A religious emblem presented to adults by the Islamic Council on Scouting.

**alliance.** See “Scout Executives’ Alliance.”

**Alpha Omega emblem.** A religious emblem that can be earned by Boy Scouts, Varsity Scouts, and Venturers of the Eastern Orthodox Church.

**Alpha Phi Omega.** A coeducational service fraternity organized in many of the colleges and universities of America. It was founded on the principles of the BSA and Scout Oath and Law.

**alumni family members.** Individuals, previously registered with the Boy Scouts of America, who wish

to continue to identify with the BSA's ideals, values, and program.

**Alumni Family News.** A national publication sent to alumni members several times per year. It provides both nostalgic and current information.

**A.M., P.M.** Use small caps, with periods. Also see "time."

**American Humanics Inc.** A nonprofit organization that provides curricula and support to selected universities and colleges for the development and certification of potential professionals for nonprofit, human service organizations.

**American Indian.** This term is preferred to "Native American" when referring to indigenous people of the continental United States. "Native American" more generally applies to also include native peoples of the Hawaiian Islands, Alaska, Puerto Rico, and Guam. When possible, be precise and use the name of a specific tribe.

**American Veterinary Medical Association**

**Explorer Award.** A cash award and plaque are presented by the AVMA to individual Explorers making a significant contribution to the veterinary medicine field.

**Ancient One, The.** A national recognition for distinguished service by adults of the Meher Baba faith in the Scouting program.

**Anniversary Week.** See "Scouting Anniversary Week."

**annual.** An event cannot be described as "annual" until it has been held in at least two successive years. Do not use the term "first annual." Instead, note that sponsors plan to hold an event annually.

**Annual Giving Campaign (AGC).** An opportunity for National Council employees and selected national-level prospects to provide financial support for national operations. Also see "Friends of Scouting."

**annual meeting.** These meetings are held to elect officers, hear reports of the year's activities, and study plans for the coming year. Capitalize only when naming a specific meeting. Example: "Fairfield Council Annual Meeting." See also "National Annual Meeting."

**apostrophe.** See "possessives" and the entry under "punctuation."

**Apprentice.** The entrance rank in Sea Scouting. Combinations: "Apprentice Award," "Apprentice Sea Scout," "Apprentice rank," "Apprentice requirements."

**Aquatics Instructor, BSA.** See "BSA Aquatics Instructor."

**Ararat emblem.** A religious emblem that can be earned by Boy Scouts, Varsity Scouts, and Venturers of the Diocese of the Armenian Church of America (Eastern Diocese). It depicts Mount Ararat.

**area.** An administrative section of a BSA region containing a number of councils. Regions have from five to eight areas. Combinations: "Area 2," "areawide."

**area codes.** The preferred style is to use a hyphen with the area code rather than parentheses: 972-580-2000.

**area president.** The ranking elected volunteer officer in an area (noncommissioned) who heads the area committee and serves as a member of the regional cabinet.

**areas of program emphasis, Exploring.**

Exploring's five areas of program emphasis are career opportunities, life skills, service learning, character education, and leadership experience.

**arena Scouting show.** A series of exciting and dramatic displays of Cub Scout, Boy Scout, Varsity Scout, and Venturing skills and talents put on by the members themselves for a seated audience. See also "booth Scouting show."

**Armenian Church of America.** The term encompasses two independent dioceses (Eastern and Western) that cooperate in some activities. The Eastern Diocese of the Armenian Church of America awards the Saint Gregory emblem for Cub Scouts and Webelos Scouts and the Ararat emblem for Boy Scouts, Varsity Scouts, and Venturers. The Western Prelacy of the Armenian Apostolic Church of America awards the Saint Mesrob emblem for Boy Scouts, Varsity Scouts, and Venturers.

**Armenian Committee on Scouting.** This advisory committee promotes and guides cooperative efforts between the Armenian Church of America and the Boy Scouts of America.

**Arrow of Light Award.** The highest rank in Cub Scouting and the only Cub Scout badge that may be

worn on the Boy Scout uniform. A boy who has earned the Arrow of Light Award is eligible to become a Boy Scout.

**Arrow Point.** An award for earning 10 elective credits as a Wolf or Bear Cub Scout: The first 10 electives earned in either rank are represented by a Gold Arrow Point; subsequent groups of 10 earn Silver Arrow Points.

**Arrowhead Honor.** A recognition given to commissioners who have completed specific training projects. Combinations: “Arrowhead Honor Award,” “Arrowhead Honor projects.”

**Arrowman.** A youth or adult member of the Order of the Arrow.

**Asian American.** Do not use a hyphen.

**assistant Cubmaster.** A commissioned volunteer Scouter, 18 or older, appointed by the chartered organization to help the Cubmaster.

**assistant den leader.** A commissioned volunteer Scouter, 18 or older, appointed by the chartered organization to help the Cub Scout den leader.

**assistant denner.** A Cub Scout or Webelos Scout elected by his peers to help the denner.

**assistant patrol leader.** A Boy Scout who is appointed by the patrol leader to help him and to take his place in his absence.

**assistant Scoutmaster.** A commissioned volunteer Scouter, 18 or older, appointed by the chartered organization to help the Scoutmaster by working with a new-Scout patrol, Varsity Scout team, or Venture patrol.

**assistant senior patrol leader.** A troop youth leader, usually in larger troops, who helps the senior patrol leader. Appointed by the senior patrol leader with the Scoutmaster’s advice and consent.

**assistant Webelos den leader.** A commissioned leader in a pack, at least 18 years of age, who is appointed by the chartered organization to help the Webelos den leader.

**associate Advisor, Exploring.** An adult volunteer, 21 or older, appointed by the participating organization to help the Explorer post Advisor.

**associate Advisor, Venturing.** Each Venturing crew or Sea Scout ship should have one or more adults, 21

years of age or older, who perform such duties as may be assigned by the Advisor. Associate Advisors must meet the same requirements for commissioning as Advisors and are recommended for commissions by the Advisor and crew committee, subject to their chartered organization and BSA local council approval. Associate Advisors often are assigned administrative and program functions. An associate Advisor in a Sea Scout ship is called a “mate.”

**Association of African Methodist Episcopal Scouters.** This advisory committee promotes and guides cooperative efforts between the African Methodist Episcopal Church and the Boy Scouts of America.

**Association of Baptists for Scouting.** This advisory committee promotes and guides cooperative efforts between Baptist churches and the Boy Scouts of America.

**Association of Unity Churches.** Awards the God in Me emblem for Webelos Scouts, the Light of God Award for Boy Scouts and Varsity Scouts, and the Distinguished Youth Service Award for adults.

**astronaut.** It is not a formal title. Do not capitalize when used before a name: “astronaut Jim Lovell.”

**at-risk.** An ill-defined term that should be avoided.

**award.** Capitalize only when referring to the name of a specific award: “the Arrow of Light Award.”

**awards and decorations.** Capitalize them: “Honor Medal,” “Heroism Award,” “Medal of Merit,” etc. However, do not capitalize “emblem” (see “emblem”). See individuals names of medals, honors, and emblems.

**awards of merit.** See “District Award of Merit” and “National President’s Scoutmaster Award of Merit.”

## B

**Baden-Powell, Robert Stephenson Smyth.** Founder of the worldwide Scouting movement. Born in London, February 22, 1857. Created a baron in 1929. He is referred to as Lord Baden-Powell of Gilwell, Chief Scout of the World. Died January 8, 1941. Abbreviate to B-P (without periods).

**Baden-Powell Patrol Award.** An embroidered star worn beneath the patrol medallion distinguishes a member of a patrol that has won this award by meeting requirements in patrol spirit; patrol

meetings; hikes, outdoor activities, and other events; Good Turns or service projects; advancement; membership; uniform; and patrol leaders' council attendance.

**Baden-Powell World Fellowship.** This program of the World Scout Foundation recognizes individuals for their financial support of world Scouting. See "World Scout Foundation."

**badge.** Usually lowercase when referred to badges that Scouts can earn: "Webelos activity badge," "Wolf badge," "Boy Scout badge," "merit badge"; however, "Wood Badge."

**Baha'i, Baha'is, Bahaism.** This faith began in Persia in the 1840s; the principle prophet is Bahá'u'lláh. This religious group awards the Unity of Mankind emblem for Cub Scouts through Venturers.

**Baha'i Committee on Scouting.** This advisory committee promotes and guides cooperative efforts between the Baha'i faith and the Boy Scouts of America.

**Baloo.** (Pronounced *Bah-LOO*.) The friendly bear in Kipling's *Jungle Book* taught Mowgli the ways of the jungle. Parents and adult guides act as Baloo for Cub Scouts on the Bear trail in the same way they took the part of Akela for Cub Scouts on the Wolf trail.

**Band-Aid.** A trademark for a type of adhesive bandage. Use the generic term "adhesive bandage." See "trademarks."

**Baptist churches.** Do not apply the term "church" to any Baptist unit except the local church. There are more than 20 Baptist bodies in the United States, the largest being the Southern Baptist Convention. Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Boy and Varsity Scouts; and the Good Shepherd for adults.

**basic training.** This training equips adult volunteer leaders and members of the commissioner staff to carry out their responsibilities. See "Cub Scout Leader Basic Training," "Explorer Leader Basic Training," "Scoutmastership Fundamentals," and "Varsity Scout Leader Fundamentals."

**B.C.** Use small capitals. The abbreviated B.C. for "before Christ" is placed *after* the figure for the year: 100 B.C.

**Be Prepared.** The Scout motto. The initials of the motto are the initials of Baden-Powell, the founder of Scouting.

**Bear.** The rank designed for a Cub Scout in the third grade (or 9 years old). Combinations: "Bear achievements," "Bear badge," "Bear Cub Scout," "Bear electives," "Bear trail."

**Benchmark.** One of several critical planning issues defined by the National Council for local council long-range strategic plans. Note the capitalization. The 19 Benchmarks are found in the publication *Local Council Strategic Planning—Benchmarks for Success*. Also see "critical issues," "Strategic Plan, National."

**biannual, biennial.** "Biannual" means twice a year and is a synonym for the word semiannual. "Biennial" means every two years.

**big idea.** Tiger Cub activities are grouped into themes, called "big ideas," in the *Tiger Cubs BSA Family Activity Book*. Capitalize when referring to a specific big idea: "Big Idea 17."

**Bill of Rights.** The first 10 amendments to the Constitution.

**bimonthly.** Means every other month. "Semimonthly" means twice a month.

**Bishop Thaddeus F. Zielinski.** A religious recognition for adults given by the Polish National Catholic Church.

**Bismillah emblem.** A spiritual growth and development emblem that can be earned by Islamic Cub Scouts and Webelos Scouts.

**biweekly.** Means every other week. "Semiweekly" means twice a week.

**blue and gold banquet.** A birthday dinner for Scouting held by Cub Scout packs in February to celebrate the founding of the Boy Scouts of America in 1910 and of Cub Scouting in 1930. May be called "blue and gold dinner." Capitalize only when part of a full title: "Pack 214 Blue and Gold Banquet."

**board.** This may refer to an executive board and is written without capitalization in general reference. It may refer to a board of review only on second reference.

**board of regents.** Recipients of the Distinguished Eagle Scout Award are invited to join the Board of

Regents of the National Eagle Scout Association. The chairman of the NESAs Board of Regents is elected by those who have accepted membership. Capitalize only when reference is clearly to the NESAs Board of Regents.

**board of review.** A review held to determine if a Boy Scout has satisfactorily completed rank requirements. A review may be held also for Boy Scouts who are not advancing, for encouragement. For the first five ranks the board of review is conducted by the troop committee. For the Eagle Scout rank, the council decides whether the unit committee or the district or council committee responsible for advancement conducts the board of review. At least one district or council advancement representative shall be a member of the unit board of review.

**Boardsailing BSA.** This award was developed to introduce Scouts to basic boardsailing skills, equipment, and safety precautions; to encourage the development of skills that promote fitness and safe aquatic recreation; and to lay a skill and knowledge foundation for those who will later participate in more advanced and demanding activities on the water.

**boats.** See “ships and spacecraft.”

**boatswain.** The elected youth leader of a Sea Scout ship. The office is comparable to president of a Venturing crew.

**boatswain’s mate.** The Sea Scouting equivalent of vice president in a Venturing crew. See “mate.”

**Bobcat.** The first rank in Cub Scouting.

**BOLO.** A newsletter published daily for participants of the National Law Enforcement Explorer Conference. The title stands for Be On the Look-Out.

**book titles.** See “composition titles.”

**booth Scouting show.** Booth displays by Cub Scouts, Boy Scouts, Varsity Scouts, and Venturers are put on simultaneously while the audience walks around to observe them. This indoor or outdoor event may include stage shows for individual unit demonstrations. See also “arena Scouting show.”

**Boy Scout.** A registered youth member of a Boy Scout troop or one registered as a Lone Boy Scout. On second reference or in informal usage, “Scout” is synonymous with “Boy Scout.” The Boy Scout badge signifies fulfillment of the joining

requirements; it does not represent a rank. See “Boy Scouting.”

**Boy Scout Division.** The arm of the National Council Program Group that develops and administers Boy Scouting and Varsity Scouting. See “division.”

**Boy Scout Leader Wood Badge.** See “Wood Badge.”

**Boy Scout Leader’s Training Award.** A training recognition for adults in Boy Scouting. See “Scoutmaster’s Key.”

**Boy Scout Relations Committee of the General Church of the New Jerusalem.** This advisory committee promotes and guides cooperative efforts between the General Church of the New Jerusalem and the Boy Scouts of America.

**Boy Scouting.** That part of the program of the Boy Scouts of America for boys and young men not yet 18 years old, and who are at least 11 or have completed the fifth grade, or who have earned the Arrow of Light Award in Cub Scouting. Boy Scouts advance through Tenderfoot, Second Class, First Class, Star, and Life ranks to Eagle Scout. The emphasis is on outdoor activity, learning skills, developing leadership ability, and service. The unit is a Boy Scout troop. See “Scouting.”

**Boy Scouts of America.** The legal name of the organization is singular. Example: “In 2010 the Boy Scouts of America will celebrate its 100th anniversary.” The abbreviation is BSA (without periods) and is used with the article (“the BSA”) when used as a noun. See “National Council” and “national office.”

**boy-fact survey.** A survey used to find who potential youth members are and where they live.

**Boys’ Life.** The magazine for all boys published by the Boy Scouts of America. The title should be typeset in italics and underlined when typed. Note the placement of the apostrophe (*not* Boy’s).

**brand names.** When they are used, capitalize them. “Brand name” is a nonlegal term for “service mark” or “trademark.” Brand names normally should be used only if they are essential; otherwise use generic terms. See “trademarks.”

**bridge of honor.** An award presentation ceremony in Sea Scouting.

**Bronze Award.** Five Bronze awards are available to Venturers. Each Bronze Award relates to one of the five Venturing special-interest clusters: sports, arts and hobbies, youth ministries, outdoors, and Sea Scouting. Venturers may earn all five awards. Achievement of at least one Bronze Award is a requirement for the Gold Award.

**Bronze Palm.** See “Eagle Palms.”

**Bronze Pelican Award.** A diocesan religious recognition given to Catholic adults and those of other faiths for outstanding service to the spiritual development of Catholic youth in the BSA program. This is not a national recognition.

**Bronze Wolf Award.** The only award of the World Organization of the Scout Movement, this is presented by the World Scout Committee for outstanding service to Scouting.

**Brotherhood membership.** The second and final induction phase of membership in the Order of the Arrow. Capitalize Brotherhood only when referring to membership or to the ceremony. Do not capitalize when referring to friendship.

**BSA Aquatics Instructor.** A five-year certification awarded to an adult who satisfactorily completes the aquatics section at a BSA National Camping School.

**BSA Bike Safe.** A standard set of bicycling principles.

**BSA Family Award.** The BSA Family Award is earned by a Cub Scout and his family when they complete five of eight requirements that are outlined in the *BSA Family Book*.

**BSA family camping.** An outdoor camping experience, other than resident camping, that involves elements of Cub Scouting, Boy Scouting, or Venturing in overnight settings with two or more family members, including at least one BSA member of the family.

**BSA Family program.** The BSA Family program, as outlined in the *BSA Family Book*, helps strengthen families of Cub Scouts and encourages family involvement in Scouting. The program includes a weekly “family talk” that provides family members an opportunity to learn and practice relationship skills as well as suggested family activities that fulfill requirements for registered BSA families to earn the BSA Family Award.

**BSA Intranet.** A private and secure computer network designed to connect all local council and business units of the BSA using technology similar to that of the Internet. The BSA Intranet does not give access to Internet Web sites.

**BSA Lifeguard.** A three-year certification awarded to Boy Scouts, Venturers, and adults who meet prescribed requirements in aquatics skills, Safe Swim Defense, Safety Afloat, first aid, and emergency action. See “BSA Aquatics Instructor.”

**BSA Lifeguard Counselor.** The certification for adults who train BSA Aquatics Instructors.

**BSA local council.** Not “BSA council” or “local BSA council.”

**BSA Mission Statement.** *The mission of the Boy Scouts of America is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and Law.*

**BSA National Crime Prevention program.** The BSA National Crime Prevention program has four components: youth, family, community, and unit—each with its own role in the program and suggested activities. Developing crime prevention coalitions and initiatives with local United Ways, law enforcement, and other agencies is a key component of this BSA program.

**BSA Vision Statement:** *The Boy Scouts of America is the nation’s foremost youth program of character development and values-based leadership training.*

*In the future Scouting will continue to*

- Offer young people responsible fun and adventure
- Instill in young people lifetime values and develop in them ethical character as expressed in the Scout Oath and Law
- Train young people in citizenship, service, and leadership
- Serve America’s communities and families with its quality, values-based program

**Buddhist Churches of America.** The Buddhist Churches of America administers the religious emblems program for all Buddhist denominations in America. It is composed of temples of the Jodo Shinshu sect of Japanese Buddhism. Awards the Metta emblem for Cub Scouts and Webelos Scouts (*Metta* is a Buddhist term meaning “loving kindness and goodwill”) and the Sangha emblem for Boy Scouts, Varsity Scouts, and Venturers (*Sangha* means “Buddhist brotherhood”).

**Buddhist Committee on Scouting.** This advisory committee promotes and guides cooperative efforts between the Buddhist Churches of America and the Boy Scouts of America.

**buddy system.** One part of the Safe Swim Defense plan. Swimmers of like ability are paired, check in and out of the water together, and stay within 10 feet of each other during the swim. The buddy system is also used in other aquatics, hiking, and camping activities for safety reasons and in working with a merit badge counselor.

**budget plan.** A method used by a unit to develop thrift habits. A yearly budget is established and weekly dues are agreed upon.

**bugler.** An appointed youth position in a Sea Scout ship or a Boy Scout troop.

**Bylaws of the Boy Scouts of America.** The document that defines all legal aspects of the operation of the Boy Scouts of America corporation. Contained in the *Charter and Bylaws of the Boy Scouts of America*.

## C

**caliber.** The form: “.22-caliber rifle.” Also see “weapons.”

**calling-out ceremony.** The ceremony that begins the membership induction process for a newly elected Order of the Arrow candidate.

**camp director.** The Scouter in charge of the administration of a Boy Scout resident camp or a Cub Scout day camp or resident camp.

**camp ranger.** A ranger’s responsibilities may include keeping camp facilities functioning properly, performing camp improvements and maintenance, issuing supplies and equipment related to maintenance, directing the maintenance staff, and managing the off-season program. Usually the ranger reports to the camp director or business manager.

**Campaign for Local Council Endowment.** See “Nationally Coordinated Campaign for Local Council Endowment.”

**scoutcraft.** Skills for living in the outdoors: using shelter for protection, making ground beds, building fires for warmth and food preparation, knowing the

skills of field sanitation, and properly using woods tools. See “Scoutcraft” and “woodcraft.”

**camping.** Camping is the hallmark of Scouting; boys join Scouting to go camping. See “day camp,” “long-term camping,” “outdoor program,” “high adventure (local council),” “High Adventure Division,” and “resident camping.”

**camping director.** A professional Scouter who is responsible for development of the year-round camping program of the local council. This person supervises the long-term camping program and may or may not serve as the resident camp director.

**campmaster.** A volunteer Scouter trained to assist in short-term camping. Many councils organize a campmaster corps as a resource for their units. Also see “wagonmaster.”

**camporall.** A weekend council activity in which all districts of a council participate in a coordinated camporee-type program. Capitalize only when referring to a specific council’s camporall: “Circle Ten Council Camporall.”

**camporama.** An activity that combines the essential elements of a camporee or camporall and a booth Scouting show. Capitalize only when referring to a specific council’s camporama: “National Capital Area Council Camporama.”

**camporee.** Derived from two words: *camp* and *jamboree*. A camporee is a district or council troop activity that demonstrates the techniques of living in camp. Involves a one- or two-night camping experience and may include Scoutcraft competition. Capitalize only when referring to a specific district’s or troop’s event: “Hiawatha District Camporee.”

**campout.** One word.

**campsite.** A unit’s outdoor home for an overnight, resident, or long-term camp or for den activities at Cub Scout day camp. One word.

**Campways.** A nationwide system of stopover camps for traveling Boy Scout troops, Varsity Scout teams, and Venturing crews using official BSA tour permits.

**capitalization.** In general, avoid unnecessary capitalization. When in doubt, don’t capitalize.

Many words and phrases, including special cases, are listed separately in this guide. Entries that are capitalized without further comment should be capitalized in all uses. If there is no relevant listing in this guide for a particular word or phrase, consult

*Webster's Collegiate Dictionary* (10th edition). Use lowercase if the dictionary lists it as an acceptable form for the sense in which the word is being used.

As used in this book, "capitalize" means to use uppercase for the first letter of a word. If additional capital letters are needed, they are called for by an example or a phrase such as "use all caps."

Following are some Scouting specifics:

- **Activities.** Do not capitalize "pow wow," "camporee," "luncheon," "jamboree," or "show" unless the reference is to a specific event: Midland District Pow Wow, South Central Camporee, the 1997 National Scout Jamboree, Pioneer Day Scouting Show.
- **Groups.** Do not capitalize "pack," "den," "troop," "patrol," "team," "post," "ship," "crew," "district," "council," "region," or "area" unless the reference is specific: Pack 10, Den 5, Troop 6, Fox Patrol, Post 15, Ship 2, Central District, Circle Ten Council, Western Region, Area 2.
- **Headings and Titles of Works.** In headings and titles that use uppercase and lowercase letters, capitalize the first letter of the first word, the first letter of the last word, and all other words except "to" in infinitives [Dare to Fly With the Eagles], articles [a, an, the], coordinate conjunctions [and, but, or, nor, for], and prepositions of fewer than four letters [at, by, for, in, of, off, on, per, to, up, via]. *Do* capitalize prepositions of four letters or more [With, From, Between, After]. Note that subordinating conjunctions [as, if, when] are capitalized [Scouts to Work at Cleanup As Their Good Turn].
- **Titles of Office or Group Members.** Always capitalize Tiger Cub, Cub Scout, Webelos Scout, Boy Scout, Varsity Scout, Venturer, Cubmaster, Scoutmaster, Coach (Varsity Scout Coach only), Advisor (Explorer and Venturing Advisor only), Skipper, Scouter, Chief Scout Executive, and Chief Scout of the World. Capitalize other titles only when they precede the name: District Executive Thorpe is working with other district executives; she is the council's Scout executive.
- Capitalize the names of nationalities, religious organizations, and tribal or racial groups; do not capitalize group names that refer to color: American, Islamic, Hispanic, African American, Asian, American Indian, black, white.  
Also see "composition titles."

**captain.** The elected youth leader of a Varsity Scout team.

**Career Awareness Exploring.** Obsolete term. See "senior high school career seminars."

**career interest survey.** See "student career interest survey."

**Celsius.** Use this term rather than "centigrade" for the temperature scale that is part of the metric system. To convert to Fahrenheit, multiply a Celsius temperature by 9, divide by 5, and add 32 ( $25 \times 9 = 225$ ,  $225 \div 5 = 45$ ,  $45 + 32 = 77$  degrees Fahrenheit). Also see "temperatures."

**Center for Professional Development.** Professional Development Levels I, II, and III (abbreviated PD-LI, PD-LII, and PD-LIII) and other courses for professional Scouters and professional-technical employees are taught at this center, which is located near the national office. Historical references may refer to National Training School (NTS) or National Executive Institute (NEI) courses, but these terms are obsolete.

**cents.** Spell out the word "cents" and lowercase, using numerals for amounts less than a dollar: "5 cents," "12 cents." Use the "\$" sign and decimal system for larger amounts: "\$1.01," "\$2.50." Numerals alone, with or without a decimal point as appropriate, may be used in tabular matter.

**century.** Lowercase, spelling out numbers less than 10: "the first century," "the 21st century," "a 19th-century novel."

**certificate of merit.** See "Local Council Certificate of Merit" and "National Certificate of Merit."

**chair.** Use rather than "chairman" for all Exploring contexts.

**chairman, chairwoman.** Generally, do not capitalize unless used as a formal title before a name: "company Chairman Rocky Rhodes"; "the chairwoman called the meeting to order"; "committee chairman Robert Jones" (informal use of a temporary position: lowercase). Do not use "chairperson" unless it is an organization's formal title for an office. However, if possible, do not presume maleness with the use of "chairman." Some alternatives: chair, moderator, committee head, coordinator, speaker.

**Challengers.** Youth participants in the Learning for Life elementary program for fifth- and sixth-grade students. See also "Discoverers" and "Seekers."

**Champions.** Youth participants in the Learning for Life special-needs program.

**chaplain.** (1) A spiritual leader for units appointed by the church, synagogue, or community

organization chartered to use the Scouting program.  
(2) One who gives spiritual leadership to a camp or jamboree community; conducts religious services according to his or her faith and arranges for other religious observance as needed; provides help in dealing with morale; and visits those who are ill and provides counseling in case of bereavement.

**chaplain aide.** A youth leader who works with the troop chaplain to ensure all members have appropriate religious observance during outings and helps other Scouts in the religious emblems program. Appointed by the senior patrol leader with the Scoutmaster's advice and consent.

**chapter.** An optional geographic administrative unit of an Order of the Arrow lodge corresponding to a district or multiple districts.

**Charles L. Sommers High Adventure Base.** This year-round headquarters facility in Ely, Minnesota, offers cold-weather camping and access to dozens of wilderness routes in the Boundary Waters Canoe Area Wilderness in Minnesota and the Quetico Provincial Park in Ontario, Canada. See "Northern Tier National High Adventure Program."

**charter.** In the BSA, charters authorize (1) an organization to operate BSA Scouting units (see "chartered organization"); (2) a local council to incorporate as a BSA local council; (3) operation of an Order of the Arrow lodge; or (4) the Boy Scouts of America to incorporate. See "Charter of the Boy Scouts of America" and "*Charter and Bylaws of the Boy Scouts of America*." When used as a verb, use "to obtain a charter" and "to renew a charter" rather than "to charter" or "to recharter."

***Charter and Bylaws of the Boy Scouts of America.*** The published booklet containing the two documents. Underlined when typed and italic when typeset if reference is to the physical book; titles of the separate documents are not underlined or italicized.

**Charter of the Boy Scouts of America.** This Congressional Act of Incorporation, passed on June 15, 1916, authorized and set standards for the incorporation of the Boy Scouts of America. It also protects the name, emblems, badges, and descriptive or designating marks, words, or phrases of the program. See "*Charter and Bylaws of the Boy Scouts of America*."

**charter presentation.** A formal ceremony at which the charter, Scouter commissions, and membership certificates are presented to organization authorities and members of the unit.

**charter renewal.** An annual meeting attended by the chartered organization representative, head of the chartered organization, troop leaders, and unit commissioner for the purpose of completing the charter application and making plans for the charter presentation.

**charter review.** See "membership inventory."

**chartered organization.** A religious, civic, fraternal, educational, or other community-based organization that has applied for and received a charter to operate a BSA Scouting unit. Do not use the term "chartered partner." The analogous term in Learning for Life is "participating organization."

**chartered organization representative.** A manager of Scouting in a chartered organization who also represents this organization in the local council and district. Formerly called "Scouting coordinator."

**chartered partner.** Do not use this term in place of "chartered organization."

**cheerleader.** This Scout is in charge of leading patrol songs, yells, stunts, and campfire programs. He is appointed by the patrol leader.

**Chi Rho emblem.** A religious emblem that can be earned by Webelos Scouts who are members of the Eastern Orthodox Church.

**chief.** The key elected youth leader in the Order of the Arrow who may be a chapter chief, lodge chief, section chief, regional chief, or national chief.

**Chief Scout.** The United Kingdom's version of Chief Scout Executive.

**Chief Scout Citizen.** Theodore Roosevelt was named Chief Scout Citizen in 1910 when the Boy Scouts of America was founded. Always capitalize.

**Chief Scout Executive.** The top-ranking professional Scouter of the Boy Scouts of America. This is the only professional title that is routinely capitalized.

**Chief Scout Executive's Winners' Circle.** Scouting professionals with a direct or supporting membership responsibility must have a gain in membership in their service area on June 30 over the same period one year before *and* a gain in total units to be in the Winners' Circle.

**Christian Church (Disciples of Christ).** The parentheses and the words they surround are part of

the formal name. Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Boy and Varsity Scouts; and the God and Service nomination (not earned) for adults.

**Christian Church (Disciples of Christ) National Association of Scouters.** This advisory committee promotes and guides cooperative efforts between the Christian Church (Disciples of Christ) and the Boy Scouts of America.

**church.** Capitalize as part of the formal name of building, congregation, or denomination; lowercase in other uses: “St. Mary’s Church,” “the Roman Catholic Church,” “a Presbyterian church.”

**Church of Christ, Scientist.** The international headquarters is at the Mother Church in Boston. A branch church, governed by its own board, is named the First Church of Christ, Scientist, or Second Church, etc., according to the order of its establishment in a community. The terms “Christian Science Church” or “Churches of Christ, Scientist,” are acceptable in all references to the denomination. The God and Country emblem is awarded to Cub Scouts through Venturers.

**Church of Jesus Christ of Latter-day Saints.** Note the punctuation and capitalization of “Latter-day.” Abbreviate as LDS Church (which is preferred to the use of “Mormon church”). Awards the Faith in God emblem for Webelos Scouts, and the On My Honor emblem for Boy Scouts, Varsity Scouts, Venturers, and adults.

**Church of the New Jerusalem (The New Church).** Members of this faith share a common belief in the Bible and the teachings of the 18th-century scientist and theologian Emanuel Swedenborg (so they are sometimes known as “Swedenborgians”). Bestows the Open Word Award to Boy Scouts, Varsity Scouts, and Venturers.

**Churches of Christ.** Individual churches function autonomously and do not regard themselves as a denomination. The Servant Leadership Series is the religious recognition program for Scouts who are affiliated with Churches of Christ. Religious emblems: Joyful Servant for Cub Scouts (grades two through five) and Webelos Scouts; Good Servant for Boy Scouts, Varsity Scouts, and Venturers; and Faithful Servant for adults.

**Climb On Safely.** The BSA’s recommended procedure for conducting all BSA

climbing/rappelling activities. The eight points—qualified supervision, discipline, physical fitness, safe area, equipment, planning, environmental conditions, and qualified instruction—help ensure the safety and well-being of participants. Note the uppercase “On.”

**cluster.** (1) A grouping of Venturing crews by program interest. The five national Venturing clusters are arts and hobbies, outdoors, sports, youth ministries, and Sea Scouting. (2) The grouping of Explorer posts with similar special interests to facilitate ongoing service by local and national volunteer staff members. National Exploring clusters include aviation, business, communications, engineering, fire service, health careers, law enforcement, law, science, and skilled trades.

**coach.** See “Cub Scout den leader coach,” “Tiger Cub coach,” and “Webelos den leader coach.”

**Coach.** The commissioned volunteer Scouter, 21 or older, appointed to lead a Varsity Scout team.

**Coach’s Corner.** A short inspirational message given by the Coach during a Varsity Scout team meeting.

**cocaptain.** An assistant youth leader of a Varsity Scout team.

**coed Venturing crews.** The membership policy of a Venturing crew is determined by the organization chartering the crew. The organization may determine whether its crew is to be coed, all male, or all female. (The majority of crews are coed.) It is recommended that coed crews have male and female adult leaders.

**College Scouter Reserve.** A registration status for young people 18 and older who are in college, have been actively registered in Scouting, and commit themselves to an informed interest and active participation in the program whenever possible.

**colon.** See “punctuation.”

**comma.** See “punctuation.”

**commissioned personnel.** The commissioned personnel of a council includes all professional Scouters and these volunteer Scouters: Cubmasters, Tiger Cub coaches, den leaders, Cub Scout den leader coaches, Webelos Scout den leader coaches, Scoutmasters, Varsity Scout Coaches, Venturing Advisors, Sea Scout Skippers, and the assistants and associates to these positions; and all commissioners.

**commissioner.** A volunteer Scouter who works with packs, troops, teams, and Venturing crews to help the units succeed. In addition to the council commissioner, there are district commissioners, assistant district commissioners, roundtable commissioners, huddle commissioners, and unit commissioners. Also see “international commissioner.”

**committee.** (1) The work of the National Council is conducted by volunteers working in committees with the guidance of professional Scouters. There are five group standing committees of the National Executive Board: the Administration Group Committee, Program Group Committee, Personnel Group Committee, Regional Presidents’ Group Committee, and Relationships/Marketing Group Committee. Under these are 14 support standing committees: the Supply Committee, Finance and Investment Committee, Properties Committee, Marketing Committee, Relationships Committee, Cub Scout Committee, Boy Scout Committee, Venturing Committee, Finance Support Committee, High Adventure Committee, Council Services Committee, Professional Development Committee, Compensation and Benefits Committee, and Personnel Administration Committee. (2) A council may have committees to direct any of the various aspects of the program as it deems necessary. (3) The district committee is a group of volunteer adults responsible for carrying out the council program within their district. (4) A local chartered organization has a unit committee, composed of volunteers, to administer the affairs of each unit it operates. (5) Some national organizations have advisory committees to guide the use of Scouting by their affiliated local community and religious organizations and to promote cooperation between them and the Boy Scouts of America. Capitalize “committee” only in the official name of a particular committee. Combinations: “national Boy Scout Committee,” “Longhorn Council Finance Committee,” “district membership committees,” “troop committee,” “National Catholic Committee on Scouting.”

**Committee for Meher Baba of Scouting.** This advisory committee promotes and guides cooperative efforts between the Meher Baba faith and the Boy Scouts of America.

**compass points emblem.** Awarded to Webelos Scouts when they have earned four activity badges in addition to those needed for the Webelos badge. A metal compass point may be pinned to the emblem for each four activity badges earned subsequently until three compass points have been earned.

**Compassionate Father emblem.** This religious emblem can be earned by Boy Scouts and Venturers of the Meher Baba faith.

**composition titles.** Capitalize the principal words, including prepositions of four or more letters. The word “to” in infinitives is not capitalized. See also “capitalization.” Italicize the following:

- Titles of books and booklets: *The Boy Scout Handbook*; *Tiger Cubs BSA Family Activity Book*
  - Periodicals: *Boys’ Life* magazine; *ProSpeak*
  - Newspapers: *Dallas Morning News*
  - Sections of newspapers published separately: *New York Times Book Review*
  - Plays: *Romeo and Juliet*
  - Movies: *Gone With the Wind*
  - Long poems published separately: Milton’s *Paradise Lost*
  - Operas and other long musical compositions
  - Works of art: Grant Wood’s *American Gothic*
- Enclose the following titles in quotation marks
- Articles and features in periodicals and newspapers
  - Chapter titles in books
  - Short stories and essays
  - Short poems
  - TV and radio shows
  - Songs and short musical compositions
  - Computer games: “Where in the World Is Carmen Sandiego?”

Do not use quotation marks or italics for posters, calendars, short fliers, cards, and the like.

**conclave.** A section training meeting for Order of the Arrow members from a specific geographic area.

**congress.** Capitalize “U.S. Congress” and “Congress” when referring to the U.S. Senate and House of Representatives.

**congressional.** Lowercase unless part of a proper name: “congressional salaries,” “the *Congressional Quarterly*,” “the *Congressional Record*.”

**Congressional Award.** A recognition given by the Congress of the United States to young people ages 14 through 23 who accomplish high goals in voluntary public service.

**conservation Good Turn.** An opportunity for Cub Scout packs, Boy Scout troops, Varsity Scout teams, and Venturing crews to join with conservation or environmental organizations (federal, state, local, or private) to carry out a conservation Good Turn in their communities. A new conservation Good Turn emphasis was launched in January 1995 and is ongoing.

**constitution.** Capitalize references to the U.S. Constitution, with or without the “U.S.” modifier: “The president said he supports the Constitution.” Lowercase in other uses: “the organization’s constitution.” Lowercase “constitutional” in all uses.

**consultant.** A person who has special skills, equipment, facilities, or contacts in an interest area related to the interests of Venturing crew members or of a Varsity Scout team activity.

**contingent.** May be used to describe an official Scout group at an official Scout event. Otherwise, use “delegation.”

**contractions.** Don’t be afraid to use them, but don’t overdo it. Contractions reflect informal speech and writing. Contractions are acceptable in informal contexts where they reflect the way a phrase commonly appears in speech or writing and when they won’t cause confusion.

**cookout.** No hyphen.

**COPE.** See “Project COPE.”

**council.** An administrative body chartered to be responsible for Scouting in a designated geographic territory. See “BSA local council,” “local council,” and “National Council.” Capitalize only when referring to a specific local council or the National Council: “Moby Dick Council,” “Gulf Coast Council.”

**council employee.** A full-time or part-time employee serving in a support position not classified under professional, professional-technical, or paraprofessional guidelines (i.e., secretaries, clerks, custodial personnel, most camp rangers, and seasonal camp employees). It is recommended that all council employees be registered members of the BSA.

**council junior leader training conference.** A weeklong experience for junior leaders conducted by the council featuring Scoutcraft and leadership skills. See “introduction to leadership,” “National Junior Leader Instructor Camp,” and “troop junior leader training.”

**council office.** See “council service center.”

**Council Packet.** A collection of pertinent, detailed information for councils and key national staff members. Distributed regularly from the national office.

**council president.** The elected volunteer Scouter who heads the council and chairs its executive board.

**council service center.** The business center for the local administration of Scouting. “Council office” may be used, but “council service center” is preferred as being more representative of its function.

**court of honor.** A recognition ceremony for those who have met the requirements of any one of the Boy Scout ranks, merit badges, or other awards. See “National Court of Honor.”

**crew.** (1) A working group of Sea Scouts in a ship. There are usually several crews in a ship. This compares with the Cub Scout den, the Boy Scout patrol, and the Varsity Scout team. (2) A working group of five to 12 members of a high-adventure base contingent. (3) See “Venturing crew.”

**crew code and bylaws.** A set of bylaws adopted by the members of a Venturing crew or Sea Scout ship to guide their officers and program. The Venturing Code is included as a preamble.

**crew leader.** The elected youth leader of a Sea Scout or high-adventure base crew.

**Crime Prevention program.** See “BSA National Crime Prevention program.”

**critical issues.** The strategic planning process of the BSA identifies critical issues that need special attention from everybody in the Scouting movement. The five critical issues of 1998–2002 are leadership, total financial development, traditional unit and membership growth, marketing, and endowment emphasis and stewardship.

**crossover.** When Webelos Scouts become Boy Scouts: “Webelos crossover.”

**Cub Scout.** A registered youth member of a Cub Scout pack or one registered as a Lone Cub Scout who has completed first grade but who has not yet completed third grade, or who is age 8 or 9. See “Cub Scouting.”

**Cub Scout Academics program.** See “Cub Scout Sports and Academics program.”

**Cub Scout day camp.** See “day camp.”

**Cub Scout den leader coach.** A registered volunteer member, 21 or older, who works with and helps Cub Scout den leaders in the pack.

**Cub Scout Division.** The arm of the National Council Program Group that develops and administers Cub Scouting.

**Cub Scout handshake.** Used by Cub Scouts and Cub Scouters; like an ordinary handshake with the right hand except that the index and middle fingers are extended toward the other person, touching his wrist.

**Cub Scout Leader Basic Training.** Designed to provide Cub Scout and Webelos Scout leaders with basic information about their responsibilities. This training may be delivered as a one-half-day training course, as a two-evening training course, by personal coaching, or by self-study.

**Cub Scout motto.** *Do Your Best.*

**Cub Scout Promise**

*I, [name], promise to do my best  
To do my duty to God and my country,  
To help other people, and  
To obey the Law of the Pack.*

**Cub Scout Renewal Plan.** A computer-based, personalized approach to reclaiming separated Cub Scouts to the program.

**Cub Scout resident camp.** See “resident camping.”

**Cub Scout salute.** A hand salute made by Cub Scouts and Cub Scouters with the fingers of the right hand held in position as for the Cub Scout sign, except that the index and middle fingers are held together. The tips of the fingers touch the right eyebrow or the bill of the Cub Scout cap.

**Cub Scout sign.** A sign made by raising the right hand straight up high over the head with the palm forward. The first two fingers are wide apart and pointing up as in a V. The thumb covers the nails of the ring and little fingers. Used when repeating the Cub Scout Promise or Law of the Pack and as a signal for quiet in meetings.

**Cub Scout Sports and Academics program.** A supplemental enrichment program that complements Cub Scouting. A pack may select any of 29 sports or academic subjects to pursue. Sports or Academics belt loops, pins, and jacket letters recognize the Cub Scouts for participation and practice.

**Cub Scout Trainer Wood Badge.** See “Wood Badge.”

**Cub Scouter.** A registered member of a Cub Scout pack, 18 or older, or a professional Scouter who works with Cub Scouting. (Do not use “Cubber” to correspond to “Scouter” because “Cub” is not a verb.)

**Cub Scouter Award.** An award for Cub Scouters, including district committee members, for completing requirements of tenure, training, and performance. See “Cubmaster Award.”

**Cub Scouting.** That part of the program of the Boy Scouts of America for boys who are in the first grade through fifth grade (or are 7, 8, 9, or 10 years old). Tiger Cubs are in the first grade (or age 7); Cub Scouts, second or third grade (or ages 8 or 9); and Webelos Scouts, fourth and fifth grade (or age 10). The unit is a Cub Scout pack. The emphasis is on family-centered activities, group activities, learning, and having fun. (Never use the term “Cubbing”; “Cub” is not a verb.) See “Scouting” and “Tiger Cubs BSA.”

**Cubbing, Cubber.** Do not use to correspond to “Scouting” and “Scouter” because “Cub” is not a verb. However, “Cubbing” may be appropriate in historical contexts, as the term was used before 1945.

**Cubmaster.** A commissioned volunteer Scouter, 21 or older, appointed by the chartered organization to lead a Cub Scout pack.

**Cubmaster Award.** An award available to Cubmasters for completing requirements of tenure, training, and performance.

**Cubmaster’s Minute.** See “Den Leader’s Minute.”

## D

**dates.** Always use figures, without “st,” “nd,” “rd,” or “th”: “The committee will meet on Monday, December 3.”

**day camp.** A nonresidential camp conducted during the daytime hours only on a council or district basis for Cub Scouts and/or Webelos Scouts.

**decades.** Use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out; show plural by adding the letter *s* only: “the 1970s” “the ’60s,” “the mid-1980s.”

**Declaration of Independence.** Lowercase “the declaration” whenever it stands alone.

**deferred gift.** See “planned giving.”

**den.** A neighborhood group of four to eight Cub Scouts or Webelos Scouts that meets periodically, usually once a week, and is part of a Cub Scout pack.

**den chief.** A Boy Scout, Varsity Scout, or Venturer who helps direct the activities of a Cub Scout den. Appointed by the senior patrol leader with the Scoutmaster’s advice and consent. Also see “Webelos den chief.”

**Den Chief Service Award.** A den chief must fulfill training and service requirements while serving a den for a full year or more to earn this recognition.

**Den Chief Training.** A one-day training experience conducted by the pack, district, or council to equip den chiefs with the knowledge, skills, and enthusiasm to perform their responsibilities.

**den leader.** A commissioned volunteer leader, 21 or older, appointed by the pack committee to plan and direct the den’s activities.

**Den Leader Award.** An award available to Cub Scout den leaders for completing requirements of tenure, training, and performance. There is also a Webelos Den Leader Award.

**den leader coach.** See “Cub Scout den leader coach.”

**Den Leader Coach Award.** An award available to Cub Scout den leader coaches and Webelos den leader coaches for completing requirements of tenure, training, and performance.

**Den Leader Coach Seminar.** A supplemental training experience for Cub Scout and Webelos den leader coaches conducted by the district or council.

**Den Leader’s Minute.** An important, inspirational thought for the day or a brief story that reflects on the Cub Scout Promise, the Law of the Pack, the Cub Scout motto, or a patriotic item—told without moralizing. Told as part of the closing at the end of a meeting. A Cubmaster may also close with a Cubmaster’s Minute.

**denner.** A Cub Scout or Webelos Scout elected by his peers to help the den chief and den leader.

**density.** Of the total available youth, the percentage who are members. Example: “West District has a Cub Scout density of 45.6 percent.”

**Dharma emblem.** A religious emblem that can be earned by Cub Scouts, Boy Scouts, and Venturers of the Hindu faith.

**Dharma Saathi.** A national recognition for distinguished service by adults of the Hindu faith in the Scouting program.

**different.** Takes the preposition “from,” not “than.”

**dimensions.** Use figures and spell out the unit (such as “inches,” “feet,” “yards”) to indicate depth, height, length, and width. Hyphenate adjectival forms before nouns. Examples: “He is 4 feet, 6 inches tall”; “he is a 4-foot-6-inch boy”; “it rained 5 inches in one hour”; “a 3-by-5-inch card”; “the card was 3 by 5 inches”; “the 600-yard run/walk.”

**Direct Service Council.** The national office center through which U.S. citizens in other parts of the world can retain membership and affiliation with the Boy Scouts of America.

**Direct Service units.** These Boy Scouts of America units operate in other countries for military families and other Americans working abroad. The Transatlantic Council, Far East Council, and Direct Service Council operate as local councils for these units, provide communication between units, and provide communication with the BSA and with Scouting organizations in their countries of operation.

**directions and regions.** In general, lowercase “north,” “south,” “northeast,” “northern,” etc., when they indicate compass direction; capitalize these words when they designate regions of the United States. Some examples: “The cold front is moving east”; “he lived in the East for six years”; “A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning. High temperatures will prevail throughout western states.”

**WITH NAMES OF NATIONS:** Lowercase unless they are part of a proper name or are used to designate a politically divided nation: “northern France,” “eastern Canada.” But: “Northern Ireland,” “South Korea.”

**WITH STATES AND CITIES:** The preferred form is to lowercase compass points when they describe only a section of a state or city: “western Texas,” “southern Atlanta.”

When used in denoting widely known sections: “Southern California,” “the South Side of Chicago,” “the Lower East Side of New York.”

**disabilities.** Follow these guidelines when referring to people with physical disabilities:

- *Disabled.* A general term used for a physical or cognitive condition that substantially limits one or more the major daily life activities. Avoid the use of “the disabled” to describe disabled people as a group.
- *Handicapped.* Avoid this term in describing a disability or a person who is disabled.
- *Blind.* Describes a person with complete loss of sight. For others, use terms such as “visually impaired” or “person with low vision.”
- *Deaf.* Describes a person with total hearing loss. For others, use “partial hearing loss,” “hearing impaired,” or “partially deaf.” Avoid the term “deaf mute”; do not use “deaf and dumb.”
- *Wheelchair-user.* A person who uses a wheelchair for independent mobility. Do not use “confined to a wheelchair” or “wheelchair-bound.”

**Discoverers.** Youth participants in the Learning for Life elementary program for third- and fourth-grade students. See also “Challengers” and “Seekers.”

**distances.** Use figures for 10 and above; spell out one through nine: “He walked five miles”; “he lived 25 miles away.”

**distinguished citizen award dinner.** A testimonial fund-raising dinner honoring a key community leader.

**Distinguished Commissioner Service Award.** A plaque, bolo tie, and embroidered square knot are the recognitions for active commissioners and Exploring service team members who fulfill requirements that include length of service, percentage of units that renew charters, and Quality Unit Award percentage.

**Distinguished Eagle Scout Award.** A recognition bestowed upon a man who received the Eagle Scout Award 25 or more years ago and has made a significant contribution to his community.

**Distinguished Service Award.** Presented to those Order of the Arrow members who have rendered outstanding service to the OA on a sectional, area, regional, or national basis.

**distinguished service awards.** These awards, presented by the National Court of Honor, are the Silver Buffalo, Silver Antelope, Silver Beaver, Silver World, and Distinguished Eagle Scout Award.

**Distinguished Youth Service Award.** A religious recognition for adults presented by the Association of Unity Churches.

**distributor.** See “Scouting distributor.”

**district.** A geographical area of the council determined by the council executive board to help ensure the growth and success of Scouting units within the district’s territory. Capitalize only when naming a specific district: “Arrowhead District,” “District 2,” “districtwide.”

**District Award of Merit.** A recognition for Scouters who give noteworthy service to youth at the district level. See “National President’s Scoutmaster Award of Merit.”

**district committee.** Consisting of chartered organization representatives and elected district members at large, the district committee coordinates the functions of the district to carry out the policies and objectives of the council. The executive office of the district committee is the district chairperson.

**district executive.** A professional Scouter who works under the direction of the local council Scout executive and acts as an adviser to the volunteer leaders in the district.

**division.** An administrative branch of a National Council group; comprises services. Combinations: “Boy Scout Division” (national), “Information Systems Division.”

**Do a Good Turn Daily.** This is the Scout slogan.

**Do Your Best.** This is the Cub Scout motto.

**dollars.** Always lowercase. Use figures and the “\$” sign in all except casual references or amounts without a figure. “The book cost \$4”; “Dad, please give me a dollar”; “Dollars are flowing overseas.” For specified amounts, the word takes a singular verb: “He said \$500,000 is what they want.” For amounts of more than \$1 million, use the “\$” and numerals up to two decimal places. Do not link the numerals and the word by a hyphen: “It is worth \$4.35 million”; “It is worth exactly \$4,351,242”; “He proposed a \$300 billion budget.” The form for amounts less than \$1 million: “\$4,” “\$25,” “\$500,” “\$1,000,” “\$650,000.” Also see “cents.”

**Donald Rogert Canoeing High Adventure Base.** This base in Atikokan, Ontario, Canada, offers trips north and northeast in the White Otter area and south into the Quetico Provincial Park. See “Northern Tier National High Adventure Program.”

**Donor Awareness Presidential Good Turn.** To increase understanding of organ donation and how it can benefit the lives of others, the BSA distributes literature on organ donation and sends a Donor Awareness patch to families that discuss organ donation.

**Drugs: A Deadly Game.** The BSA's campaign to encourage youth to repudiate drugs.

## E

**E. Urner Goodman Camping Award.** Awarded annually by the national Order of the Arrow committee to two councils and Order of the Arrow lodges in each region for excellence in camp promotion and attendance.

**E. Urner Goodman Scholarship.** A scholarship program for Arrowmen considering a career in the professional service of the Boy Scouts of America.

**Eagle Palms.** Each Palm worn on the Eagle Scout Award ribbon represents being active in the troop and patrol for at least three months after becoming an Eagle Scout or earning the last Palm, showing Scout spirit, making a satisfactory effort to develop and demonstrate leadership ability, earning five additional merit badges, and taking part in a Scoutmaster conference. The Bronze Palm represents the first five merit badges after Eagle Scout, the Gold Palm the next five, and the Silver Palm the third five. (Thereafter, combine them; e.g., one Bronze Palm and one Silver Palm for 20 merit badges after Eagle Scout.) Combinations: "Eagle Palm," "Palm," "Palms."

**Eagle Scout.** The highest rank for Scouts. Combinations: "Eagle Scout badge," "Eagle Scout requirements," "Eagle Scout rank," "Eagle Scout Award."

**Eagle Scout Recognition Dinner (or Day).** An annual event in which the council or a group of councils recognizes Scouts who have earned the Eagle Scout Award during the previous year.

**Eagle service project.** While a Life Scout, a boy plans, develops, and gives leadership to others in a project that benefits any religious organization, school, or community.

**Eagletter.** A periodical published for members of the National Eagle Scout Association.

**Eastern Orthodox Committee on Scouting.** This advisory committee promotes and guides cooperative efforts between the Eastern Orthodox churches and the Boy Scouts of America.

**Eastern Orthodox churches.** The term applies to a group of churches that do not recognize papal authority over their activities. Religious emblems and recognitions: Saint George for Tiger Cubs and Cub Scouts; Chi Rho for Webelos Scouts; Alpha Omega for Boy Scouts, Varsity Scouts, and Venturers; and the Prophet Elias nomination (not earned) for adults.

**Eastern-Rite Catholic churches.** Note the use of the hyphen, which is preferred in Scouting uses. The term applies to a group of Catholic churches organized along ethnic lines traceable to churches established during the early days of Christianity. Note the use of the hyphen (preferred by BSA Relationships Division). Religious emblems and recognitions: Light of Christ for Tiger Cubs, Parvuli Dei ("Little Children of God") for Cub Scouts and Webelos Scouts, Light Is Life for Boy Scouts and Varsity Scouts, Pope Pius XII for Venturers and older Scouts, and the Saint George Roman Catholic nomination (not earned) for adults.

**elected officers' seminar.** An annual planning and training program conducted by the Advisor for newly elected Venturing crew youth officers. See also "post officers' seminar."

**elective.** A part of Cub Scout advancement. There are 24 electives in the *Bear Cub Scout Book* and 22 in the *Wolf Cub Scout Book*. For every 10 elective projects completed, a Cub Scout is awarded one Arrow Point. Capitalize only when writing about a specific elective: "Wolf Elective 4," "a Bear elective."

**elementary program.** This Learning for Life program is for kindergartners through sixth-grade students. See also "school-based programs."

**e-mail.** Short form of "electronic mail." Do not capitalize the "E" unless it starts a sentence.

**em dash.** See "punctuation."

**emblem.** Do not capitalize: jamboree emblem, compass points emblem, Trained Leader emblem, and all of the religious emblems (God and Me emblem, Alpha Omega emblem).

**en dash.** See "punctuation."

**endowment fund.** Assets owned and invested by a council from which generally only the income can be expended for current operations. Endowments can be restricted for particular purposes.

**Episcopal Church.** Acceptable in all references for the Protestant Episcopal Church in the United States of America, the U.S. national church that is a member of the Anglican Communion (the worldwide association of Anglican churches). Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts, God and Family for Webelos Scouts, God and Church for Boy Scouts and Varsity Scouts, God and Life for Venturers and older Boy and Varsity Scouts, and the Saint George Episcopal nomination (not earned) for adults.

**Ernest F. Schmidt Scholarship Grant.** The American Camping Association recognizes professional Scouters active in camping with this scholarship, which covers the fees and expenses for participation in its annual conference.

**Eskimo, Eskimos.** This term is acceptable when making general references to native peoples of northern North America. However, Aleuts and Inuits should be called such when possible.

**Ethics in Action.** Ethics in Action uses fun activities to encourage Cub Scouts and their leaders to think more deeply about values and about some of the decisions and consequences of decisions that are a normal part of growing up. The activities also try to enhance boys' respect and concern for others by helping them see things from different points of view. Combination: "Ethics in Action program."

**ethnic heritage.** Do not use a hyphen for terms describing dual ethnic heritage: African American, Asian American, Hispanic American.

**Etz Chaim emblem.** A religious emblem that can be earned by Venturers of the Jewish faith.

**European Camp Staff.** Registered members of the BSA may apply to serve as staff members at a Scouting camp in Europe. Applicants are screened by the BSA national office and the prospective host council. See "International Camp Staff."

**executive.** Applies specifically to the Scout executive and generally to all professional Scouters.

**executive board.** (1) The National Executive Board is the governing body of the Boy Scouts of America. Voting memberships include regular membership, attained by election; ex officio membership, held by

regional presidents, the chairman of the Advisory Council, and the chairman of the Board of Regents of the National Eagle Scout Association; and youth membership (at any time, the board may include five or fewer youth members appointed by the president). (2) The executive board in each local council is its policy-making body. Voting members include between 25 and 50 regular council members, the chairmen of the committees of the executive board, the chairmen of the district committees, and up to two youth members. The officers of the corporation, including the Scout executive, are nonvoting members. Capitalize "executive board" only in the name of a specific local council executive board or when reference is clearly to the National Executive Board: "Orange County Council Executive Board," "the executive board of the Houston Area Council."

**experience areas.** Venturing is designed around social, citizenship, service, leadership, fitness, and outdoor experience areas.

**Explorer.** A youth participant of an Explorer post. As an adjective, the word "Explorer" specifically identifies youth involvement. Example: "Explorer officers."

**Explorer activity interest survey.** A survey of activities, tours, projects, and seminars designed and conducted by the Explorer post officers to help develop the annual post program.

**Explorer Advisor.** See "Advisor."

**Explorer awards, activities, and scholarships.** Awards include the Law Enforcement Explorer Proficiency Awards program, Law Enforcement Post DEA Drug Prevention Service Award, and the Law Enforcement Post ISCPP Community Crime Prevention Award.

Activities that enhance Explorers' participation include the biennial national Explorer leadership conference, biennial national law enforcement Explorer leadership conference, biennial national aviation Explorer leadership conference, and biennial national law Explorer mock trial competition. (Capitalize the names of these activities only when referring to a specific conference or competition: "the 1998 National Law Enforcement Explorer Leadership Conference.")

Scholarship opportunities include the AFL-CIO Skilled Trades Explorer Scholarship (\$1,000), ATF Special Agents' Law Enforcement Explorer Scholarship (\$1,000), Capt. James T. Regan Memorial Law Enforcement Explorer Scholarship (\$500), 10 Comair Aviation Explorer Scholarships (\$2,000), U.S. Customs Service Law Enforcement

Explorer Scholarship (\$1,000), U.S. Federal Investigators Law Enforcement Explorer Scholarship (\$500), International Association of Fire Chiefs Foundation Fire Service Explorer Scholarship (\$500), U.S. Secret Service Law Enforcement Explorer Scholarship (\$1,000), Sheryl A. Horak Memorial Law Enforcement Explorer Scholarship (\$1,000), Silver Wings Aviation Explorer Scholarship (\$1,000), Sporty's Pilot Shop Aviation Explorer Scholarship (\$1,000), Veterinary Medical Association Explorer Scholarship (\$500), and five BSA national Young American Award unrestricted cash grants (\$5,000).

**Explorer career interest codes.** These codes are used to sort Explorer posts into the proper career interest category so the Learning for Life Division can evaluate the programs being used by posts.

**Explorer Leader Basic Training.** Post Advisors, associate Advisors, post committee participants, and service team volunteers attend sessions of basic training for adult Explorer leaders. The first covers the plan, purpose, resources, and method of Exploring. The second features leadership and program planning.

**Explorer motto.** *Our Best Today for a Better Tomorrow.*

**Explorer officers' association.** Obsolete term.

**Explorer Olympics.** Obsolete term.

**Explorer presidents' association.** Obsolete term.

**Explorer program conference.** Designed to give program support to Explorer leaders, this meeting is held once or twice a year. The Advisor, associate Advisors, president, and elected officers from each post attend.

**Exploring.** That part of the Learning for Life career education program for young men and women ages 14 (who have completed the eighth grade) through 20. The unit is a post. There are five areas of program emphasis: career opportunities, service learning, life skills, leadership experience, and character education. This part of the Learning for Life program is worksite-based, rather than school-based. See also "Explorer," "school-based programs."

**Exploring areas of program emphasis.** See "areas of program emphasis, Exploring."

**Exploring committee.** Obsolete term; see "Learning for Life committee."

**Exploring experience areas.** Obsolete term; see "areas of program emphasis, Exploring."

**Exploring expo.** In this booth show, each post demonstrates its particular program or a project or event in which the post is involved.

**Exploring Impact Plan.** This step-by-step plan identifies businesses, industries, professions, institutions, and community groups that could organize posts and gains their understanding and commitment to do so.

**Exploring service team volunteer.** Provides service within a division or a district with a number of posts.

**External Communications Division.** The arm of the National Council Relationships/Marketing Group that oversees communication between the Boy Scouts of America and the public. See "division."

## F

**Fahrenheit.** The temperature scale commonly used in the United States. To convert to Celsius, subtract 32 from the Fahrenheit figure, multiply by 5, and divide by 9 ( $77-32=45$ ,  $45 \times 5=225$ ,  $225 \div 9=25$  degrees Celsius). See also "temperatures" and "Celsius."

**Faith in God emblem.** A religious emblem that can be earned by Webelos Scouts in the Church of Jesus Christ of Latter-day Saints.

**Faithful Servant.** A recognition for adults granted by the Churches of Christ.

**family.** See "BSA family program" and "whole Scouting family."

**Family Award.** See "BSA Family Award."

**family camping.** See "BSA family camping."

**Fast Start training.** Adult volunteer leadership training that immediately furnishes the information new leaders need to help them get started, help them understand what is expected of them, and assist in establishing effective meeting patterns. Combinations: "Boy Scout Leader Fast Start Training," "take Fast Start training."

**federal.** Use a capital letter for the architectural style and for corporate or governmental bodies that use the word as part of their formal names: “Federal Express,” “the Federal Trade Commission.” Lowercase when used as an adjective to distinguish something from state, county, city, town, or private entities: “federal taxes,” “federal assistance,” “federal court,” “the federal government,” “a federal judge.”

**federal charter.** See “Charter of the Boy Scouts of America.”

**Fellowship Honor.** A training award received after the Professional Circle. See “Professional Training Award.”

**Fifty-Miler Award.** A recognition given to members in a troop, team, or Venturing crew who take a wilderness hike or a canoe or rowboat trip of no less than 50 consecutive miles in at least five days and fulfill requirements for group service projects on the trail.

**Firem’n Chit.** A recognition given to Boy Scouts who know and understand fire safety rules and that handling matches and building fires require responsibility.

**First Class.** The rank above Second Class Scout and below Star Scout in Boy Scouting. Combinations: “First Class Scout,” “First Class rank,” “achieve First Class.”

**First Class Emphasis.** The First Class Emphasis increases the tenure of new Scouts by focusing on each Scout and his personal advancement needs.

**first meeting.** The first special meeting held by each Explorer post, usually in the fall, to recruit new members.

**firstnighter.** A special meeting held by each Venturing crew, usually in the fall, to recruit new members.

**flier.** Use instead of “flyer” to refer to small pieces of literature (such as those published by the BSA).

**Florida National High Adventure Sea Base.** Aquatics adventure programs, including canoeing, sailing, scuba diving, and exploring the reefs of the Florida Keys and the Bahamas, are offered for older Boy Scouts, Varsity Scouts, and Venturers. Address: Florida Sea Base; Boy Scouts of America; P.O. Box 1906; Islamorada (pronounced *aisle-a-more-AH-dah*), FL 33036. See “High Adventure Division.”

**fort.** Do not abbreviate in names of cities or military installations: “Fort Worth,” “Fort Bragg.”

**Founder’s Award.** A recognition program available to Order of the Arrow lodges. Up to four Arrowmen per year, based on lodge membership, can be recognized for exemplary service.

**Founders Circle Award.** For financial donors who make a deferred gift of \$100,000 or more through a will or trust to benefit their local council endowment funds. The program include four specific levels of recognition.

**fractions.** Spell out amounts less than 1 in text, using hyphens between the words: “two-thirds,” “four-fifths,” “seven-sixteenths,” etc. Use figures for precise amounts larger than 1, converting to decimals whenever practical. In tabular material, use figures exclusively, converting to decimals if the amounts involve extensive use of fractions that cannot be expressed as a single character.

**Francis X. Guardipee Grey Wolf Award.** Given at the annual American Indian Boy Scouting/Girl Scouting Seminar for outstanding Boy Scouting and Girl Scouting service to Indian youth.

**Friends.** A religious recognition presented to adult Scouters by the Religious Society of Friends (Quakers); administered by the Friends Committee on Scouting.

**friend and counselor.** See “Lone Boy Scout friend and counselor” or “Lone Cub Scout friend and counselor.”

**Friends Committee on Scouting.** An advisory committee that guides the use of Scouting by the Religious Society of Friends (Quakers) and promotes cooperation between it and the Boy Scouts of America.

**Friends of Scouting (FOS).** Use this term instead of “Sustaining Membership Enrollment.” An annual opportunity for Scouters and interested people in the community to be identified with the local council through their financial support and influence in the expansion of the council program. Enrollees are known as “Friends.” See “Annual Giving Campaign.”

**fund-raising, fund-raiser.** Always use a hyphen.

## G

**general-interest post.** Obsolete term. All Explorer posts are focused on careers as part of the Learning for Life program.

**George Meany Award.** An AFL-CIO recognition presented to union members for outstanding service to the youth of their communities through Scouting.

**gift annuity program.** A contract between a council and donor whereby the donor, or donor's named beneficiary, receives annual payments for life. Also known as a charitable gift annuity.

**Gilwell Park.** The training center of the British Scout Association and the original homesite of Wood Badge training. Located in Epping Forest, England; chosen by Baden-Powell as the territorial designation for his peerage, Lord Baden-Powell of Gilwell.

**Girl Scouts.** The full name of the national organization is "Girl Scouts of the United States of America."

**God and Church emblem.** A religious emblem that can be earned by Boy Scouts and Varsity Scouts of the following Protestant faiths: African Methodist Episcopal Church, Baptist, Christian Church (Disciples of Christ), Episcopal, Lutheran, Presbyterian Church (U.S.A.), other Protestant Christian denominations, United Church of Christ, and United Methodist.

**God and Country emblem—First Church of Christ, Scientist.** A religious emblem earned by Christian Science Scouts (Cub Scouts, Webelos Scouts, and Boy Scouts) and Venturers.

**God and Country emblem—Moravian.** A recognition of religious growth for Boy Scouts and Venturers of the Moravian faith who complete 12 projects involving in-depth study and service.

**God and Country [Bog i Ojczyzna]—Polish National Catholic Church.** A spiritual growth and development award that can be earned by Boy Scouts and Venturers who are members of the Polish National Catholic Church.

**God and Country program.** A series of religious emblems that can be earned by Tiger Cubs, Cub Scouts, Boy Scouts, Varsity Scouts, and Venturers of the Protestant faiths. The God and Me emblem is presented to Tiger Cubs and 8-year-old Cub Scouts. The God and Family emblem is presented to Cub

Scouts, the God and Church emblem to Boy Scouts and Varsity Scouts, and the God and Life emblem to Venturers.

**God and Family emblem.** A religious emblem that can be earned by Webelos Scouts of the following Protestant faiths: Baptist, Christian Church (Disciples of Christ), Episcopal, Lutheran, Presbyterian Church (U.S.A.), other Protestant Christian denominations, The Salvation Army, United Church of Christ, and United Methodist.

**God and Life emblem.** A religious emblem that can be earned by Venturers and older Boy Scouts of the following Protestant faiths: Baptist, Christian Church (Disciples of Christ), Episcopal, Presbyterian Church (U.S.A.), other Protestant Christian denominations, The Salvation Army, United Church of Christ, and United Methodist.

**God and Me emblem.** Religious emblem that can be earned by Tiger Cubs (first grade) and Cub Scouts of the following Protestant faiths: Baptist, Christian Church (Disciples of Christ), Episcopal, Lutheran, Presbyterian Church (U.S.A.), other Protestant Christian denominations, Reorganized Church of Jesus Christ of Latter Day Saints, The Salvation Army, United Church of Christ, and United Methodist.

**God and Service Award.** A religious recognition presented to adult Scouters (with differences in detail) by P.R.A.Y., the African Methodist Episcopal Church, the Christian Church (Disciples of Christ), the United Methodist Church, the Presbyterian Church (U.S.A.), the United Church of Christ, and other Protestant churches.

**God and The Salvation Army emblem.** A Salvation Army religious emblem that can be earned by Boy Scouts.

**God in Me emblem** A religious emblem that can be earned by Webelos Scouts of the Association of Unity Churches.

**Gold Arrow Point.** See "Arrow Point."

**G.O.L.D. Award, Exploring.** Obsolete term. G.O.L.D. stands for Growth Opportunities in Leadership Development.

**Gold Award, Venturing.** The Gold Award is available to Venturers. It is designed to recognize significant accomplishment in a Venturer's life as he or she has proven outstanding performance in a broad

spectrum of activities. Achievement of the Gold Award is a requirement for the Silver Award.

**Gold Palm.** See “Eagle Palms.”

**Good Life emblem.** A spiritual growth and development emblem that can be earned by Boy Scouts and Venturers to age 21 who are members of the Zoroastrian faith.

**Good Servant emblem.** A religious emblem awarded for Boy Scouts and Venturers by members of the Churches of Christ.

**Good Shepherd.** A recognition given to Scouters and pastors for exceptional service to youth through Scouting by the Association of Baptists for Scouting.

**Good Turn.** A distinctive feature of Boy Scouting is its emphasis on service to others. The Good Turn habit is one that all Scouts endeavor to acquire. See “Scout slogan.”

**goodwill fund.** A budget item for every Cub Scout pack, Boy Scout troop, and Varsity Scout team.

**grade, grader.** Hyphenate both noun and adjectival forms. Spell out references to grades one through nine; use figures for 10 and above: “first-grader”; “10th-grader”; “a fourth-grade student”; “she was in 12th grade.”

**grand howl.** A special Cub Scout yell to recognize a leader or a Cub Scout’s achievement. May also be used to close a den or pack meeting. See the *Den Chief Handbook*.

**Greenwich Mean Time (GMT).** See also “times and time zones.”

**Grey Wolf Award.** See “Francis X. Guardipee Grey Wolf Award.”

**group.** (1) An administrative branch of the National Council; comprises divisions. Examples: “Program Group,” “Administrative Group.” (2) A participating organization in Learning for Life; for instance, a school is a Learning for Life group.

**grubmaster.** This Scout is in charge of patrol hike and camp menus and assembling food for outdoor patrol activities. He is appointed by the patrol leader.

**guns.** See “weapons.”

## H

**handicapped.** Avoid using this term. See “disabilities.”

**Harris Poll.** The Harris Poll is prepared by Louis Harris & Associates of New York.

**HB9S.** The World Scout Bureau headquarters ham radio station in Switzerland.

**health care.** Two words as a noun; hyphenated as an adjective: “Health care is expensive”; “she is a health-care worker.”

**health lodge.** A quiet, properly equipped place in which to give temporary care to ill or injured campers.

**Heritage Society.** See “Scouting Heritage Society.”

**Heroism Award.** A lifesaving award presented to a registered youth member or adult leader who has demonstrated heroism in saving or attempting to save a life at minimum risk to self. See “Honor Medal,” “Medal of Merit,” and “National Certificate of Merit.”

**high adventure.** Can refer to high-adventure activities or to trek programs administered by local councils for older Boy Scouts, Varsity Scouts, and Venturers. Use a hyphen when the words are used as a modifier (“high-adventure program”) except in titles of divisions and bases as noted in the *Language of Scouting* (“High Adventure Division”).

**High Adventure Division.** This national office division develops and administers the national high-adventure program for older Boy Scouts, Varsity Scouts, and Venturers offered at the Florida National High Adventure Sea Base in the Florida Keys, the Northern Tier National High Adventure Program in northern Minnesota and Canada, and Philmont Scout Ranch in northern New Mexico.

**Hindu, Hinduism.** Awards the Dharma emblem to Webelos Scouts.

**his, her.** Do not presume maleness in constructing a sentence. If possible, recast in the plural to avoid wordiness. Avoid: “A district executive should keep his volunteer records organized.” Better: “A district executive should keep his or her volunteer records organized.” Even better: “District executives should keep their volunteer records organized.”

**Hispanic Emphasis.** This special effort of the BSA makes an effort to bring Scouting to Hispanic communities, where it has traditionally been difficult to establish the program.

**Historic Trails Award.** An award that may be earned by members of a Boy Scout troop, Varsity Scout team, or Venturing crew for hiking a trail listed in *Nationally Approved Historic Trails* and completing a project related to the trail.

**home office.** Formerly, the term used for “national office.” Appropriate only in a historical context.

**home page.** Two words.

**Honor Medal.** A lifesaving award presented to a registered youth member or adult leader who has demonstrated unusual heroism in saving or attempting to save a life at considerable risk to self. May also be presented with crossed palms when both unusual heroism and extraordinary skill or resourcefulness are demonstrated in saving or attempting to save a life at extreme risk to self. See “Heroism Award,” “Medal of Merit,” “National Certificate of Merit,” and “Honor Medal With Crossed Palms.”

**Honor Unit Award, BSA.** Presented annually by councils to units for achievement in membership growth, quality program, and leadership training.

**honor wall chart.** Recognition charts used in the Learning for Life elementary and special-needs programs. See “recognition plan, Learning for Life.”

**Hornaday Award.** See “William T. Hornaday Award.”

**huddle.** A monthly program-planning and morale-building meeting for adult leaders in Varsity Scouting.

**Humanics.** See “American Humanics Inc.”

**hyphen.** See “punctuation.”

I

**immediate recognition patch.** This Cub Scout patch indicates how Cub Scouts are progressing in rank. A yellow bead (called a Progress Toward Ranks bead) is presented for each three Wolf achievements earned; red beads are presented for each three Bear

achievements earned. Cub Scouts may wear this patch until they become Webelos Scouts.

**Impact Plan.** See “Exploring Impact Plan” and “Venturing Impact Plan.”

**in, into.** “In” indicates location: “He was in the room.” “Into” indicates motion: “She walked into the room.”

**In the Name of God emblem.** A religious emblem that can be earned by Boy Scouts and Venturers of the Islamic faith. It bears the inscription “Glory and praise to God is above all.”

**Indian Camperships.** A program that provides summer camp fees for Scouts of American Indian lineage. Sometimes referred to as the Maury Clancy Indian Campership Fund.

**INFOMARK.** The term formerly used to identify fund-raising, fiscal management, and endowment initiatives under the auspices of the Finance Support Division.

**initials.** Use periods and a space between initials when an individual uses initials instead of a first name: H. L. Mencken; T. S. Eliot. Do not use periods (or spaces) for instances such as LBJ or JFK.

**In-School Scouting.** In-School Scouting activities are Cub Scouting and Boy Scouting taking place during school hours or as part of school curricula. In-School Scouting is part of the traditional Scouting program, as opposed to school-based programs of Learning for Life.

**Institutes of Boy Scouting.** Training outlines on 14 subjects are available for these one-day conferences held by the council, district, or service area. This is supplemental training; not to replace or be combined with basic training.

**instructor.** (1) This youth leader helps other youth members with rank advancement; appointed by the senior patrol leader with the Scoutmaster’s advice and consent. (2) This term can also apply to any youth or adult who can instruct others on parts of the Scouting program.

**International Camp Staff.** Local councils throughout the United States may invite qualified Scouters from other countries to be a part of their summer camp and Cub Scout day camp programs. Applicants are screened by their own Scout associations, the BSA national office, and the prospective host council.

**international commissioner.** A volunteer Scouter who represents the Boy Scouts of America in matters dealing with other national Scout organizations and with the World Organization of the Scout Movement.

**International Letter of Introduction.** A document of the World Organization of the Scout Movement, issued by the individual member associations and recognized worldwide as an official means of identification with the movement. For members of the BSA, it is issued by the International Division.

**International Youth Service Award.** An award given to adults for exceptional service through Scouting by the Reorganized Church of Jesus Christ of Latter Day Saints.

**Internet.** Always capitalize. Also referred to as the Net.

**interpreter strip.** A badge available to Boy Scouts who can write, translate, and speak a foreign language or can carry on a conversation in sign language.

**Intranet.** See “BSA Intranet.”

**Intravest.** An optional program available to councils (through the National Council) that want assistance with their endowment trust fund investments.

**introduction to leadership.** Initial briefing of newly selected troop junior leaders conducted by the Scoutmaster and other leaders. See “council junior leader training conference,” “National Junior Leader Instructor Camp,” and “troop junior leader training.”

**investiture.** A ceremony placing the responsibilities of an office or rank upon an individual.

**Islam.** Followers of Islam are called Muslims (not “Moslems”). Islamic religious emblems: Bismillah for Cub Scouts and Webelos Scouts; In the Name of God for Boy Scouts, Varsity Scouts, and Venturers; and Allaho Akber for adults.

**Islamorada.** Site of the Florida National High Adventure Sea Base. It is pronounced *aisle-a-more-AH-dah*.

**italics.** Use italics in the following situations: for emphasis (but use *sparingly*), for some composition titles (see “composition titles”), for new vocabulary, and for foreign words that are not listed in the dictionary.

## J

**jamboree.** A term chosen by Baden-Powell to describe the first international gathering of Scouts camping together in London in 1920. The term is restricted to indicate a national or world jamboree. Not capitalized unless in the title of a specific jamboree, as: “1993 National Scout Jamboree” or “19th World Scout Jamboree.” The BSA has a national jamboree every four years. See “contingent” regarding the use of the word to describe Scouting groups attending a jamboree.

**jamboree emblem.** A jamboree emblem may be worn by any member who is registered to attend a jamboree or who has attended a jamboree as a registered participant or staff member. Only one jamboree emblem (world or national) may be worn.

**Jamboree Health and Safety Service.** Note the capitalization.

**Jamboree Leader Fitness Award.** Available to adult leaders attending a national jamboree, the award’s objectives are to encourage youth fitness in the BSA by providing positive role models, encourage physical fitness among Scouters by enhancing their awareness and understanding, and reduce the rate of stress- and fitness-related incidents at jamborees and throughout Scouting.

**Jamboree-on-the-Air (JOTA).** The World Bureau of the World Organization of the Scout Movement sponsors the Jamboree-on-the-Air, held the third full weekend of October each year. This worldwide ham radio event promotes communication and understanding among Scouts all over the world. The BSA’s participation is coordinated by the International Division. See “K2BSA” and “HB9S.”

**jamborette.** A camporee or camporall involving Scouting units of neighboring nations. Not capitalized unless used in the title of a specific jamborette.

**James E. West Fellowship Award.** Named in honor of the first Chief Scout Executive, this award is given to individuals donating \$1,000 or more in cash or securities, beyond their regular contribution, to local council endowment trust funds.

**James E. West Fellowship program.** See “James E. West Fellowship Award.”

**job.** Avoid this word; use “position.”

**Joyful Servant emblem.** A religious emblem that can be earned by Cub Scouts and Webelos Scouts (grades two through five) in the Churches of Christ.

**Judaism.** Jewish religious emblems and recognitions: Maccabee for Tiger Cubs; Aleph for Cub Scouts and Webelos Scouts; Ner Tamid for Boy Scouts and Varsity Scouts; Etz Chaim for Venturers and older Scouts; and for adults, the Shofar nomination (not earned) for adults.

**junior, senior.** Abbreviate “Jr.” and “Sr.” only after a full name and do not precede by a comma: John F. Kennedy Jr.

**junior assistant Scoutmaster.** A troop may have any number of junior assistant Scoutmasters. They are 16- or 17-year-old Scouts who help the senior patrol leader; they are appointed by him, with the Scoutmaster’s advice and consent.

**junior high school/middle school program.** This Learning for Life program for seventh- and eighth-graders begins the School-to-Careers emphasis. See also “school-based programs.”

**junior leader training.** See “council junior leader training conference,” “National Junior Leader Instructor Camp,” and “troop junior leader training.”

## K

**Kanik.** The Kanik snow camping program is offered by Philmont Scout Ranch. Ski touring, snow shelter building, snow camping, winter ecology, use of winter tools and equipment, and techniques for designing and making equipment are featured. *Kanik* (pronounced *CAN-ick*) is from the Eskimo word for “snowflake.” See “Okpik” and “National Cold-Weather Camping Development Center.”

**Key 3.** (1) The council Key 3: the council president, council commissioner, and Scout executive; (2) the district Key 3: the district chairman, district commissioner, and district executive. The numeral “3” is always used in Key 3; it is not spelled out.

**KISMIF.** A Cub Scouting acronym standing for “Keep It Simple, Make It Fun.”

**Kit Carson Museum.** Located at Philmont Scout Ranch.

**Klondike derby.** A competitive Boy Scout event conducted by patrols to demonstrate proficiency in

Scouting skills. Traditionally conducted in winter. Patrols move from station to station pulling equipment on a replica of a Klondike gold rush sled.

**K2BSA.** The BSA headquarters ham radio station in Fort Worth, Texas. See “HB9S” and “Jamboree-on-the-Air.”

**kwik kalender.** A computerized work schedule backdating program, provided by Council Information Systems at the national office for use by local council employees.

## L

**Labor Advisory Committee.** See “National Labor Advisory Committee.”

**Lamb Award.** An award given through the Lutheran Council in the U.S.A. to Lutheran laity and pastors who have rendered exceptional service to youth through Scouting.

**Law, the Scout.** See “Scout Law.”

**Law Enforcement Assistance Award.** A medal and plaque offered by the U.S. Secret Service to an Explorer who has performed an outstanding deed in the area of law enforcement.

### Law of the Pack

*The Cub Scout follows Akela.*

*The Cub Scout helps the pack go.*

*The pack helps the Cub Scout grow.*

*The Cub Scout gives goodwill.*

**LDS Church.** See “Church of Jesus Christ of Latter-day Saints.” LDS Church is preferred to “Mormon Church.”

**leader.** See “officer,” “professional Scouter,” “unit leader,” and “volunteer.”

**Leadership Award.** Available to youth and adult volunteers registered and involved in Venturing. The Venturing Leadership Award is presented by councils, areas/regions, and the BSA National Council to Venturers and adult volunteers who have made exceptional contributions to Venturing and who exemplify the Venturing Code and Oath.

**Leadership Update.** A two-hour supplemental training experience for Cub Scout leaders conducted quarterly by the district.

**Learning for Life.** This subsidiary of the BSA was begun in 1990 and is totally separate from traditional programs, including In-School Scouting. Learning for Life is designed to support schools and organizations. The Learning for Life Mission Statement: *The mission of Learning for Life is to serve others by helping to instill core values in young people and in other ways prepare them to make ethical choices throughout their lives so they can achieve their full potential.*

**Learning for Life committee.** A group of volunteer adults on the council level committed to the organization, promotion, and support of Learning for Life throughout the district or council. The committee is organized into the following teams: finance, program, service, and marketing.

**Learning for Life Division.** The part of the National Council Program Group that develops and administers Learning for Life.

**Learning for Life division (local council).** An administrative unit of some councils to which accountability for Learning for Life is assigned.

**Learning for Life Mission Statement.** See “Learning for Life.”

**Leave No Trace.** The BSA is committed to this nationally recognized outdoor skills and ethics awareness program. Its guidelines should be followed at all times in the outdoors: Plan ahead and prepare; camp and travel on durable surfaces; pack it in, pack it out; leave what you find; minimize campfire use; respect wildlife; and respect others. When used as an adjective, capitalize and do not hyphenate: “Follow all Leave No Trace principles in the backcountry.”

**Liahona.** See “World Community emblems.”

**librarian.** A Scout who supervises the use of troop-owned books; appointed by the senior patrol leader with the Scoutmaster’s advice and consent.

**Life Scout.** The rank below Eagle Scout and above Star Scout.

**Life and World.** See “World Community emblems.”

**Lifeguard, BSA.** See “BSA Lifeguard.”

**lifesaving awards.** See “Heroism Award,” “Honor Medal,” and “National Court of Honor.”

**Light Is Life emblem.** Religious emblem that can be earned by Boy Scouts and Varsity Scouts of the Eastern-Rite Catholic Churches.

**Light of Christ emblem.** A religious emblem that can be earned by first- and second-grade Tiger Cubs and Cub Scouts (through Wolf rank) of the Roman Catholic faith.

**Light of God.** The religious emblem for Boy Scouts and Varsity Scouts of the Association of Unity Churches.

**Light of the World.** See “World Community emblems.”

**-like.** Do not use a hyphen unless the “l” is tripled: “businesslike,” “lifelike,” “shell-like.”

**lists.** In an enumerated list that is run in to the text, enclose numbers in parentheses and do not introduce the list with a colon unless using the words “the following” or some such: “For lunch he ate (1) a sandwich, (2) dried apricots, and (3) a Twinkie.” “For lunch he ate the following: (1) a sandwich, (2) dried apricots, and (3) a Twinkie.”

Other examples of lists are probably more useful than long explanations:

- “Her lunch included the following: a sandwich, dried apricots, and a Twinkie.” (Use a colon.)

BUT

“Her lunch included a sandwich, dried apricots, and a Twinkie.” (No colon.)

- “The following procedures are not covered:  
Skilled home health care  
A private nurse  
CAT scan”

(Note: No periods after the listed items; use of a colon to introduce because of the use of “the following”; use of capital letters for the listed items)

- “The procedures that are not covered include  
Skilled home health care  
A private nurse  
CAT scan”

(Note: No colon to introduce the listed items.)

- “After careful investigation, the health insurance provider concluded that  
—the skilled home health care was unnecessary,  
—the private nurse overcharged,  
—the CAT scan was too expensive.”

(Note: The listed items complete the sentence so they begin with lowercase letters and are separated by commas. No punctuation is used to introduce the list. In a *vertical list* such as this one, “and” is unnecessary in the listed items; however, you would use it if the list were not vertical: “After careful investigation, the health insurance provider

concluded that the skilled home health care was unnecessary, the private nurse overcharged, and the CAT scan was too expensive.”)

- “After careful investigation, the health insurance provider concluded several things:
  1. The home health care was unnecessary.
  2. The private nurse overcharged.
  3. The CAT scan was too expensive.”

(The listed items are each a sentence in and of themselves, so they begin with a capital letter and end with a period.)

**Living Circle.** A Cub Scout ceremony. See the *Cub Scout Leader Book*.

**Living Faith emblem.** A spiritual growth and development emblem that can be earned by Lutheran Venturers.

**loaned executive.** A full-time or part-time person whose salary, including benefits, is paid directly by the “loaning” organization but who is temporarily assigned, by the primary employer, to perform a specific assignment (other than an approved professional position) for the Boy Scouts of America.

**local council.** An administrative body chartered by the National Council to be responsible for Scouting in a designated geographic territory. Voting membership may include active members at large and chartered organization representatives. The program is directed by an executive board of volunteers and administered by a Scout executive and staff of professional Scouters. As of March 1998, 328 local councils exist in the United States. The term *council* is not capitalized except in the name of a specific council. Combinations: “councilwide,” “Quivira Council,” “council executive board,” “Longhorn Council Executive Board.” See “executive board” and “National Council.”

**Local Council Certificate of Merit.** This may be awarded for meritorious actions that do not qualify for the National Certificate of Merit. See “Heroism Award,” “Honor Medal,” “Medal of Merit,” and “National Certificate of Merit.”

**local council service center.** See “service center.”

**local tour permit.** See “tour permit.”

**lodge.** A local council Order of the Arrow group chartered annually by the National Council. A large lodge may be organized into chapters.

**Lone Boy Scout.** A Boy Scout who, unable to join a troop because of unusual conditions, follows the

program as an individual under the leadership of a Lone Scout friend and counselor. See also “Lone Cub Scout.”

**Lone Boy Scout friend and counselor.** A Scouter who works with a Lone Scout.

**Lone Cub Scout.** A Cub Scout who, unable to join a pack because of unusual conditions, follows the program as an individual under the leadership of a Lone Cub Scout friend and counselor. See also “Lone Boy Scout.”

**Lone Cub Scout friend and counselor.** A Cub Scouter who works with a Lone Cub Scout.

**-long.** When in doubt, consult a dictionary, but usually no hyphen: yearlong, weeklong.

**Long Cruise arc.** A red Long Cruise arc worn over the Long Cruise badge represents an additional two-week cruise. When five have been completed, the red arcs are replaced by one white arc.

**Long Cruise badge.** An award given to Sea Scouts of Ordinary rank who have completed a two-week cruise.

**long-term camping.** A camping experience consisting of five or more consecutive days and nights in the outdoors.

**loss prevention.** Preventing accidents, reducing injuries, and minimizing costs, both personal and financial, are the objectives of the BSA’s emphasis on loss prevention.

**Love for God emblem.** A religious emblem that can be earned by Tiger Cubs (as early as first grade), Cub Scouts, and Webelos Scouts of the Meher Baba faith.

**Love of God [Milosc Boga] emblem.** A religious emblem that can be earned by Cub Scouts and Webelos Scouts of the Polish National Catholic Church.

**low-impact ethic.** See “Leave No Trace.”

**luncheon.** A fund-raising luncheon, usually industry oriented.

**Lutheran churches.** The three major Lutheran bodies in the United States merged in 1988 to form the Evangelical Lutheran Church in America. The Lutheran Church–Missouri Synod is a separate and distinct body. Lutheran religious emblems and recognitions: God and Me for Tiger Cubs and Cub

Scouts, God and Family for Webelos Scouts, God and Church for Boy Scouts and Varsity Scouts, Living Faith for Venturers and older Scouts, and the Lamb nomination (not earned) for adults.

**-ly.** Do not use a hyphen between adverbs ending in “-ly” and the adjectives they modify: “an easily remembered rule,” “a badly damaged car.”

## M

**Maccabee emblem.** A religious emblem that can be earned by Jewish Tiger Cubs.

**magazine titles.** Italicize titles of magazines. Lowercase the word “magazine” unless it is part of the publication’s formal title: *Boys’ Life* magazine; *Harper’s Magazine*. Also see “composition titles.”

**man, mankind.** Try to use a term that is gender-neutral: human, humanity, humankind.

**manager.** See “program manager.”

**manpower.** Try to use a term that is gender-neutral: workforce, personnel, staff.

**Martin Luther King Jr. Day.** Do not use a comma before or after “Jr.”

**mate.** The Sea Scouting equivalent of associate Advisor. See “boatswain’s mate” and “Skipper.”

**Medal of Merit.** May be awarded by the National Court of Honor to a registered youth member or adult leader who has performed an act of service of a rare or exceptional character. Such action need not necessarily be a rescue or involve risk to self. See “Heroism Award,” “Honor Medal,” and “National Certificate of Merit.”

**Meher Baba.** A spiritual leader born in India in 1894. He established a spiritual center in South Carolina in the 1950s. Religious emblems: Love for God for Tiger Cubs, Cub Scouts, and Webelos Scouts; and Compassionate Father for Boy Scouts, Varsity Scouts, and Venturers.

**member.** See “local council,” “National Council,” and “registered member.”

**member at large.** (1) Elected voting member of a council or district who is not a chartered organization representative. (2) Voting member of the National Council other than a local council representative.

**Members of Churches of Christ for Scouting.** This advisory committee promotes and guides cooperative efforts between the Churches of Christ and the Boy Scouts of America. The Servant Leadership Series is the religious recognition program for Scouts who are affiliated with Churches of Christ.

**membership inventory.** Part of a unit’s annual charter renewal process when the activity of the unit during the past year is reviewed. Usually held in conjunction with a uniform inspection.

**Memorandum of Understanding (Learning for Life).** Learning for Life’s official contract between the participating organization and Learning for Life.

**merit badge.** A recognition given to a Boy Scout for completing the requirements for the badge. There are more than a hundred subjects in hobby and career fields with requirements and supporting pamphlets to help Scouts broaden their outlook. Capitalize the name but not the words “merit badge.” Example: “earn the Lifesaving and Swimming merit badges.” When referring to the merit badge pamphlet, italicize the title. Example: “*Journalism* merit badge pamphlet.”

**merit badge counselor.** A registered adult volunteer at least age 18 who is expert in a merit badge field and shares enthusiasm for that field with Scouts and who certifies that requirements have been met.

**merit badge show.** A demonstration of merit badge skills from booths. Spectators walk around and participate in the merit badge features that interest them.

**meritorious action awards.** See “Medal of Merit” and “National Certificate of Merit.”

**Methodist churches.** The principal Methodist body in the United States is the United Methodist Church. It was formed in 1968 by the merger of the Methodist Church and the Evangelical United Brethren Church. Methodism in the United States also include three major African American denominations: the African Methodist Episcopal Church, the African Methodist Episcopal Zion Church, and the Christian Methodist Episcopal Church. United Methodist religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Scouts; and the God and Service nomination (not earned) for adults. The African Methodist Episcopal Church offers the God and Church emblem to sixth-,

seventh-, and eighth-graders and the God and Service nomination (not earned) for adults.

**Metta emblem.** A religious emblem that Buddhist Cub Scouts and Webelos Scouts can earn.

**Mile Swim, BSA.** A recognition given to Scouts and Venturers to encourage the development of physical fitness and stamina through swimming.

**military academies.** Capitalize “U.S. Air Force Academy,” “U.S. Coast Guard Academy,” “U.S. Military Academy,” U.S. Naval Academy.” Retain capitalization if the “U.S.” is dropped: “the Air Force Academy,” etc. Lowercase “academy” whenever it stands alone.

**military titles.** Capitalize and abbreviate a military rank when used as a formal title before an individual’s full name: Gen. John J. Pershing, *but* General Pershing.

**millions, billions.** Use figures with “million” or “billion” in all except casual uses: “I’d like to make a billion dollars.” But: “The nation has 1 million citizens”; “I need \$7 billion.” Do not go beyond two decimals: “7.51 million people,” “\$256 billion,” “7,542,500 people,” “\$2,565,750,000.” Decimals are preferred where practical: “1.5 million”; *not* “1½ million.”

Do not drop the word “million” or “billion” in the first figure of a range: “He is worth from \$2 million to \$4 million”; *not* “He is worth \$2 to \$4 million,” unless you really mean \$2.

**mission statement.** See “BSA Mission Statement” and “Learning for Life.”

**months.** Spell out and capitalize months of the year.

**Moravian.** A member of a Protestant denomination that arose from a 15th-century religious reform movement in Bohemia and Moravia. Religious emblems and recognitions: God and Country for Boy Scouts, Varsity Scouts, and Venturers; and The Order of David Zeisberger for adults.

**Mormon.** See “Church of Jesus Christ of Latter-day Saints.”

**motto.** See “Cub Scout motto,” “Explorer motto,” “Scout motto,” or “Tiger Cub motto.”

**mount.** Spell out in all uses, including the names of communities and mountains: “Mount Prospect, Illinois”; “Mount Everest.”

**movement.** See “Scouting movement.”

**museums.** See “Kit Carson Museum,” “Seton Memorial Library and Museum,” and “National Scouting Museum.”

## N

**National Annual Business Meeting.** Always capitalize.

**National Annual Meeting.** Always capitalize.

**national anthem.** Lowercase; but, “The Star-Spangled Banner.”

**National Association of Anglican and Traditional Scouters.** This advisory committee promotes and guides cooperative efforts between the Anglican Communion and the Boy Scouts of America.

**National Association of Christian Methodist Episcopal Scouters.** This advisory committee promotes and guides cooperative efforts between the Christian Methodist Episcopal Church and the Boy Scouts of America.

**National Association of Episcopalians for Scouting.** This advisory committee promotes and guides cooperative efforts between the Episcopal Church and the Boy Scouts of America.

**National Association of Presbyterian Scouters.** This advisory committee promotes and guides cooperative efforts between the Presbyterian churches and the Boy Scouts of America.

**National Association of United Methodist Scouters.** This advisory committee promotes and guides cooperative efforts between the United Methodist Church and the Boy Scouts of America.

**national aviation Explorer leadership conference.** A biennial conference for members of aviation Explorer posts that includes competition, training, demonstrations, program exchanges, and career information. Capitalize only when referring to a specific conference.

**National Boy Scouts of America Foundation, The.** A foundation established to provide a convenient way for a donor to make one gift but have it distributed among several Scouting entities. The foundation can also serve as trustee for a wide variety of charitable gifts benefiting Scouting.

**National Camping Award.** This award recognizes troops that go camping during the year. Recognition is for the number of camping days and nights logged on a yearly basis or on a cumulative basis. Yearly awards are the unit award, 10 days and nights; bronze award, 20 days and nights; silver award, 30 days and nights; and gold award, 50 days and nights. Cumulative awards are the unit award, 100 days and nights; bronze award, 250 days and nights; silver award, 500 days and nights; and gold award, 1,000 days and nights.

**National Camping School.** A training experience for adults who are key staff members in council camp operations.

**National Catholic Committee on Scouting.** An advisory committee that promotes and guides cooperation between the proper authorities of the Roman Catholic Church in the United States and the Boy Scouts of America.

**National Certificate of Merit.** This award may be presented by the National Court of Honor to a registered BSA member, youth or adult, who has performed a significant act of service that is deserving of special national recognition. Such action need not involve attempts of rescue or risk to self, but puts into practice Scouting skills or ideals. See “Heroism Award,” “Honor Medal,” “Local Council Certificate of Merit,” and “Medal of Merit.”

**National Cold-Weather Camping Development Center.** Located at the Northern Tier Base at Ely, Minnesota, the center provides materials for, and specializes in problems associated with, cold-weather camping for councils and other organizations. See “Kanik,” “Okpik,” and “High Adventure Division.”

**National Community Relationships Committee.** This advisory committee promotes and guides efforts between fraternal and community groups, the military, and the Boy Scouts of America.

**National Council.** This is the corporate membership chartered by the United States Congress to operate the program of the Boy Scouts of America. Members include all elected members of the National Executive Board, members of regional executive committees, elected local council representatives, elected members at large, and elected (nonvoting) honorary members. The program of the National Council is directed by the National Executive Board and administered by the Chief Scout Executive and a staff of professional Scouters at the national office and in other locations. Biennial National Council

meetings are held, such as the 1992 National Council Meeting.

**National Court of Honor.** A committee of the Boy Scouts of America that is responsible for administering lifesaving awards, meritorious action awards, and distinguished service awards.

**National Crime Prevention program.** See “BSA National Crime Prevention program.”

**National Den Award.** An award to recognize Cub Scout dens that provide quality year-round program.

**National Distribution Center.** The Supply Division warehouse from which BSA equipment and supplies are dispensed. The address is 2109 Westinghouse Boulevard; P.O. Box 7143; Charlotte, NC 28241-7143.

**National Eagle Scout Association.** This group provides an opportunity for all Eagle Scouts to retain identification with Scouting through service to the local council in which they live.

**National Endowment Achievement Award.** Recognition of local council achievement of approved annual endowment fund income goal.

**National Executive Board.** See “executive board.”

**National Executive Institute.** No longer used; forerunner to Professional Development Levels I, II, and III courses. See “Center for Professional Development.”

**national Explorer leadership conference.** See “Explorer awards, activities, and scholarships.”

**National Exploring Excellence Award.** Recognition given each year to Explorer posts that commit to and meet specified national standards pertaining to leader training, two-deep leadership, elected post officers, annual superactivity, minimum post meetings, community service, increased youth participation, and annual on-time renewal of the post program.

**national Exploring scholarships and awards.** These identify and recognize young adults (Explorers) who have achieved excellence in several fields of endeavor. They are administered by the national Learning for Life Division. See “Explorer awards, activities, and scholarships.”

**National Islamic Committee on Scouting.** An advisory committee that guides the use of Scouting by Islamic youth-serving organizations and promotes

cooperation between them and the Boy Scouts of America.

**national jamboree.** See “jamboree.”

**National Jewish Committee on Scouting.** An advisory committee that guides the use of Scouting by Jewish youth-serving organizations and promotes cooperation between them and the Boy Scouts of America.

**National Junior Leader Instructor Camp.** Conducted at Philmont Scout Ranch, this supplemental training is designed to prepare Boy Scout junior leaders for positions of leadership in support of the local council junior leader training conference.

**National Labor Advisory Committee.** An advisory committee to the Boy Scouts of America with the responsibility of promoting and guiding cooperative contacts between organized labor and the Boy Scouts of America.

**National Law Enforcement Explorer Academy.** Participants for this learning experience are selected based on an application and essay.

**national law enforcement Explorer leadership conference.** A biennial conference for members of law enforcement Explorer posts that includes competition, training, demonstrations, program exchanges, and career information. Capitalize only in the title of a specific conference: “1998 National Law Enforcement Explorer Conference.”

**national law Explorer mock trial competition.** The Young Lawyers’ Division of the American Bar Association conducts this competition in cooperation with the national Exploring committee. Law Explorer posts can enter teams of four in preliminaries held throughout the country, with winning teams eligible for the national championship. Capitalize only in the title of a specific competition.

**National Leadership Seminar.** A three-day leadership training course conducted by the Order of the Arrow at the regional level.

**national Learning for Life committee.** An advisory committee that promotes and guides efforts between schools, businesses, organizations, etc.

**National Lutheran Association of Scouters.** This advisory committee promotes and guides cooperative efforts between the Lutheran churches and the Boy Scouts of America.

**national office.** The address of the administrative offices of the Boy Scouts of America is Boy Scouts of America, 1325 West Walnut Hill Lane, P.O. Box 152079, Irving, TX 75015-2079. “Home office” is not used except in historical references.

**national Order of the Arrow conference.** A biennial conference designed to improve program and leadership skills of all Arrowmen. Training, activities, shows, and Indian events are included in this five-day, even-year event. Capitalize only when referring to a specific conference. Examples: “1998 National Order of the Arrow Conference,” “last year’s Order of the Arrow conference.”

**National Polish Catholic Committee on Scouting.** This advisory committee promotes and guides cooperative efforts between the Polish National Catholic Church and the Boy Scouts of America.

**National President’s Scoutmaster Award of Merit.** A recognition given to a Scoutmaster who has made a significant contribution to boys’ achievement of the Eagle Scout rank.

**National Religious Relationships Committee.** An advisory committee that promotes and guides cooperative efforts between the various religious bodies and the Boy Scouts of America.

**National Scouting Museum.** Murray the Robot is host to the exhibits at the National Scouting Museum, which include the Gateway Park entrance (an outdoor course), indoor exhibits (including 45 Norman Rockwell Scouting oil paintings), the Patrol and Values theaters, the Amazing Adventure course, galleries, and games. Address and telephone number are National Scouting Museum; Murray State University; Murray, KY 42071; 502-762-3383.

**National Standard Camp Rating.** The method used by the BSA for accrediting physical facilities, staff, program, development, and provisions for the health and safety of camps.

**National Summertime Pack Award.** A Cub Scout pack can earn this award by planning and conducting three pack activities—one each in June, July, and August. Cub Scouts who participate in all three activities may wear the National Summertime Pack Award pin.

**national tour permit.** See “tour permit.”

**National Training School.** No longer used: A training institute for professional Scouters that took

place at the Schiff Scout Reservation. This training has evolved into Professional Development Levels I, II, and III courses at the BSA's Center for Professional Development. See "Center for Professional Development."

**National United Church of Christ Association of Scouters.** This advisory committee promotes and guides cooperative efforts between the United Church of Christ and the Boy Scouts of America.

**nationalities and races.** Capitalize the proper names of nationalities, peoples, races, tribes, etc.: "Arab," "Arabic," "African," "American," "Caucasian," "Cherokee," "Chinese," "Eskimo," "French Canadian," "Gypsy," "Japanese," "Jew," "Jewish," "Latin," "Nordic," "Sioux," "Swede," etc. Lowercase "black" (noun or adjective), "white," etc.

**Nationally Coordinated Campaign for Local Council Endowment.** This program of emphasis launched in 1993 is designed to assist local councils in generating additional gifts to their endowment fund.

**Native American.** See "American Indian," which is preferred.

**Ner Tamid emblem.** A religious emblem earned by Boy Scouts of the Jewish faith who have met the requirements prepared by the National Jewish Committee on Scouting.

**Net.** Short for the Internet.

**New Church, The.** See "Church of the New Jerusalem."

**new-Scout patrol.** When a boy joins a Boy Scout troop, he becomes a member of a patrol composed of new Scouts, where an assistant Scoutmaster and a troop guide help him get a good start in Scouting.

**new-unit campaign.** A systematic approach to organizing a large number of units that includes techniques for recruiting the right volunteers, careful planning and scheduling, and an effective publicity campaign.

**1910 Society, The (or just 1910 Society).** A recognition program for donors of \$25,000 or more in cash, or easily liquidated assets, to a local council endowment program. The program includes four specific levels of recognition.

**Northern Expeditions Base.** This base in Bissett, Manitoba, Canada, offers wilderness canoeing and

fishing. See "Northern Tier National High Adventure Program."

**Northern Tier National High Adventure Program.**

The Charles L. Sommers High Adventure Base in Ely, Minnesota, the Northern Expeditions Base in Bissett, Manitoba, Canada, and the Donald Rogert Canoeing High Adventure Base in Atikokan, Ontario, Canada, serve as launching points for canoeing, fishing, and camping by older Boy Scouts, Varsity Scouts, Venturers, and families of registered adult BSA members. Cold-weather camping is offered only at the Ely base camp. The mailing address is Northern Tier National High Adventure; Boy Scouts of America; P.O. Box 509; Ely, MN 55731-0509. See "High Adventure Division," "National Cold-Weather Camping Development Center," and "Okpik."

**no-trace camping.** Refers to the Leave No Trace principles for techniques that minimize the effects of Scouting groups on the environment. See also "Leave No Trace."

**no-trace ethic.** Refers to the Leave No Trace principles. The no-trace ethic should always be practiced in the outdoors, but more care is needed in areas that show few signs of modern human activity. To follow Leave No Trace ethic, such an area would be left in a natural state by removing all evidence that anyone had been there. See also "Leave No Trace."

**Now & Then.** A quarterly newsletter for the retired men and women of Scouting.

**numerals.** In general, spell out whole numbers below 10 (one through nine); use figures for 10 and above. Typical examples: "They had three sons and two daughters." "They had a fleet of 10 station wagons and two buses."

IN A SERIES: Apply the appropriate guidelines: "They had 10 dogs, six cats, and 97 hamsters." "They had four four-room houses, 10 three-room houses, and 12 10-room houses."

SENTENCE START: Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception—a numeral that identifies a calendar year (but try to recast the sentence to avoid this). *Wrong:* "993 Scouts attended our council's summer camp last year." *Right:* "Last year, 993 Scouts attended our council's summer camp."

**O**

**oath.** See "Scout Oath or Promise."

**office.** “Council service center” and “regional service center” are preferred to “council office” and “regional office.” “National office” is correct; the national office does not perform services of the type offered at local council and regional service centers.

**officer.** (1) The National Council, each region, and each council have elected volunteer officers who act on behalf of the executive board between board meetings. (2) In Venturing and Exploring the elected youth officers typically are president, vice president, secretary, and treasurer. (3) In Sea Scouting the elected youth officers typically are boatswain, boatswain’s mate, yeoman, purser, and storekeeper. (4) In Sea Scouting, the Skipper and mates, who are adult leaders, are also called officers.

**official.** (1) One who holds or is invested with an office. (2) An adjective used to describe BSA equipment and uniforms approved for use in the program.

**OK, OK’d, OK’ing, OKs.** Do not use “okay.”

**Okpik** (pronounced *OOK-pik*). The Okpik Cold Weather Camping Program is offered by the Northern Tier National High Adventure Program. Cold-weather camping, cross-country skiing, dog sledding, ice fishing, snowshoeing, expedition travel, and shelter building are featured. *Okpik* is derived from the Eskimo word for “snowy owl.” See “Kanik” and “National Cold-Weather Camping Development Center.”

**olympics.** Capitalize all references to the international athletic contests held every four years: “the Olympics,” “the Winter Olympics,” “the Olympic Games,” “the Games,” “an Olympic-sized pool” (which is 50 meters long by 25 meters wide). Lowercase other uses: “a pizza-eating olympics.”

**On My Honor Award.** A recognition presented to adults who have given exemplary service to youth through Scouting in the Church of Jesus Christ of Latter-day Saints.

**On My Honor emblem.** Awarded to qualifying Boy Scouts, Varsity Scouts, and Venturers of the Church of Jesus Christ of Latter-day Saints.

**online.** Use one word, no hyphen, for the computer connection term.

**Open Word emblem.** A religious emblem of the General Church of the New Jerusalem.

**Operation First Class.** Obsolete term; see “Scoutreach Division.”

**Ordeal membership.** The induction phase of membership in the Order of the Arrow. A candidate becomes an Ordeal member upon completion of the Ordeal and Ordeal ceremony.

**Order of David Zeisberger.** Adult religious recognition given by the Moravian Church.

**Order of the Arrow.** Scouting’s national honor society. Youth members (Arrowmen) must hold First Class Scout rank; they are elected by all youth members of the troop, based on their Scouting spirit and camping ability. The aim of the OA is to promote the outdoor program and service to Scouting.

**Ordinary.** The rank in Sea Scouting above Apprentice and below Able. Combinations: “Ordinary Award,” “Ordinary rank,” “Ordinary requirements,” “Ordinary Sea Scout.”

**orienteering.** A cross-country contest to reach a specific destination and/or certain checkpoints along the way with the use of compass and map.

**Our Best Today for a Better Tomorrow.** This is the Explorer motto.

#### **Outdoor Code**

*As an American, I will do my best to—*

*Be clean in my outdoor manners.* I will treat the outdoors as a heritage. I will take care of it for myself and others. I will keep my trash and garbage out of lakes, streams, fields, woods, and roadways.

*Be careful with fire.* I will prevent wildfire. I will build my fires only where they are appropriate. When I have finished using fire, I will make sure it is cold-out. I will leave a clean fire ring, or remove all evidence of my fire.

*Be considerate in the outdoors.* I will treat public and private property with respect. I will use low-impact methods of hiking and camping.

*Be conservation-minded.* I will learn how to practice good conservation of soil, waters, forests, minerals, grasslands, wildlife, and energy. I will urge others to do the same.

**outdoor program.** The total scope of outdoor activities offered by the Boy Scouts of America, in which youth members’ differing skill and experience levels are accommodated. Includes Cub Scout pack

field trips, day camp, family camp, and resident camp; Webelos Scout overnight camping; Boy Scout overnight, resident, and long-term camping; Venture and Varsity activities; jamborees; council and national high adventure; and wilderness camping.

**overnighter.** See “Webelos Scout overnigher.”

## P

**pack.** A group made up of several Tiger Cub, Cub Scout, and Webelos Scout dens. The pack includes not only the boys in the dens but also their families and leaders. Combinations: “Cub Scout pack,” “Pack 5.”

**Palms.** See “Eagle Palms.”

**Pan American jamboree.** The treatment of this term varies by actual jamboree year; for instance, no hyphen for the 1994 Pan American Jamboree.

**paraprofessional.** A registered, full-time or part-time noncommissioned employee whose application has been filed and approved by the Personnel Administration Division for service in a designated paraprofessional position. Authority and duties are limited to the support of, and are under the direction of, the commissioned professional assigned to that specific area of responsibility.

**parents’ night.** An open house conducted by the post or Venturing crew to inform parents and involve them in the post or Venturing crew and council.

**parent and family talent survey.** An inventory of parents’ interests and abilities conducted by the Cub Scout pack to determine program potential.

**participating organization.** A business, civic, educational, fraternal, or other community-based organization that has applied for participation and has received a certificate to operate a Learning for Life program or Explorer post.

**partner.** Do not use “partner” when referring to a chartered organization. Also see “adult partner.”

**Parvuli Dei emblem.** A religious emblem that can be earned by third- through fifth-grade Cub Scouts and Webelos Scouts of the Roman Catholic and Eastern-Rite Catholic faiths. (Tiger Cubs [first- and second-grade students] can earn the Light of Christ emblem.) The Latin means “Little Children of God.”

**patrol.** A small group of Boy Scouts (usually five to eight) who belong to a troop and work together in and out of troop meetings. Normally, there are several patrols in one troop. Capitalize only when part of a title, such as “Fox Patrol.” See also “Venture patrol.” Note: Webelos dens are not patrols.

**patrol leader.** Elected by the patrol members, this Boy Scout leads the patrol and represents it on the patrol leaders’ council, which plans the troop program.

**patrol leaders’ council.** Each patrol leader, representing his patrol, meets with other patrol leaders and the senior patrol leader to plan their troop program. The Scoutmaster acts as an adviser.

**Paul Bunyan Woodsman.** A recognition given to a Boy Scout or a Venturer who safely demonstrates skill with a long-handle ax.

**Pedro.** The long-eared, four-footed, mailburro of the “Hitchin’ Rack” column in *Boys’ Life* magazine.

**people, persons.** Use “person” when speaking of an individual: “One person waited for the bus.” The word “people” is preferred to “persons” in all plural uses. For example: “Thousands of people attended the fair.” “What will people say?” “There were 17 people in the room.” “Persons” should be used only when it is in a direct quote or part of a title as in “Bureau of Missing Persons.”

**percent and percentages.** Percent is one word and always spelled out. Also, always use figures for percentages: 2 percent, 25 percent, 2.5 percent (use decimals, not fractions). For amounts less than 1 percent, precede the decimal with a zero: “The cost of living rose 0.6 percent.” Repeat “percent” with each individual figure: “He said 10 percent to 30 percent of the electorate may not vote.”

**Philmont Scout Ranch.** Western high adventure happens here for older Scouts and Venturers in almost 140,000 acres of rugged northern New Mexico. The ranch also has a center for volunteer and professional training. The address is Cimarron, NM 87714. (Cimarron is pronounced *sim-a-ROAN*.)

**Philmont Staff Association.** Former and current summer and permanent staff members of Philmont Scout Ranch, and of the Philmont Training Center, Cimarron, New Mexico, are eligible for membership. Some association objectives are to promote wilderness camping and other ranch programs, suggest new programs in ranch management, and

offer time and talent to local councils for promoting the ranch.

**Philmont Training Center.** The national volunteer training center of the BSA, located at Philmont Scout Ranch. The center hosts professional and BSA local council conferences.

**pinewood derby.** A pack activity that involves making and racing model cars on a track. Combinations: “Pack 1 Pinewood Derby,” “the pinewood derby.”

**planned giving.** Making a gift to Scouting as the result of a planning process that takes into consideration the effects that gift will have on the donor’s income, tax liabilities, and estate. Do not hyphenate, even when used as a modifier. Also known as “deferred giving.”

**plurals.** With figures, add *s*: “Temperatures will be in the 20s”; “I was born in the 1950s.” With single letters, add *'s*: “The three R’s of Youth Protection.” With multiple letters, add *s*: “She knows her ABCs.”

**Polish National Catholic Church.** Religious emblems and recognitions: Love of God (*Milosc Boga*) for Cub Scouts and Webelos Scouts; God and Country (*Bog I Ojczyzna*) for Boy Scouts, Varsity Scouts, and Venturers; and Bishop Thaddeus F. Zielinski for adults (by nomination only, not earned).

**pooled income fund.** A charitable trust to which donors make gifts, which are pooled with other gifts and then invested. The investment income is paid to the donor, or beneficiaries, quarterly for life. Upon maturity the council endowment fund receives the remainder interest.

**Pope Paul VI national unit recognition.** A recognition given by the National Catholic Committee on Scouting to units organized by Catholic churches and organizations.

**Pope Pius XII emblem.** A religious emblem that can be earned by ninth-grade and older Boy Scouts and Venturers of the Roman Catholic faith and Eastern-Rite Catholic Churches.

**possessives.** Some general guidelines for more troublesome matters:

- Plural nouns ending in *s*: Add only an apostrophe—“the horses’ food,” “the girls’ toys,” “states’ rights,” “officers’ meeting,” “Chief Scout Executive’s Winners’ Circle.”
- Some words ending in *s* do not take the apostrophe if they are being used in a descriptive sense:

“Teamsters union,” “citizens band radio,” “a writers guide.” A Scouting example: “Founders Circle Award.”

- Singular nouns ending in *s*: Add *'s* unless the next word begins with *s*: “the witness’s answer,” *but* “the witness’ story.”
- Singular proper names ending in *s*: Add only an apostrophe—“Achilles’ heel,” “Dickens’ books,” “Kansas’ schools.”
- Pronouns: Be careful not to use an apostrophe with “yours,” “ours,” “hers,” “its,” and “theirs.”
- Joint possession: Use the possessive form after only the last word if ownership is joint: “Jason and Bill’s tent” (both Jason and Bill own the tent). Use a possessive form after both words if the objects are individually owned: “Jason’s and Bill’s tents” (Jason and Bill each have a tent).

**post.** The unit that conducts Exploring for the participating organization. Combinations: “Explorer post,” “Post 251.”

**post inventory.** An annual report on each post’s plans for the coming year, including leadership changes and recruiting plans.

**post leader workshop.** This training for post Advisors and post officers introduces leadership roles and the skills of leadership, communication, problem solving, and planning.

**post office.** Lowercase to refer to a specific office, but the agency is now called the U.S. Postal Service.

**post officers’ seminar.** A training and planning seminar for newly elected Exploring officers, led by the post Advisor, associate Advisors, and youth president. Provides in-depth training for officers, and the year’s program of activities is developed.

**pow wow.** A one-day training conference for Cub Scout leaders. Combinations: “Cub Scout leader pow wow,” “Apache District Pow Wow.”

**P.R.A.Y.** Abbreviation for Programs of Religious Activities With Youth. An organization outside the BSA that administers religious awards for youth-serving organizations, including the BSA, Girl Scouts, and Camp Fire. Note the periods in the abbreviation.

**prefixes.** More often than not, you’ll find that a hyphen is not needed. Refer to *Webster’s Collegiate Dictionary* (10th edition). Some general rules: (1) Do not hyphenate a prefix with a word that starts with a consonant: “pretax,” “nonbeliever,” “nontraditional,” “unconvinced,” “coworker,” “extraterrestrial,”

“multicolored,” “postwar.” (2) Except for “cooperate” and “coordinate,” use a hyphen if the prefix ends in a vowel and the word following begins with the same vowel: “co-ownership,” “pre-exist,” “pre-empt,” “re-establish.” (3) Use a hyphen if the word that follows is capitalized: “mid-Atlantic.” (4) Use a hyphen to join doubled prefixes: “sub-subparagraph.”

**Prepared for Today.** Prepared for Today helps parents work with their 6- to 11-year-old children in six skill areas that will help the children cope when they have to be home alone.

**preprofessional.** A paraprofessional who is currently pursuing either an associate’s or a bachelor’s degree while obtaining on-the-job training and intends to qualify for professional service with the Boy Scouts of America. See also “paraprofessional.”

**Presbyterian Church (U.S.A.).** Encompasses the former northern and southern branches of Presbyterianism, which merged in 1983. Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Boy and Varsity Scouts; and God and Service nomination (not earned) for adults (God and Country Program Series).

**president.** Capitalize only as a formal title before one or more names: “President Reagan,” “Presidents Ford and Carter.” Lowercase in all other uses: “The president was ill today.” “He is running for president.” “Lincoln was president during the Civil War.”

Specific BSA usages: (1) An elected volunteer executive. See “area president,” “council president,” and “regional president.” There is also a national president of the BSA. (2) A Venturer or an Explorer elected by peers to this office conducts crew or post business.

**Professional Circle.** See “Professional Training Award.”

**Professional Development Levels I, II, and III.** Abbreviated as PD-LI, PD-LII, and PD-LIII. See “Center for Professional Development.”

**professional Scouter.** A registered, salaried, full-time employee who is commissioned to serve in an approved professional position in a local council or on the national staff by having successfully completed formal training (Professional Development Level I, National Executive Institute,

or National Training School), or who has been designated by the Chief Scout Executive as a member of the national management executive staff.

**professional-technical (pro-tech) employee.** A registered, full-time employee whose professional application has been approved by the Personnel Administration Division to serve in a professional-technical position not requiring a professional commission, but designated and approved as having executive, administrative, or professional status.

**professional trainee.** A registered, full-time employee serving as a trainee in an approved entry-level professional position whose application for service as a professional Scouter has been approved by the Personnel Administration Division and who has been assigned to a class at Professional Development Level I.

**Professional Training Award.** Professional Scouters are eligible for this award and membership in the Professional Circle when certified by their Scout executives and the Professional Development Division as having fulfilled qualifications of basic and advanced training and tenure. See “square knot.”

**program.** Generally lowercase: Cub Scout Sports and Academics program; BSA Family program. However, see specific program names in this guide. Also see “Scouting program.”

**program capability inventory.** The PCI is a simple inventory of the program potential of adults connected with an Explorer post, its participating organization, and the community.

**program manager.** A Varsity Scout who supervises one of the five program fields of emphasis: advancement, high adventure, personal development, service, and special programs and events.

**Progress Toward Ranks beads.** See “immediate recognition patch.”

**Project COPE.** A Challenging Outdoor Personal Experience that may include problem-solving exercises, low-course activities (conducted from ground level to 6 feet above ground), and high-course events (several combined activities that require each participant to be belayed, conducted 30 feet or more above ground).

**project selling.** A fund-raising method of isolating specific budget items or projects for presentation to interested donors. “To project sell” may be used as a verb if needed.

**promise.** See “Cub Scout Promise,” “Scout Oath or Promise,” or “Tiger Cub Promise.”

**Prophet Elias Award.** A religious recognition presented to adults who have given exemplary service to youth through Scouting in the Eastern Orthodox Church.

**proportions.** Always use figures: “2 parts powder to 6 parts water.”

**ProSpeak.** This newsletter for all career men and women in the BSA is distributed monthly from the national office.

**provisional unit.** When individual Scouts or Venturers are to participate in an activity (such as a jamboree), they may be organized into temporary (provisional) troops, teams, or crews.

**public relations committee.** A volunteer advisory committee for the council and its districts charged with planning activities that contribute to a planned program of policies, performance, and communications that creates and maintains a climate of public understanding and support to help the Boy Scouts of America achieve its goals and objectives.

**punctuation.** Think of punctuation as a courtesy to readers designed to help them understand what is written. Following are some rules and guidelines.

**apostrophe.**

- Use an apostrophe to form possessives. See “possessives.”
- Omitted letters and figures: “the class of ’62,” “rock ’n’ roll,” “don’t.” A typographical note when one is using word processors: **Watch out** for the incorrect use of a left single quote (‘) rather than an apostrophe (’) if your word processor is typing “smart” or “curly” quotes! Word processors aren’t *that* smart.
- Plurals of single letters: “Mind your p’s and q’s”; “the three R’s of Youth Protection.”

**colon.**

- Use a colon in some cases to introduce lists: “The backpack contained the following items: a tent, a stove, and food.” *However*, note that the colon is not necessary when the list “runs in” to the rest of the sentence: “The backpack contained a tent, a stove, and food.” See “lists.”
- Colons introduce direct quotations longer than one sentence.
- Colons are used for emphasis: “He had one hobby: eating.”

**comma.**

- In a series (the “serial comma”): Use commas to separate elements in a series, including before the concluding conjunction. Example: “The flag is red, white, and blue.”

- With equal adjectives: Adjectives are “equal” if the comma separating them can be replaced with the word *and* without the meaning changing. Example: “the tall, dark stranger.”

**dash.** See “em dash” and “en dash.” The en dash is half the length of an em dash and longer than a hyphen. (em dash: — en dash: – hyphen: -)

**em dash.** The longer em dash, often called just a “dash,” is used in the following instances:

- To denote a sudden break in thought or change in sentence structure: “Bathe regularly—once a day if you can—for good health.”
- To give emphasis or added explanation: “Do not break the blisters—this will compound the injury by causing an open wound.” (A semicolon would also be correct here, but the dash helps add emphasis to the message.); “That’s the *bearing* of the landmark—the number of degrees it is from magnetic north.”
- Series within a sentence: “He listed the qualities—honesty, trustworthiness, and kindness—that he felt were most important.”

A dash is often denoted by two hyphens in typewriting (--); however, the use of the em dash is more professional looking in word-processed documents.

**en dash.** Uses of the en dash:

- To connect inclusive numbers (such as dates, page numbers, time): 1968–72, pages 113–14, 6–8 P.M.; fiscal year 1998–99. *However, do not* combine the en dash with words in “from/to” and “between/and” constructions: “from 1968 to 1972” (*never* “from 1968–72”); between 6 and 8 P.M. (*never* between 6–8 P.M.).
- In a compound adjective when one of the elements is an open compound: post–Civil War period (“Civil War” is an open compound); New York–London flight (“New York” is an open compound).

**hyphen.** Generally, refer to *Webster’s Collegiate Dictionary* (10th edition) to determine whether a hyphen is needed. Some uses of the hyphen:

- In phone numbers: 972-580-2000. (The hyphen with the area code is preferred to the use of parentheses.)
- When a compound modifier—two or more words that express a single concept—precedes a noun, use hyphens to link the words in the compound except the adverb “very” and all adverbs that end in “-ly”: “a full-time job,” “a well-known person,” “a know-it-all attitude,” “a very good time,” “an easily remembered rule.”
- When a modifier that would be hyphenated before a noun occurs after a form of the verb “to be”

(when it is a *predicate adjective*), retain the hyphen: “the person is well-known,” “the job is full-time,” “the child is quick-witted.”

- Use a hyphen to avoid confusing duplicated vowels and tripled consonants: “anti-intellectual,” “pre-empt,” “shell-like.”

#### **period.**

- Initials: “the poet T. S. Eliot” (Note the space between the initials in this case.) Abbreviations using only the initials of a name to *not* take periods: JFK, LBJ.
- Always place periods *inside* quotation marks.

#### **semicolon.**

- For clarity, use semicolons to separate elements of a series when the individual elements already contain commas: “He leaves his son, John Smith of Chicago; two daughters, Jan Smith and Mary Smith of Denver; and a sister, Martha, wife of Robert Owen, Omaha, Nebraska.”
- Use a semicolon to link two independent clauses that are not joined by *and* or *but* (in effect, two sentences): “The package was due last week; it arrived today.” (But use a comma if the conjunction is included: “The package was due last week, but it arrived today.”)
- Place semicolons *outside* of quotation marks.

## **Q**

**Quaker.** See “Religious Society of Friends.”

**Qualified Seaman.** See “Advanced Seamanship.”

**Quality awards.** Recognition given each charter year to units and each calendar year to districts, councils, areas, and regions that commit to and meet specified national standards pertaining to leader training, service, advancement, camping, and membership growth. Examples: “The Quality Unit Award is given to Quality Units,” “national Quality Unit Award.”

**Quality Lodge Award (Order of the Arrow).** See “Quality awards.”

**Quartermaster.** The highest rank in Sea Scouting, conferred with the Quartermaster Award.

**quartermaster.** A youth officer in a troop, patrol, or Varsity Scout team who keeps the equipment in good shape and maintains an up-to-date inventory of it. In the troop, the quartermaster is appointed by the senior patrol leader with the Scoutmaster’s advice and consent; in the patrol, he is appointed by the patrol leader.

**quotations.** When introducing quotations, do not use any punctuation to introduce a short partial quote; use a comma to introduce a direct quotation of one sentence; use a colon to introduce a quotation of longer than one sentence:

- He said he “was tired.”
- He said, “I’m tired.”
- He said: “I’m tired. I want to go to sleep.”

Capitalize the first word of a quoted statement: Patrick Henry said, “Give me liberty or give me death.”

## **R**

**raingutter regatta.** A pack activity that involves making and racing model boats. Combinations: “Pack 1 Raingutter Regatta,” “the raingutter regatta.”

**ranger.** See “camp ranger.”

**Ranger Award.** The Venturing Ranger Award is available to all Venturers. The purpose of the award is to encourage Venturers to achieve high levels of outdoor skills proficiency and to provide a pathway for outdoor/high-adventure skills training. Once earned, the Ranger Award will identify a Venturer as someone who is skilled at a variety of outdoor sports and interest, is trained in outdoor safety, and is ready to assist others in activities.

**ranges.** The form: “\$12 million to \$14 million.” Not: “\$12 to \$14 million.”

**rank.** The five Cub Scout ranks are Bobcat, Wolf, Bear, Webelos, and Arrow of Light Award. There are six ranks for Boy Scouts and Varsity Scouts: Tenderfoot, Second Class, First Class, Star, Life, and Eagle Scout. The Sea Scouting ranks are Apprentice, Ordinary, Able, and Quartermaster. Combinations: “First Class rank,” “Star Scout.”

**ratios.** Use figures and hyphens: “the ratio was 2-to-1,” “a ratio of 2-to-1,” “a 2-1 ratio.” As illustrated, the word “to” should be omitted when the numbers precede the word “ratio.” Always use the word “ratio” or a phrase such as “a 2-1 majority” to avoid confusion with actual figures.

**recharter.** Avoid the use of this term; use “to renew a charter.” See “charter.”

**recognition plan, Learning for Life.** The Learning for Life recognition plan for elementary and special-needs students is meant to encourage positive behavior, foster a sense of belonging in the group, assist in building self-esteem, and reward a positive

work ethic. Recognition stickers that relate to lesson plans are placed on an honor wall chart. Kindergartners through second-graders are called Seekers; third- and fourth-graders are called Discoverers; fifth- and sixth-graders are called Challengers; and special-needs students are called Champions.

Adult recognitions range from certificates to plaques to paperweights.

In the Exploring program, each cluster has approved individual recognitions.

**recruitment rally.** An activity that encourages youth members to recruit new members. See “roundup.”

**Red Arrow Award.** A recognition given by the national Order of the Arrow committee to non-Arrowmen for outstanding service to the OA.

**region.** (1) One of four geographical administrative units of the BSA: Northeast Region, Southern Region, Central Region, and Western Region. There are regional service centers, regional directors, regional staffs, regional presidents, and regional committee members. (2) The World Organization of the Scout Movement has six regions. See “World Scout Bureau.” Do not capitalize “region” when used alone. When referring to obsolete regional designations, use numerals: Region 2, Region 12.

**regional committee.** Consists of all National Council representatives (local council representatives and members at large), council presidents, and council commissioners in the region. Meets annually to elect regional officers.

**regional president.** The ranking elected volunteer officer in a region who heads the regional committee and cabinet and is an ex officio member of the National Executive Board.

**regional staff.** Professional Scouters on the national staff who work out of a regional service center. This includes the regional director, assistant regional directors, area directors, and associate regional directors.

**registered member.** Annually, every youth and adult who wants to join or continue membership in the Boy Scouts of America must submit a completed application form or reregister and pay an annual registration fee. Membership is a privilege, not a right. See “College Scouter Reserve,” “Scouters’ Reserve,” “tenure,” and “veteran.”

**relationships conference.** A special meeting of heads of chartered organizations, chartered organization representatives, and council officers.

**religious emblems program.** Various religious organizations have designed requirements and procedures for participants in this Scouting program to earn the religious emblem of their faith.

**Religious Principle, Declaration of.** The Boy Scouts of America maintains that no person can grow into the best kind of citizen without recognizing an obligation to God and, therefore, acknowledges the religious element in the development of youth members. However, the BSA is absolutely nonsectarian in its attitude toward that religious development. Its policy is that the organization or institution with which youth members are connected shall give definite attention to their religious life. Only adults willing to subscribe to this declaration of principle and the Bylaws of the Boy Scouts of America shall be entitled to certificates of leadership.

**Religious Society of Friends.** The formal name for Quakers, which may be used in references to members of this denomination. Religious emblems and recognitions: That of God for Cub Scouts and Webelos Scouts, God and Church for Boy Scouts and Varsity Scouts, God and Life for Venturers and older Scouts, and Friends for adults.

**Reorganized Church of Jesus Christ of Latter Day Saints.** Not correctly described as a Mormon church. Religious emblems and recognitions: God and Me for Cub Scouts, Light of the World for Webelos Scouts, Liahona for Boy Scouts and Varsity Scouts, Life and World for Venturers and older Scouts, and International Youth Service Award nomination for adults (World Community Program Series).

**Report to the Nation.** The printed BSA annual *Report to the Nation* is presented to the president of the United States, both houses of Congress, and other government officials each February by a selected group of youth members and their advisers.

**representative membership.** When the youth membership in a council or district reflects proportionately the characteristics of that community’s youth population.

**resident camping.** An overnight camping activity of two or more nights conducted by the council for Cub Scouts or Webelos Scouts and their parents. Themes are used to provide a unique camping experience.

**retention.** The term used to describe the percentage of boys who move from one phase of the Scouting program to another, such as from Cub Scouting into Boy Scouting.

**ride-along Exploring.** Law enforcement agencies may have Explorers ride with officers for observation only.

**rifle.** See “weapons.”

**Roman Catholic Church.** Religious emblems and recognitions: Light of Christ for Tiger Cubs, Parvuli Dei (Little Children of God) for Cub Scouts and Webelos Scouts, Ad Altare Dei (Unto the Alter of God) for Boy Scouts and Varsity Scouts, Pope Pius XII for Venturers and older Scouts, and the Saint George Roman Catholic nomination (not earned) for adults.

**Roman numerals.** They use letters (“I,” “X,” etc.) to express numbers. Use Roman numerals for wars and to establish personal sequence for people and animals: “World War I,” “Native Dancer II,” “King George V,” “Pope John XXIII,” “John Jones III.” (Note: Do not precede the numeral by a comma.)

**roundtable.** An event conducted by a roundtable commissioner and roundtable staff to help the unit leadership of a district plan and carry out their own unit programs.

**roundup.** An organized fall recruiting plan during which members invite others to join a Scouting unit. See “recruiting rally.”

**Rules and Regulations of the Boy Scouts of America.** Article I of the Bylaws of the Boy Scouts of America states, “the [National] Executive Board may establish and amend Rules and Regulations for the further governance and guidance of the Boy Scouts of America including its local councils and affiliates.” Italicize or underscore only if reference is obviously to the published booklet, *Rules and Regulations of the Boy Scouts of America*.

**Rural Emphasis program.** This program was merged with Urban Emphasis in 1998 to form the Scoutreach Division. See “Scoutreach Division.”

## S

**Safe Boating.** This course is designed for Sea Scout ships whose members may not be interested in following the advancement plan leading to

Quartermaster, or as supplementary training for traditional ships. Those who complete the course earn the Small-Boat Handler bar. See “Advanced Seamanship.”

**safe haven.** Do not use this term to describe or imply the atmosphere of a Scouting activity. Scouting strives to create an environment that is governed by the Scout Oath and Law where everyone should feel physically and emotionally secure.

**Safe-Rides Venturing.** A Safe-Rides Venturing crew provides a confidential ride home to any student who is not in a condition to drive. It also provides a ride home to those who wish to avoid being a passenger in such a situation. The safe-rides program can have a positive effect on young adults’ attitudes about the dangers of using alcohol and drugs.

**Safe Swim Defense plan.** An eight-point plan of recommended procedures for conducting group swims. The eight points are (1) qualified supervisor, (2) medical examination, (3) safe swimming area, (4) lifeguards, (5) lookout, (6) ability groups, (7) buddy system, and (8) good discipline.

**Safety Afloat.** Guidelines for safe unit activity afloat in craft less than 26 feet long: (1) qualified supervision, (2) physical fitness, (3) swimming ability, (4) personal flotation equipment, (5) buddy system, (6) skill proficiency, (7) planning, (8) equipment, and (9) discipline.

**saint.** Abbreviate as “St.” in the names of saints, cities, and other places. Exceptions: Saint John (city in New Brunswick), Sault Ste. Marie (city in Michigan/Ontario), and the names of Scouting awards and emblems listed below.

**Saint George Award.** (1) A national recognition given by the Roman Catholic Church and Eastern-Rite Catholic Churches to Scouters who have made outstanding contributions to the spiritual development of youth through Scouting. (2) A national recognition for distinguished service by adults in the Scouting program of the Episcopal Church.

**Saint George emblem.** A religious emblem awarded by the Eastern Orthodox Church to Tiger Cubs (first grade) and Cub Scouts.

**Saint Gregory emblem.** A religious emblem that can be earned by Cub Scouts and Webelos Scouts in the Diocese of the Armenian Church of America (Eastern Diocese).

**Saint Mesrob emblem.** A religious emblem that can be earned by Boy Scouts, Varsity Scouts, and Venturers of the Armenian Apostolic Church of America (Western Prelacy).

**salute.** See “Cub Scout salute” and “Scout salute.”

**Salvation Army, The.** Note the capitalization of “The” in the name of the group. Religious emblems and recognitions: God and Me for Cub Scouts; Silver Crest, God and Family for Webelos Scouts; God and The Salvation Army for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Scouts; and Scouter’s Award nomination (not earned) for adults.

**Salvation Army Scouter’s Award.** For Salvationists who give noteworthy service of exceptional character to the spiritual, moral, and physical development of youth through or in the Scouting program in The Salvation Army.

**Sangha emblem.** A religious emblem that can be earned by Boy Scouts and Venturers of the Buddhist faith.

**school-based programs.** Learning for Life programs conducted in schools during school hours, including an elementary program, a junior high school/middle school program, a senior high school program, and a special-needs program. See also the specific program names.

**School Night for Scouting.** A one-night event held in a neighborhood school, church, community center, etc., where boys and parents gather to hear how Cub Scouting and Boy Scouting operate and how they can join.

**School-to-Careers programs.** These career-oriented programs are conducted in the Learning for Life junior high school/middle school, senior high, and Exploring programs.

**Scout.** May be synonymous with the term “Boy Scout” or may be used to include Varsity Scouts and Boy Scouts (not Cub Scouts). Use on second reference or also in informal usage when the meaning is clearly understood. Capitalize “Scout” and all words beginning with “Scout” (such as “Scouting” and “Scouter”) unless the meaning is not related to the Scouting movement.

**Scout benediction.** *Now may the Great Master of all Scouts be with us until we meet again.*

**Scout executive.** The chief executive officer of the council responsible for the administration, financing, marketing, motivation, recruiting, and staffing required for successful council operations. Capitalize only when the title precedes the name. Examples: “Scout Executive John Smiley,” “John Smiley is the Scout executive.”

**Scout Executives’ Alliance.** A fellowship of professional and professional-technical Scouters that provides immediate funds to the family of a deceased member.

**Scout handclasp.** This unique greeting is given with the left hand, the thumb separated from the fingers.

**Scout Law.** *A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.* (There are 12 points to the Scout Law.)

**Scout motto.** *Be Prepared.*

**Scout Oath or Promise**

*On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.*

**Scout reservation or camp.** Land owned by or leased to the Boy Scouts of America to further the Scouting program. A Scout reservation usually has two or more camps.

**Scout Sabbath.** The Saturday after February 8, Scouting Anniversary Day.

**Scout salute.** A hand salute made by Scouts and Scouters with the fingers of the right hand held in position as for the Scout sign.

**Scout shop.** A BSA-owned store, operated by the Supply Division, that sells official Scouting merchandise. See “Scouting distributor.”

**Scout show.** See “Scouting show.”

**Scout sign.** A sign made by raising the right hand palm forward, upper arm straight, and out to the side. The arm is bent at the elbow, forming a right angle. The three middle fingers are held erect and the thumb covers the nail of the little finger.

**Scout slogan.** *Do a Good Turn Daily.*

**Scout Sunday.** The Sunday before February 8, Scouting Anniversary Day.

**Scout-a-Rama.** This is incorrect; see “Scoutorama.”

**Scoutcraft.** Proficiency in activities common to the Scouting program; may include woodcraft, campcraft, first aid and emergency procedures, water safety and skill in swimming and handling watercraft, and other activities.

**Scouter.** A registered adult member of the Boy Scouts of America who serves in a volunteer or professional capacity.

**Scouter’s Award.** The recognition for individuals who have not obtained the Scouter’s Key but are trained and giving consistent service to Boy Scouting, Varsity Scouting, or Venturing or are serving on a roundtable/huddle staff. Scoutmasters also are required to earn the Scouter’s Award as part of earning the Scoutmaster’s Key.

**Scouter’s Key.** Recognizes Scoutmasters, Coaches, Advisors, Skippers, commissioners, and district committee members who have taken the recommended training for these positions and have achieved a high standard of performance over three years.

**Scouters’ Reserve.** A registration status for adults who want to remain identified with Scouting without a specific assignment. They may be called upon to help with short-term projects.

**Scouter’s Training Award.** See “Boy Scout Leader’s Training Award.”

**Scouting Anniversary Day.** February 8, 1910, was the day William D. Boyce incorporated the Boy Scouts of America. Also called “Uniform Day.”

**Scouting Anniversary Week.** This is the week, beginning on Sunday, that includes February 8, Scouting Anniversary Day. During the week, units are encouraged to conduct rededication ceremonies and to demonstrate Scouting’s purposeful activities.

**Scouting coordinator.** Former term for chartered organization representative. (See “chartered organization representative.”)

**Scouting distributor.** A firm licensed by the Supply Division to stock and sell official Scouting merchandise. See “Scout shop.”

**Scouting Energy Day.** A focus on energy education and conservation; held on the first Saturday of

October, with activities continuing throughout the month.

**Scouting Environment Day.** This day highlights conservation awareness, the cleanup of litter, tree planting, and other conservation projects. Held annually on the fourth Saturday in April.

**Scouting family.** See “whole Scouting family” and “BSA family program.”

**Scouting for Food National Good Turn.** First conducted in November 1988, this nationwide food collection effort is BSA’s response to the “unacceptable” of hunger in our society. See “unacceptables.”

**Scouting Heritage Society.** Local council recognition program for those who have made a current or deferred gift to the council’s endowment trust fund.

**Scouting magazine.** The official magazine for all Scouters. It aims to interpret the program, stimulate action, and strengthen a desire to serve. The title is typeset in italics and underlined in typewritten copy. The word “magazine” may or may not be used and is not capitalized.

**Scouting movement.** An idea started in England by Baden-Powell, based on the conviction that boys can live up to a code of conduct and can develop themselves physically, mentally, and spiritually in association with other boys through a program of appealing activities and advancement challenges under the leadership of adults.

**Scouting program.** Historically, “Scouting” has been the generic term for the organization and activities of the Boy Scouts of America. It refers also to Boy Scout, Varsity Scout, and troop and team activities. The program of the Boy Scouts of America is designed to fulfill its chartered purpose to achieve objectives in character development, citizenship training, and fitness adapted to the age groups: Tiger Cubs, Cub Scouts, Webelos Scouts, Boy Scouts, Varsity Scouts, and Venturers. The program is carried out in units run by local organizations chartered by the Boy Scouts of America. Do not refer to Cub Scouting, Tiger Cubs BSA, Boy Scouting, Varsity Scouting, and Venturing as separate programs.

**Scouting show.** Not “Scout show” unless only Boy Scouts and no Cub Scouts, Varsity Scouts, or Venturers are involved. See also “arena Scouting show” and “booth Scouting show.”

**Scoutmaster.** A commissioned volunteer Scouter, 21 or older, appointed by the chartered organization to lead a Boy Scout troop.

**Scoutmaster Award of Merit.** See “National President’s Scoutmaster Award of Merit.”

**Scoutmaster conference.** A distinctive feature of the troop advancement plan in which a Scoutmaster helps a Scout accept the responsibility for his own growth toward each rank.

**Scoutmaster’s Key.** A recognition given to a Scoutmaster for completing training, tenure, and performance requirements.

**Scoutmaster’s Minute.** A part of the closing ceremony of a troop meeting or campfire in which the Scoutmaster encourages Scoutlike conduct by telling a story.

**Scoutmastership Fundamentals.** Taken after Boy Scout Leader Fast Start Training, this three-part training course uses participation to teach Scoutmasters and other adult troop leaders about troop meetings, troop organization, and the outdoor program.

**ScoutNET 2000.** A project to establish a wide area network that electronically connects all local councils, regional offices, the National Distribution Center, the Center for Professional Development, and the national office.

**Scoutorama.** A show or demonstration of Scouting activities.

**Scoutreach Division.** Formed from the merger of the Urban Emphasis and Rural Emphasis programs in 1998, the division gives special leadership and emphasis to urban and rural Scouting. Scoutreach represents the BSA’s commitment to making sure that all young people have an opportunity to join Scouting, regardless of their circumstances, neighborhood, or ethnic background.

**Scouts with disabilities/Scouts with special needs.** A program element of the Boy Scouts of America that emphasizes the involvement of youth who have visual, hearing, or other physical disabilities, or are emotionally disturbed or mentally retarded. An alternative advancement program is available for these youth members. They can be mainstreamed into regular Scouting units or placed in a special unit organized to meet their special needs. See “Torch of Gold Award,” and “Woods Services Award.”

**scribe.** A youth officer who checks attendance and keeps records. The troop scribe is appointed by the senior patrol leader with the Scoutmaster’s advice and consent. The patrol scribe is appointed by the patrol leader.

**Sea badge.** Adult training recognition in Sea Scouting. The sea badge conference is an advanced training conference for Sea Scout leaders conducted on a council or regional basis.

**Sea Scout.** A registered youth member of a Sea Scout ship.

**Sea Scout Leaders’ Specialized Training.** This special course provides an introduction to Sea Scouting for all Sea Scout leaders.

**Sea Scouting.** Sea Scouts specialize in traditional nautical activities, i.e., sailing, boating, and maritime careers.

**Sea Scouting committee.** A committee responsible to the council Venturing committee chair. This committee encourages intership activities, renews charters for ships, and encourages periodic meetings of ship officers. It also supports program and provides training.

**seasons.** Lowercase “spring,” “summer,” “fall,” and “winter” unless part of a formal name: “Summer Olympics,” “St. Paul Winter Carnival.”

**Second Class.** The rank above Tenderfoot in Boy Scout and Varsity Scout advancement. Combinations: “Second Class Scout,” “Second Class rank.”

**secretary.** A Varsity Scout, Venturer, or Explorer elected to this office in the team, crew, or post.

**section.** Geographical and administrative grouping of Order of the Arrow lodges.

**Seeboomook Base.** Formerly part of the Maine National High Adventure Area; no longer used on a national level.

**Seekers.** Youth participants in the Learning for Life elementary program for kindergartners through second-graders. See also “Challengers” and “Discoverers.”

**see’n’do.** A one-day activity to recognize Scoutmasters and stimulate use of the *Boy Scout Handbook*. Provides public exposure for Boy

Scouting and stimulates interest in members and nonmembers. Do not capitalize unless naming a specific see'n'do, as "Apache District See'n'Do."

**self-.** Always hyphenate: "self-reliant," "self-esteem," "self-worth," "self-conscious."

**semiannual.** Twice a year; a synonym for "biannual."

**semicolon.** See "punctuation."

**senior high school career seminars.** Formerly Career Awareness Exploring, now part of the senior high school Learning for Life program. A series of seminars conducted on school time to supplement a school's career education emphasis and to help students meet the challenge of the future's changing job market. Seminar speakers are recruited and trained by the council Learning for Life committee. See "Learning for Life" and "senior high school program."

**senior high school program.** This school-based Learning for Life program for ninth- through 12th-graders continues the School-to-Careers emphasis through workshops and career seminars. See also "school-based programs" and "School-to-Careers programs."

**senior patrol leader.** Each troop has one senior patrol leader, a Scout elected by the Scouts to help all the patrols succeed. He may be assisted by one or more junior assistant Scoutmasters.

**Servant of Youth Award.** Recognizes adults who have given leadership to Lutheran young people.

**service.** (1) Denotes tenure. Example: "He has two years' service as a Scouter." Expresses the function of an office. Example: "Commissioner service is to help units succeed." (2) Used to describe the Good Turn ideal. Example: "The Boy Scouts of America has performed outstanding service to the country." (3) An administrative branch of a National Council division. Examples: "Jamboree Service," "Audiovisual Service."

**service center.** The business office for a council or region. Combinations: "Longhorn Council Service Center," "local council or regional service center," "Western Region Service Center."

**service patrol.** The name given to a patrol that has accepted an extra work assignment for the good of the troop.

**service star.** An insignia worn over the left shirt pocket of the uniform to denote number of years of service.

**service team (Exploring).** A group of volunteers who work with Explorer posts.

**Seton Memorial Library and Philmont Museum.**

Located at Philmont Scout Ranch, this facility contains exhibits related to the history and program of the ranch and the Southwest as well as a library of books, art, and artifacts of one of the BSA's founders, Ernest Thompson Seton.

**ship.** The unit that conducts Sea Scouting for the chartered organization. Equivalent to a Venturing crew. Combinations: "Sea Scout ship," "Ship 38," "Sea Scout Ship 38."

**ships and spacecraft.** Italicize the names of ships (the *Titanic*) and spacecraft (the *Discovery*) unless you are referring to a spacecraft that is named after a part of the space program, such as Apollo 13. Lowercase "space shuttle." Do not italicize abbreviations that appear before the name of a ship, such as SS or HMS: SS *United States*.

**Shofar Award.** Given by the National Jewish Committee on Scouting for outstanding service by adults in the promotion of Scouting among Jewish youth.

**short-term camping.** A camping experience consisting of one to four days and at least one night outdoors.

**shotgun.** See "weapons."

**showando.** An outdoor event—"showing and doing"—that helps a leader blend leadership skills with outdoor and camping skills.

**Silver Antelope Award.** A recognition given by the National Court of Honor to a Scouter for distinguished service to youth within the region.

**Silver Arrow Point.** See "Arrow Point."

**Silver Award.** The Silver Award is available to all Venturers. Its purpose is to provide a pathway for personal development; encourage Venturers to learn, grow and serve; and recognize the high level of achievement of Venturers who acquire Venturing skills. Candidates must first achieve at least one Bronze Award and the Venturing Gold Award.

**Silver Beaver Award.** A recognition given by the National Court of Honor for distinguished service to youth within the council.

**Silver Buffalo Award.** A recognition given by the National Court of Honor for distinguished service to youth on the national level.

**Silver Crest emblem.** A Salvation Army religious recognition that can be earned by Cub Scouts who are Junior Soldiers.

**Silver Palm.** See “Eagle Palms.”

**Silver World Award.** Presented by the BSA to citizens of other countries and to U.S. citizens who are not BSA members, for distinguished service to youth on an international level.

**Skipper.** The Sea Scouting equivalent of Advisor. Assisted by a “mate.”

**slogan.** See “Scout slogan.”

**Small-Boat Handler.** A Sea Scout who successfully completes the Safe Boating course earns this emblem.

**Snorkeling, BSA.** A recognition given to Scouts and Venturers to encourage the development of aquatic skills that promote fitness and recreation and to lay a foundation for those who later participate in advanced underwater activities.

**space derby.** A pack activity that involves making and racing model spaceships. Combinations: “Pack 1 Space Derby,” “the space derby.”

**spacecraft.** See “ships and spacecraft.”

**special-interest post.** Obsolete term. All Explorer posts are focused on careers as part of the Learning for Life program.

**special-needs program.** This Learning for Life program includes a curriculum for students with disabilities that helps them learn the life skills they need to achieve self-sufficiency. See also “school-based programs.”

**speeds.** Use figures. “The car slowed to 7 miles per hour,” “the car slowed to 7 mph,” “winds of 5 to 10 knots.”

**Spirit of the Eagle Award.** A posthumous recognition for youth members who died as a result

of accident or illness. Awarded by the National Court of Honor.

**Spirit of Truth emblem.** A religious emblem that can be earned by Boy Scouts, Varsity Scouts, and Venturers in the Religious Society of Friends (Quakers).

**spouse.** Use when some of the people involved may be men. For example: “Scouters and their spouses,” *not* “Scouters and their wives.”

**Spurgeon Award.** See “William H. Spurgeon III Award.”

**squad.** A Varsity Scout team subdivision that consists of four to eight members; equivalent to a patrol in a Boy Scout troop.

**squad leader.** Elected by squad members, this Varsity Scout leads the squad and, with other team members, develops team meeting agendas.

**square knot.** Generally, embroidered square knots are representative of pin-on medals or around-the-neck awards and are designed for the greater convenience of the wearer. They are the only wearable insignia for the Award of Merit and Professional Training Award. Embroidered knots from other Scout associations may be worn on Scouters’ uniforms.

**standard time.** Capitalize “Eastern Standard Time,” “Pacific Standard Time,” etc., but lowercase “standard time” standing alone. See also “times and time zones.”

**Star.** The rank above First Class and below Life in Scout advancement. Combinations: “Star Scout,” “Star rank.”

**state.** Lowercase in all “state of” constructions: “the state of Iowa,” “the states of Maine and Vermont.”

**state names.** Spell out the names of U.S. states unless space is a factor (such as in the Trailblazers section of *ProSpeak* or in tabular material), and then use the standard abbreviations shown in the “Abbreviations” section of this manual. Use the two-letter postal abbreviations in addresses with zip codes only.

Punctuation: Place a comma between the city and state name, and another comma after the state name: “He traveled from Chicago, Illinois, to Dallas, Texas, en route to his home in Flagstaff, Arizona.”

**Strategic Plan, National.** A three- to five-year plan that helps provide a focus for the growth and success of Scouting. Also see “critical issues.” Capitalize when referring to the BSA’s National Strategic Plan; council strategic plans should be lowercase.

**student career interest survey.** An annual survey of the career and leisure interests of high school students conducted by the local council. Survey results may be made available to help Explorer posts recruit new members.

**Summertime Pack Award.** See “National Summertime Pack Award.”

**sun.** Lowercase: “The sun is hot today.”

**superactivity.** A major annual activity, trip, or project of a Venturing crew requiring long-range planning and extensive preparation. Generally the highlight of the crew’s program year.

**supplemental training.** A variety of courses given on a district, council, area, regional, or national basis designed to give additional information on specific areas of Cub Scouting, Boy Scouting, Varsity Scouting, and Venturing. Other terms include “pow wow,” “leadership update,” “unit leadership enhancements,” “den leader coach seminar,” and “Webelos Leader Outdoor Training.”

**Supply Division.** The arm of the Boy Scouts of America that supplies official uniforms, equipment, and literature to the field. Includes administrative offices located in the national office, a national distribution center, and Scout shops located nationwide.

**Supreme Court of the United States.** Capitalize “U.S. Supreme Court.” Capitalize “the Supreme Court” when the context makes the “U.S.” designation unnecessary.

**sustaining member.** Obsolete term; see “Friends of Scouting.”

**Sustaining Membership Enrollment.** An obsolete term, SME was once used to describe a special type of membership for people who want to be identified with a local council for their financial support through the annual Friends of Scouting campaign. See “Friends of Scouting,” which is the correct term.

**swimmer test.** The minimum level of swimming ability required for deep-water swimming. The test is as follows: Jump feetfirst into water over the head in depth and begin swimming. Swim 75 yards/meters in

a strong manner using one or more of the following strokes: sidestroke, breaststroke, trudgen, or crawl; then swim 25 yards/meters using an easy resting backstroke. The 100 yards/meters must be swum continuously and include at least one sharp turn. After completing the swim, rest by floating.

## T

**TAY.** See “total available youth.”

**team.** (1) A stand-alone unit that conducts Varsity Scouting for the chartered organization. (2) A Tiger Cub and his adult partner.

**temperatures.** Use figures for all temperatures except “zero.” Generally, the Fahrenheit temperature scale is presumed if Celsius is not specified. Spell out “degrees” rather than use the symbol: “During the day it got up to 100 degrees”; “the temperature was below zero”; “32 degrees Celsius.” Also see “Celsius” and “Fahrenheit.”

**Tenderfoot.** The first rank in the Boy Scout advancement program. Always singular. Example: “Boys must pass Tenderfoot requirements before they can become Tenderfoot Scouts.”

**tenure.** A term used to describe the length of service and membership in Scouting. See “veteran.”

**That of God emblem.** A religious emblem that can be earned by Cub Scouts and Webelos Scouts in the Religious Society of Friends (Quakers); administered by the Friends Committee on Scouting.

**three R’s.** Traditionally, they are “reading, ‘riting, and ‘rithmetic.” In Scouting, the three R’s of Youth Protection are recognize, resist, and report. See “Youth Protection.”

**Tiger Cub.** A boy who is in the first grade (or is 7 years old) and registered, with his adult partner, as a member of a Tiger Cub den.

**Tiger Cub den.** A den of five to eight Tiger Cubs and their adult partners who meet twice monthly for a

shared leadership experience. Part of a Cub Scout pack. No longer called a “Tiger Cub group.”

**Tiger Cub den Leader.** An adult member of the Tiger Cub den who helps maintain shared leadership and works with the Tiger parents to coordinate plans for involving the Tiger Cub den in Cub Scout pack activities.

**Tiger Cubs BSA.** A one-year, family-oriented program for a group of teams, each consisting of a first-grade (or 7-year-old) boy (Tiger Cub) and an adult partner (usually his parent). The Tiger Cub den is part of the Cub Scout pack. See “Cub Scouting” and “Scouting.”

**Tiger Tracks.** One form of recognition awarded to a Tiger Cub for each big idea completed by the den.

**times and time zones.** Use figures, except for “noon” and “midnight”: 11 A.M. (*not* 11:00), 3:30 P.M. Use small caps for A.M. and P.M. Time zones and their abbreviations: Eastern Standard Time (EST), Eastern Daylight Time (EDT), Central Standard Time (CST), Central Daylight Time (CDT), Mountain Standard Time (MST), Mountain Daylight Time (MDT), Pacific Standard Time (PST), Pacific Daylight Time (PDT). Capitalize the full name of the time zone, but lowercase all but the region in short forms: “Pacific time,” “the Central time zone.”

**titles with names.** In general, confine capitalization to formal titles used directly before an individual’s name: “District Executive Karla Wallace”; “Karla was a district executive.” An exception is Chief Scout Executive, which is always capitalized. See also “capitalization” and “composition titles.”

**Together Dinner.** An obsolete term. Use “new-unit campaign dinner.”

**Together We Organize** or **Together plan.** Now called the new-unit campaign.

**Top Hands conference.** The plan of action for the BSA’s future direction is crafted in these meetings of Scout executives and regional and national personnel.

**Torch of Gold Award.** For local council use in recognizing adults for outstanding service to youth with disabilities.

**total available youth (TAY).** The number of youth in an area who meet BSA membership requirements.

**Totin’ Chip.** A recognition given to Scouts who subscribe to the Outdoor Code and understand and can demonstrate the proper handling, care, and use of woods tools.

**tour permit.** Permit designed to (1) assist units in planning to assure safe, healthful, and enjoyable trips and (2) assure that proper procedures will be followed in case of emergency. A local tour permit is filed with the council for a trip of less than 500 miles. A national tour permit is filed with the region through the council for a trip of 500 miles or more.

**trademarks.** When possible, use a generic equivalent for a trademarked name unless the trademark is essential. Some common examples: “adhesive bandage” rather than Band-Aid; “polystyrene plastic foam” (or “plastic foam”) rather than Styrofoam; “chocolate bar” rather than Hershey bar; “tissue” rather than Kleenex; “resealable sandwich bag” rather than Ziploc bag; “flying disk” rather than Frisbee. When a trademark is used, capitalize it. A useful Trademark Checklist with generic equivalents from the International Trademark Association is available online at <http://plaza.interport.net/inta/tmchklst.htm>; you can call the ITA hotline at 212-768-9886, 2–5 P.M. eastern time.

**trading post.** The camp or reservation store where equipment and supplies may be purchased by campers. A distributor’s Scouting department is sometimes referred to as the trading post.

**TRAIL Boss.** TRAIL (Teaching Resources And Individual Leadership) Bosses are Cub Scouts, Boy Scouts, Varsity Scouts, and Venturers who have learned how to lead volunteers completing environmental work on public lands. Upon completion of the requirements, candidates may receive the TRAIL Boss patch and certificate.

**train-the-trainer conference.** In this conference, the people responsible for training unit leaders become acquainted with the principles, methods, and techniques of training. The conference is held by the council or a cluster of councils. Do not capitalize unless giving the name of a specific conference: “Viking Council Train-the-Trainer Conference.”

**Trained Leader emblem.** This emblem may be worn by all leaders, youth and adult, who have completed the Fast Start and basic training programs appropriate to their positions. It may be worn only in connection with the emblem of office for which training has been completed.

**Treasure Island.** A Scout camp belonging to the Philadelphia Council; the Order of the Arrow was founded there in July 1915.

**treasurer.** (1) A Varsity Scout, Venturer, or Explorer elected to be responsible for funds in the team, crew, or post. (2) A Boy Scout who keeps a record of patrol dues and makes up a budget for patrol outings; appointed by the patrol leader.

**trial rate.** Raising the percentage of eligible boys who try Scouting (the trial rate) is the aim of this comprehensive marketing campaign of the BSA.

**troop.** The unit that conducts Boy Scouting for the chartered organization. Capitalize only when used with the troop number. Combinations: “Boy Scout troop,” “Troop 14.”

**troop guide.** A youth leader who works with Scouts in the new-Scout patrol; appointed by the Scoutmaster in consultation with the assistant Scoutmaster responsible for new Scouts.

**troop historian.** This youth leader records the troop’s activities both in writing and visually; appointed by the senior patrol leader with the Scoutmaster’s advice and consent.

**troop junior leader training.** Conducted by the Scoutmaster and senior patrol leader for junior leaders, this weekend training is devoted to building the leadership team and planning the troop program.

**troop rally night.** A coordinated council or district membership effort using volunteers and professionals in which boys are identified through a boy-fact survey and referred to troops. The program at a troop rally night should be aimed to sell Scouting to prospective Scouts.

**troop resource survey.** A survey of the talents, skills, and interests of adults who could provide program assistance to the troop.

**troop site.** A campsite on council property used by a Boy Scout troop; it contains several patrol sites.

## U

**ultimate.** A team sport played with a flying disk (such as a Frisbee). See “Cub Scout Sports and Academics program.”

**unacceptables.** Drug abuse, child abuse, hunger, illiteracy, and youth unemployment in our society are unacceptable to the BSA, which is fighting them with the Drugs: A Deadly Game campaign; Youth Protection guidelines and child abuse educational literature and videos; the Scouting for Food National Good Turn; *Boys’ Life* magazine and other high-quality literature designed to encourage youth to read; and the merit badge program and Learning for Life; as well as by continuing to be vigorous in promoting the Scouting program, which builds character in youth and helps them prepare for a meaningful, productive adult life.

**under way.** Two words in virtually all uses: “The project is under way.” “The naval maneuvers are under way.” It is one word only when used as an adjective before a noun in a nautical sense: “an underway ship.”

**uniform.** A distinctive part of Scouting is its uniformed membership. Combinations: “Varsity Scout uniform,” “dress uniform,” “field uniform,” “Scouter uniform,” and “Sea Scout uniform.”

**Uniform Day.** February 8. See “Scouting Anniversary Day.”

**uniform inspection.** A feature of a unit meeting when members of the registered unit are given an opportunity to demonstrate their uniformed appearance.

**unit.** The entity that conducts Scouting for the chartered organization; it consists of registered youth members and registered adult volunteer members. A unit may be a pack, troop, team, crew, or ship. Its affairs are administered by the unit committee, which is appointed by the chartered organization.

**unit leader.** The adult leader of a unit is either a Cubmaster, Scoutmaster, Coach, Advisor, or Skipper.

**Unit Leadership Enhancements.** Supplemental training that takes place in the Cub Scout pack and is conducted by a member of the pack committee.

**unit-serving executive.** A Scouting professional who serves the council at the unit level. Note the use of the hyphen.

**United Church of Christ.** The Evangelical and Reformed Church merged with the Congregational Christian Church in 1957 to form the United Church of Christ. Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Boy and Varsity Scouts; and the God and Service nomination (not earned) for adults.

**United Methodist Church.** The principal Methodist body in the United States, formed in 1968 by the merger of the Methodist Church and the Evangelist United Brethren Church. Religious emblems and recognitions: God and Me for Tiger Cubs and Cub Scouts; God and Family for Webelos Scouts; God and Church for Boy Scouts and Varsity Scouts; God and Life for Venturers and older Boy and Varsity Scouts; and the God and Service nomination (not earned) for adults.

**United States.** Spell out when used as a noun; use “U.S.” (no space) only as an adjective: “I live in the United States”; “I’m a U.S. citizen.”

**United States Foundation for International Scouting.** An independent nonprofit corporation whose purpose is to secure funds and help finance Scouting projects around the world. Gifts to the USFIS are deductible as charitable contributions.

**United Way of America.** An umbrella agency representing the interests of many social and welfare organizations; formed to raise operating expenses through annual campaigns conducted in local communities.

**Unity of Mankind.** A religious recognition that can be earned by Cub Scouts, Boy Scouts, and Venturers of the Baha’i faith.

**universal Scout badge.** A miniature Tenderfoot insignia. Often worn on civilian clothes by Scouters.

**Urban Emphasis program.** Combined with the Rural Emphasis program in 1998 to form the Scoutreach Division. See “Scoutreach.”

## V

**varied-interest post.** Obsolete term. All Explorer posts are focused on careers as part of the Learning for Life program.

**Varsity.** Sports activities in a Varsity Scout team (not in a troop). See “Varsity Scouting” and “Venture.”

**Varsity Scout.** A young man who is a registered youth member of a Varsity Scout team.

**Varsity Scout team.** A stand-alone unit that conducts Varsity Scouting for the chartered organization.

**Varsity Scouting.** A part of the program of the Boy Scouts of America for young men (Varsity Scouts) who are at least 14 but not yet 18 years old. The unit is a team; the unit leader is a Coach. Emphasis is on advancement, high adventure, personal development, service, and special programs and events. See “Scouting” and “Varsity.”

**Velcro.** Trademark term for a fabric fastener. Use the generic term unless clarity would suffer.

**Venture.** High-adventure activities for a patrol (Venture patrol) of Boy Scouts age 13 and older in a troop. Do not refer to these Boy Scouts as Venture Scouts. This is different from Venturing. See “Venturing.”

**Venture patrol.** A patrol of Boy Scouts age 13 and older in a troop; the patrol participates in high-adventure activities. This is different from a Venturing crew. See “Venturing crew.”

**Venture patrol chief.** The elected youth leader of a Venture patrol.

**Venturer.** A registered youth member of a Venturing crew. The word “Venturer” should be used only as a noun referring to a youth member. Use “Venturing” when a modifier is needed. The forms: “One Venturer built a kayak.” “One member of the Venturing crew built a kayak.” Venturing is different from the Boy Scout Venture program. See “Venture.”

**Venturing.** The young adult program of the Boy Scouts of America for men and women 14 (who have completed the eighth grade) through 20 years of age. “Venturing” is both a noun and a modifier. The forms: “Venturing is a program for young adults.” “Young women and men take part in Venturing activities.” “Good Venturing Advisors are crucial to successful Venturing crews.” Venturing is different from the Boy Scout Venture program. See “Venture.”

**Venturing activity interest survey.** An annual survey of the career and leisure interests of high school students conducted by the local council.

Survey results may be available to help crews recruit new members.

**Venturing Code.** *I believe that America's strength lies in our trust in God and in the courage, strength, and traditions of our people. I will, therefore, be faithful in my religious duties and will maintain a personal sense of honor in my own life. I will treasure my American heritage and will do all I can to preserve and enrich it. I will recognize the dignity and worth of all humanity and will use fair play and goodwill in my daily life. I will acquire the Venturing attitude that seeks truth in all things and adventure on the frontiers of our changing world.*

**Venturing crew.** Youth members and adult leaders who conduct the Venturing program within an organization chartered by the BSA. This is different from a Venture patrol. See "Venture patrol."

**Venturing Impact Plan.** A council organizational plan to "sell" business, industry, labor, professional, church, and community groups to organize Venturing crews.

**Venturing Oath.** *As a Venturer, I promise to help strengthen America, to be faithful in my religious duties, to help others, and, to seek truth, fairness, and adventure in our world.*

**Venturing program conference.** Conducted by many councils to provide program support and training to Venturing leaders. The Advisor, associate Advisors, president, and vice presidents from each crew attend.

**veteran.** A recognition status accorded to members of Scouting who have served five years or more. Combinations: "10-year veteran," "15-year veteran," "20-year veteran." Units also achieve veteran status and may display veteran insignia on their flags and uniforms.

**Veterans Day.** No apostrophe.

**Veterans of Foreign Wars (VFW) Wood Badge Scholarship.** This scholarship assists selected VFW members in acquiring youth-serving skills. Annually, 12 scholarships are given—three per region.

**vice chairman.** A National Council, local council, district, or unit committee title.

**vice president.** (1) An adult volunteer elected position in the National Council or a local council. (2) An elected youth position in a Venturing crew or an Explorer post.

**Vigil Honor.** The highest honor the Order of the Arrow can bestow upon its members, for service to the lodge, council, and Scouting.

**vision statement.** See "BSA Vision Statement."

**volunteer.** Individual who donates service, time, or funds to support the program of the Boy Scouts of America.

**volunteer service.** The work of men and women throughout the country who make Scouting available to youth by their service at all levels of the Scouting organization—all done without pay. The voting members of the council are volunteer Scouters.

## W

**wagonmaster.** A campmaster for Cub Scout family camping programs. See also "campmaster."

**Washington.** Never abbreviate when referring to the U.S. capital. Use "state of Washington" or "Washington state" and "Washington, D.C.," or "District of Columbia" when the context requires distinction between the state and the federal district.

**weapons.** "Gun" is an acceptable term for any firearm. Note the following definitions:

- **caliber.** A measurement of the diameter of the inside of a gun barrel except for most shotguns. Measurement is in either millimeters or decimal fractions of an inch. The word "caliber" is not used when giving the metric measurement. The forms: "a 9 mm pistol," "a .22-caliber rifle."
- **gauge.** This word describes the size of a shotgun. Gauge is expressed in terms of the number per pound of round lead balls with a diameter equal to the size of the barrel. The larger the number, the smaller the shotgun. Some common gauges are 10, 12, 16, 20, and 28. The .410 is actually a caliber, but is called a gauge. The forms: "a 12-gauge shotgun," "a .410-gauge shotgun."
- **muzzleloader.** One word, no hyphen. A firearm in which the propellant and projectile are inserted down the barrel instead of through a breech mechanism. The forms: "firing a muzzleloader," "a muzzleloading shotgun," "a muzzleloading pistol."
- **pistol.** Any handgun that does not hold its ammunition in a revolving cylinder. It may be "a single shot," "a semiautomatic," or "an automatic." Its measurement is in calibers or millimeters. The forms: "a .45-caliber pistol," "a 9 mm pistol."

- **revolver.** A handgun. Its cartridges are held in chambers in a cylinder that revolves. The form: “a .38-caliber revolver.”
- **rifle.** A firearm designed or made to be fired from the shoulder and having a rifled bore. It uses bullets or cartridges for ammunition. Its size is measured in calibers. The form: “a .22-caliber rifle.”
- **shell.** The word applies to military ammunition and to shotgun ammunition.
- **shot.** Small lead or steel pellets fired by shotguns. A shotgun shell usually contains 1 to 2 ounces of shot. Do not use “shot” interchangeably with “buckshot,” which refers only to the largest shot sizes.
- **shotgun.** A small-arms gun with a smooth bore, sometimes double-barreled. Its ammunition is shot. Its size is measured in gauges. The form: “a 12-gauge shotgun.”

**Web.** Short for the World Wide Web.

**Web site.** Two words; capitalize the word *Web* only.

**Webelos badge.** The fourth rank in Cub Scouting; earned by Webelos Scouts in a Webelos den.

**Webelos den.** A group of Webelos Scouts who meet weekly under the supervision of a Webelos den leader.

**Webelos den chief.** A Boy Scout, Varsity Scout, or male Venturer who has been appointed to help direct the activities of a Webelos den.

**Webelos den leader.** A registered volunteer member, age 21 or older, appointed by the pack committee to plan and direct the den’s activities.

**Webelos Den Leader Award.** An award available to Webelos den leaders for completing requirements of tenure, training, and performance.

**Webelos den leader coach.** A registered volunteer member, age 21 or older, who works with and helps Webelos den leaders in the pack.

**Webelos denner.** A Webelos Scout who is elected by other members of his den to help the Webelos den chief.

**Webelos Leader Outdoor Training.** A supplemental training experience conducted by the district or council to provide Webelos leaders with the skills needed to conduct den parent-son overnight camping.

**Webelos resource person.** The assistant Scoutmaster who serves as liaison between the troop and the Webelos den.

**Webelos Scout.** (Pronounced *WEE-buh-los*.) A Cub Scout who has completed the third grade or is age 10 but has not yet completed fifth grade or reached age 11½, and is a member of a Webelos den. The word “Webelos” (means **WE**’ll **BE LO**yal Scouts) should always be used as a modifier, never as a noun.

**Webelos Scout overnighiter.** A one- or two-night campout by Webelos Scouts and their adult partners.

**Webelos-to-Scout plan.** The preparation and graduation of a Webelos Scout from Cub Scouting to Boy Scouting. Use instead of “Webelos-to-Scout transition,” which is obsolete.

**Webelos Woods.** An activity designed to introduce Webelos Scouts, each with an adult family member, to the many outdoor adventures of Boy Scouting.

**weights.** Use figures: “The baby weighed 9 pounds, 7 ounces.” “He caught a 9-pound, 7-ounce fish.”

**white.** Although “African American” is generally preferred to the use of “black,” “white” is still appropriate for describing race. When possible, avoid the use of “European American” or “Caucasian.”

**Whitney M. Young Jr. Service Award.** Presented to volunteer Scouters or other organizations who have made an outstanding contribution through Scouting to rural or low-income urban youth.

**whole Scouting family.** When an organization is chartered to operate a Cub Scout pack, a Boy Scout troop, a Varsity Scout team, and a Venturing crew, it is said to have the whole Scouting family.

**-wide.** Do not use a hyphen: councilwide, districtwide, areawide.

**wide area network.** No hyphen.

**Wilderness Commitment.** Those who make the Wilderness Commitment follow the Outdoor Code and the Wilderness Pledge.

#### **Wilderness Pledge**

*Through good camping and hiking practices, I pledge myself to preserve the beauty and splendor of America’s wilderness, primitive and backcountry areas.*

*I commit myself to:*

*Set a personal example in following the Outdoor Code.*

*Train those I lead in the skills and attitudes needed to protect and preserve wilderness for future generations.*

*Assure that parties of which I am part observe the hiking and camping standards that will “leave no trace” of our passing.*

**Wilderness Use Policy.** An official policy that outlines the size limit, skill level, and conduct of any Scouting group going into backcountry or wilderness areas. The objective is to minimize the effect such groups have on those delicate areas. See “Leave No Trace.”

**William H. Spurgeon III Award.** An award used to recognize outstanding contributions to Exploring on a council and national basis. The award is presented to individuals, churches, service organizations, businesses, trades, industries, and professions. William H. Spurgeon is regarded as one of the principal founders of career-interest Exploring.

**William T. Hornaday Award.** The William T. Hornaday Award is presented for distinguished service in conservation. The award is given in one of six forms: The local council may give the **William T. Hornaday certificate** for a unique conservation project by a pack, troop, team, or crew. The council may also award the **William T. Hornaday badge** to individual Boy Scouts, Varsity Scouts, and Venturers for outstanding service in conservation. All other Hornaday Awards are conferred by the National Council; Scouts and Venturers may apply for the bronze and silver medals, and local councils may nominate Scouters for the gold medal and individuals and organizations for the gold certificate.

**Winners’ Circle.** See “Chief Scout Executive’s Winners’ Circle.”

**woggle.** See “Wood Badge.”

**Wolf.** The rank designed for a second-grade or 8-year-old Cub Scout. Combinations: “Wolf achievements,” “Wolf Cub Scout,” “Wolf electives,” “Wolf rank.”

**Wood Badge.** Training award granted upon completion of the Wood Badge course. A leather thong with two wooden beads, a special neckerchief, and a slide (woggle) are worn by those who have completed the training. See also “Gilwell Park.”

Combinations: “Boy Scout Leader Wood Badge,” “Cub Scout Trainer Wood Badge.”

**woodcraft.** Understanding the wilderness and making use of natural resources. Knowledge of the “ways of the woods,” of the plants and animals, and of the art of survival in the woods.

**Woods Services Award.** A national recognition for exceptional service and leadership to Scout with disabilities.

**woods tools.** Those tools, including knife, ax, and saw, used by Boy Scouts and Scouters carrying out skills of woodcraft, campcraft, and related advancement requirements.

**worksite-based program.** See “Exploring.”

**World Brotherhood Exchange.** Through this International Division program, a troop may offer home hospitality to a patrol of Scouts from another country, and have the patrol join the troop in activities and camping.

**World Community emblems.** Religious emblems of the Reorganized Church of Jesus Christ of Latter Day Saints. Webelos Scouts can earn the Light of the World emblem; Boy Scouts, the Liahona (compass) emblem; and Venturers, the Life and World emblem.

**World Conservation Award.** An award emphasizing the importance of our natural resources and our interdependence with other countries in our world environment. Two awards are offered—one for Cub Scouts and one for Boy Scouts.

**World Crest.** This emblem may be worn by all members as an expression of world brotherhood.

**World Friendship Fund.** The means by which Scouts and Scouters in the United States of America may provide material help to Scouts and Scouting around the world. See “Baden-Powell World Fellowship.”

**world jamboree.** See “jamboree.”

**World Organization of the Scout Movement.** An international, nongovernmental organization that is composed of three principle parts: the World Scout Conference, the World Scout Committee, and the World Scout Bureau. As of March 1998, 149 countries had internationally recognized national Scout associations.

**World Scout Bureau.** The secretariat that carries

out the instructions of the World Scout Conference and the World Scout Committee. The head office is in Geneva, Switzerland, and regional offices are in Costa Rica, Egypt, Kenya, the Philippines, and Switzerland.

**World Scout Committee.** The executive body that represents the World Scout Conference between meetings. There are 12 committee members from 12 countries; they are elected for terms of six years. The members represent the interests of Scouting as a whole and not their own countries.

**World Scout Conference.** Meeting every three years, this is the general assembly of Scouting that is composed of delegates from each of the member Scout organizations. If there is more than one Scout association in a country, a federation must be formed for world membership.

**World Scout Parliamentary Union.**

**World Scouting Foundation.** Contributions to this foundation are invested permanently to produce regular income for the benefit of the World Organization of the Scout Movement. See “Baden-Powell World Fellowship.”

**World Scouting flag.**

**World Scouting News.** This monthly bulletin, published by the World Organization of the Scout Movement, contains Scouting news items from around the world.

**World Wide Web, the Web, Web site.**

**word-of-mouth** (n. and adj.).

**worship, worshipped, worshipping, worshipper.** AP style changed in June 1997 to the use of the double “p” shown here.

## Y

**years.** Use figures, without commas: “1975.” Use an *s* without an apostrophe to indicate spans of decades or centuries: “the 1890s,” “the 1800s.” Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: “1910 saw the founding of the Boy Scouts of America.” However, it may be better to recast the sentence to avoid this exception.

**Young American Awards.** These local council awards may be given annually to young adults between the ages of 15 and 25 who have achieved excellence in the fields of science, religion, service, government, business, athletics, art, music, or literature. Recipients need not be members of the Boy Scouts of America.

**youth ministry outreach.** Used to describe how the Scouting program is used within a religious organization.

**Youth Protection program.** This BSA emphasis fights child abuse by teaching youth the “three R’s”: **Recognize, Resist, and Report** child abuse; by helping parents and Scouters learn to recognize indications of child abuse; and by teaching them how to handle child abuse situations.

## Z

**zip code.** Lowercase, even though it is an acronym for Zone Improvement Plan. Do not put a comma between the zip code and the state abbreviation in addresses.

**Zoroastrianism.** A Persian religion founded in the sixth century. Boy Scouts, Varsity Scouts, and Venturers of the Zoroastrian faith can earn the Good Life emblem.

## ***National and Local Council Professional (and Some Paraprofessional) Positions***

**activities director.** Responsible for the planning and development of council and district activities.

**area director or assistant regional director/operations.** Professional position that serves as professional director of operations in specified area within the region. Responsible for membership/relationships and finance as well as quality control of the Scouting program in area serving designated councils. This is a National Council position.

**assistant director of field service.** Assists the director of field service with a portion of field service management.

**assistant regional director/support.** Professional position responsible for working with regional director to marshal resources of the region in support of areas and councils. Responsible for membership/relationships, finance, and program functions of the region. Gives leadership to associate regional directors. This is a National Council position.

**assistant Scout executive.** May be approved by the national director of Personnel as the number two position only in Class 52 through 54 councils. Has responsibilities related to membership, finance, and program.

**associate Exploring executive.** A professional who works under the direction of an Exploring executive; responsible for Exploring as assigned.

**associate regional director.** Professional position that supports the regional director and assistant regional director in carrying out one or more of the region's specialized functions: membership/relationships, program, finance, or endowment. This is a National Council position.

**borough Scout executive.** Executive officer of a subcouncil in the city of New York responsible for the administration, financing, marketing, motivation, recruiting, and staffing needed for successful operation.

**business manager.** Preferred title for various administrative functions related to the financial management of the council.

**camping director.** Responsible for the development of the year-round camping program in the council.

Supervises the long-term camping program and may serve as the resident camp director.

**Chief Scout Executive.** The top-ranking professional Scouter of the Boy Scouts of America. This is the only professional title routinely capitalized.

**council executive.** See "Scout executive."

**development director.** See "endowment director."

**director of camping service.** A professional Scouter who supervises two or more camping directors and has additional council responsibilities.

**director of Exploring.** See "Exploring field director."

**director of field service.** The number two position in councils. Responsible for supervision of two or more field directors or Exploring field directors.

**director of finance service.** A professional Scouter who supervises two or more finance/endowment directors and has additional council responsibilities.

**director of support services.** A professional Scouter who supervises two or more middle management commissioned professionals. May be personally responsible for carrying out several support functions.

**district director.** Provides direct service to one or more districts and supervises one or more professional in other districts.

**district executive.** A professional Scouter who works under the direction of the Scout executive and is responsible for providing direct service to one or more districts. This is an entry-level position.

**district executive–multiple-person, district executive (multiple person), district executive, multiple/person.** A professional Scouter who supervises a district that has one or more district executives. The term is obsolete.

**division director.** The top professional/professional-technical position in a division of the National Council.

**endowment director.** A professional Scouter responsible for council endowment development and program as well as special financing programs.

**Exploring director.** A professional who is responsible for providing direct service to one or more service areas. Supervises one or more commissioned professional in other areas.

**Exploring executive.** A professional who is responsible for marketing the Exploring program and providing direct unit service. This is an entry-level position.

**Exploring field director.** A professional who supervises three or more Exploring directors and is responsible for the total council Exploring program.

**field director.** A professional Scouter who is responsible for the supervision of professionals in two or more districts. Serves as the interim district executive when a vacancy occurs.

**finance director.** A professional Scouter responsible for the development of the finance program of the council. Prepares and conducts the annual Friends of Scouting campaign and other fund-raising efforts. Advises on budget preparation and United Way presentations.

**inner-city services executive.** A professional Scouter who is responsible for the development and utilization of available councilwide resources and services to support the expansion of Scouting in the inner city, an area generally in the heart of the city that is characterized by high rates of poverty, social isolation, overcrowded conditions, and other social problems. Note: Query this and all uses of “inner city.”

**Learning for Life aide.** A paraprofessional who assists with council Learning for Life programs.

**Learning for Life coordinator.** A paraprofessional responsible for coordination of Learning for Life programs in the council.

**Learning for Life director.** Responsible for the supervision of two or more Learning for Life employees. Must report to a commissioned professional.

**Learning for Life executive.** Coordinates the Learning for Life curriculum and may supervise one or more program aides. Reports to the Learning for Life director or to a commissioned professional.

**loaned executive.** A full-time or part-time person whose salary, including benefits, is paid directly by the “loaning” organization but who is temporarily

assigned, by the primary employer, to perform a specific assignment (other than an approved professional position) for the Boy Scouts of America.

**m/p.** See “multiple person.”

**multiple person.** This term became obsolete in 1996. A title ending in m/p (multiple person) indicates supervision and direction of the work of others (an SDEm/p directs the work of several SDEs).

**professional Scouter.** A registered, salaried, full-time employee who is commissioned to serve in an approved professional position in a local council or on the national staff by having successfully completed formal training (Professional Development Level I, National Executive Institute, or National Training School) or who has been designated by the Chief Scout Executive as a member of the national management executive staff.

**program director.** In smaller councils, the person responsible for several support functions, such as camping, activities, and special projects.

**public relations director.** Responsible for the development and implementation of the council public relations program.

**regional director.** The top professional/professional-technical position in a region. This is a National Council position.

**regional personnel director.** Professional position responsible for providing to the region the full range of personnel services, including recruiting and placement of professional and paraprofessional employees, compensation and benefits, and employee relations. This is a National Council position.

**Scout executive.** The chief executive officer of the council responsible for the administration, financing, marketing, motivation, recruiting, and staffing required for successful council operations. Capitalize only when the title precedes the name. Examples: “Scout Executive John Smiley,” “John Smiley is the Scout executive.”

**senior district executive.** Provides direct service to one or more districts. Carries other councilwide responsibilities.

**senior Exploring executive.** Responsible for marketing the Exploring program and providing unit service as assigned. Carries other councilwide responsibilities.

**senior Learning for Life executive.** Coordinates the Learning for Life program and supervises one or more LFL aides. Reports to the LFL director or to a commissioned professional.

**training director.** A professional Scouter who is responsible for the planning and development of the councilwide training programs.

## Abbreviations and Acronyms

Abbreviations serve the purpose of brevity; they are not always conducive to clarity. The Scouting abbreviations and acronyms listed here can aid communication when you know that your audience will quickly recognize them. Abbreviations may hinder communication with those new to or unfamiliar with the Scouting movement, so use abbreviations carefully and sparingly and avoid “alphabet soup.”

Be consistent in the use of abbreviations. When nonstandard (those not listed below) abbreviations or acronyms are used, spell out the term on first reference, followed by the abbreviation or acronym in parentheses.

### Scouting-Related Abbreviations and Acronyms

AAMES	Association of African Methodist Episcopal Scouters
ABS	Association of Baptists for Scouting
ACM	assistant Cubmaster
AD	activities director
ADL	assistant den leader
AGC	Annual Giving Campaign
APL	assistant patrol leader
APO	Alpha Phi Omega
ASE	assistant Scout executive
ASM	assistant Scoutmaster
ASPL	assistant senior patrol leader
BM	business manager
B-P	Baden-Powell
BSA	Boy Scouts of America
BSE	borough Scout executive
CD	camping director
COPE	Project COPE (Challenging Outdoor Personal Experience)
COR	chartered organization representative
CPD	Center for Professional Development
CSE	Chief Scout Executive
DCAD	distinguished citizen award dinner
DCS	director of camping service
DE	district executive
DEm/p	district executive+multiple-person; district executive (multiple person); district executive, multiple/person (obsolete)
DFiS	director of finance service

DFS	director of field service
DiD	district director
DL	den leader
DLC	den leader coach
DSS	director of support services
ED	Exploring director
EE	Exploring executive
EnD	endowment director
EOA	Explorer officers’ association
EPA	Explorer presidents’ association (obsolete)
EPAC	Explorer Presidents’ Association Congress (obsolete)
ExFD	Exploring field director
FD	field director
FiD	finance director
FOS	Friends of Scouting
G.O.L.D.	Growth Opportunities in Leadership Development (obsolete)
JASM	junior assistant Scoutmaster
JLT	junior leader training
JOTA	Jamboree-on-the-Air
KISMIF	Keep It Simple, Make It Fun
LFL	Learning for Life
LFLD	Learning for Life director
LFLE	Learning for Life executive
LNT	Leave No Trace
MCCS	Members of Churches of Christ for Scouting
NAES	National Association of Episcopalians for Scouting
NAPS	National Association of Presbyterian Scouters
NAUMS	National Association of United

	Methodist Scouters
NCCS	National Catholic Committee on Scouting
NCS	National Camping School
NDC	National Distribution Center
NEI	National Executive Institute (obsolete)
NESA	National Eagle Scout Association
NJLIC	National Junior Leader Instructor Camp
NLAS	National Lutheran Association of Scouters
NLTC	National Leadership Training Conference
NOAC	national Order of the Arrow conference
NRRC	National Religious Relationships Committee
NTS	National Training School (obsolete)
OA	Order of the Arrow
OFC	Operation First Class (obsolete)
PCI	program capability inventory
PD	program director
PD-LI	Professional Development Level I
PD-LII	Professional Development Level II
PD-LIII	Professional Development Level III
PL	patrol leader
PLC	patrol leaders' council
P.R.A.Y.	Programs of Religious Activities With Youth
PRD	public relations director
PTC	Philmont Training Center
SDE	senior district executive
SE	Scout executive
SEA	Scout Executives' Alliance
SEE	senior Exploring executive
SLFLE	senior Learning for Life executive
SME	Sustaining Membership Enrollment (obsolete)
SPL	senior patrol leader
TAY	total available youth
TD	training director
TRAIL	TRAIL (Teaching Resources And Individual Leadership) Boss
USFIS	United States Foundation for International Scouting
WDL	Webelos den leader
WDLC	Webelos den leader coach
WOSM	World Organization of the Scout Movement
WSB	World Scout Bureau

### State Abbreviations

Spell out state names; however, in instances where space is a consideration (lists, tabular material), use the standard state abbreviations below. Example: "Nearly half a million residents call Denver,

Colorado, home." Note the comma between the city and the state name, and another one following the state name. Use the two-letter postal abbreviations (with no periods) for states and territories in addresses with zip codes only (including addresses in running text).

Note that eight states names do not have standard abbreviations: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

State Name	Standard / Postal
Alabama	Ala. / AL
Alaska	Alaska / AK
Arizona	Ariz. / AZ
Arkansas	Ark. / AR
California	Calif. / CA
Colorado	Colo. / CO
Connecticut	Conn. / CT
Delaware	Del. / DE
Florida	Fla. / FL
Georgia	Ga. / GA
Hawaii	Hawaii / HI
Idaho	Idaho / ID
Illinois	Ill. / IL
Indiana	Ind. / IN
Iowa	Iowa / IA
Kansas	Kan. / KS
Kentucky	Ky. / KY
Louisiana	La. / LA
Maine	Maine / ME
Maryland	Md. / MD
Massachusetts	Mass. / MA
Michigan	Mich. / MI
Minnesota	Minn. / MN
Mississippi	Miss. / MS
Missouri	Mo. / MO
Montana	Mont. / MT
Nebraska	Neb. / NE
Nevada	Nev. / NV
New Hampshire	N.H. / NH
New Jersey	N.J. / NJ
New Mexico	N.M. / NM
New York	N.Y. / NY
North Carolina	N.C. / NC
North Dakota	N.D. / ND
Ohio	Ohio / OH
Oklahoma	Okla. / OK
Oregon	Ore. / OR
Pennsylvania	Pa. / PA
Rhode Island	R.I. / RI
South Carolina	S.C. / SC
South Dakota	S.D. / SD
Tennessee	Tenn. / TN
Texas	Texas / TX
Utah	Utah / UT
Vermont	Vt. / VT
Virginia	Va. / VA

Washington  
West Virginia  
Wisconsin  
Wyoming  
Canal Zone

Wash. / WA  
W.Va. / WV  
Wis. / WI  
Wyo. / WY  
C.Z. / CZ

District of Columbia  
Guam  
Puerto Rico  
Virgin Islands

D.C. / DC  
Guam / GU  
P.R. / PR  
V.I. / VI

# Standards and Guidelines for Internet Publishing and Maintaining Local Council Web Sites

## Appendix A - Talent Release

I hereby assign and grant to the Boy Scouts of America the right and permission to use and publish the photographs/film/video tapes/electronic representations and/or sound recordings made of me this date by the Boy Scouts of America, and I hereby release the Boy Scouts of America from any and all liability from such use and publication.

I hereby authorize the reproduction, sale, copyright, exhibit, broadcast, electronic storage and/or distribution of said photographs/film/video tapes/electronic representations and/or sound recordings without limitation at the discretion of the Boy Scouts of America and I specifically waive any right to any compensation I may have for any of the foregoing.

**Name:**

**Address:**

**City, State ZIP:**

**Phone number:**

**Photo session date:**  /  /

**BSA Council/Unit Number:**  /

**Signed:**

**Guardian:**

**Witness:**

(if subject is younger than 18)

## IMPORTANT KEEP NEWSLETTER!!



### Pack May '09 News

If you have questions call  
Newsletter editor

This is the **last pack meeting** for the school year. We will meet at Whittier Gym at 7 PM for the **Graduation Ceremonies**.

**Opening-** Wolves

**Snacks-** Bears

**Drinks-** Webelos I and Tigers

<p><b>Peanut Allergy</b> Please do not bring items with peanuts in them. Thanks</p>
---

The 1<sup>st</sup> Monday of the Month (**June 7th**) at **7 PM** is our Committee meeting. This month it's **Name and location**. Parents are encouraged to come and help plan the year's Pack activities.

We needed people interested in serving the pack next year to come to this meeting!

We will also have a meeting **Aug. 2<sup>nd</sup>** to start the new year. Also at Parker's.

### **Pack 000 events**

**Friends of Scouting received \$790 from Pack 000. Thanks.**

**Day Camp** is coming up fast. **Cost** is \$30 by **July 13**. Make checks to Pack 000 because we register as one group. See your Den leader for more info from the Day Camp Coordinator.

There will be a **mandatory meeting on May 13** for all Day Camp Coordinators at the 1<sup>st</sup> Presbyterian Church. It will be available both at 9:30 AM and 7:30 PM.

Also, they are looking for some of our adults to help **set up and take down camp on July 24, 25 and July 31**.

### **Upcoming Pack Meeting dates**

In **June**, we will have a scavenger hunt and sack lunch at the Tiger Fort Tiwobeweb. Date to be announced on Info line later or check with your Den leader.

In **July**, scouts head for Day Camp the last week of July (**July 26-30**) for fun and adventure. Webelos scouts can sign up to spend the Friday night at the Camp as part of their Webelos overnight requirement.

On **August 14<sup>th</sup>**, we will have a cookout at Riverbend Park shelter house #7 from **12:30-4 PM**.

New leaders for next year

**Tiger Coach**

**Wolf Leader**

and **Assist.**

**Bear Leader**

and **Assist..**

**Webelos Leader**

If you have any pack or general questions you can call New **Cubmaster**



# PACK 251

1/22/01 - "When I Grow Up"



## Within My Power Forest Witcraft

*West Michigan Shores Council*

I am not a Very Important Man, as importance is commonly rated. I do not have great wealth, control a big business, or occupy a position of great honor or authority.

Yet I may someday mould destiny. For it is within my power to become the most important man in the world in the life of a boy. And every boy is a potential atom bomb in human history.

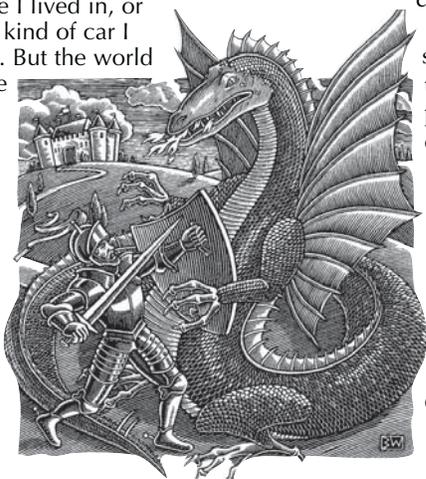
A humble citizen like myself might have been the Scoutmaster of a Troop in which an undersized unhappy Austrian lad by the name of Adolph might have found a joyous boyhood, full of the ideals of brotherhood, goodwill, and kindness. And the world would have been different.

A humble citizen like myself might have been the organizer of a Scout Troop in which a Russian boy called Joe might have learned the lessons of democratic cooperation.

These men would never have known that they had averted world tragedy, yet actually they would have been among the most important men who ever lived.

All about me are boys. They are the makers of history, the builders of tomorrow. If I can have some part in guiding them up the trails of Scouting, on to the high road of noble character and constructive citizenship, I may prove to be the most important man in their lives, the most important man in my community.

A hundred years from now it will not matter what my bank account was, the sort of house I lived in, or the kind of car I drove. But the world may be different,



because I was important in the life of a boy.

## Pine Wood Derby

PWD - This weekend. The Bear Scout Dens are running this event. If you are a parent of a wolf scout and have not signed up to help, why not? Scouting is a parent/son event and we need your help.

## Blue and Gold

B&G - Contact Joann Romano 996-6614 or Cathy Myhre 995 3757 or Sue Gravelle 996-6097 w/questions. Money is due tonight. Theme is Medieval, please come dressed appropriately, wear uniform underneath. This is also the time when all awards/patches should be on the uniform. Where do they go, look in your cub book for the answer (Hint inside of covers).

## Rollerskating Night

3/15/01 from 7-9 p.m. at Frenchtown Roller Rink is open to all scouts (Boy scout, Cub scout, Girl scout or Brownies). Admission is free to scouts, pay for your own rentals. Room is going to be tight, so we ask no siblings, unless they are scouts. Boys may wear their pack T-shirts or scout summer camp T-shirts. If you have neither, wear a white T-shirt.

## Scout Sunday

2/04/01 - The pack would like all cubs/leaders to talk to the heads of their houses of worship to see about having scouts go to service, in uniform as part of their duty to God. If you ask, it may be possible for the boys to partake in different parts of the worship service.

## Great Backyard Bird Count

2/16-2/19 - Cubs are asked to watch daily for birds in their backyard and log there results on-line. Den Leaders will have all the details. Thanks to Randi Eckel for this great idea. Will count towards either World Conservation or to achievements/electives toward rank.

## Rose Fundraiser

The pack will be selling roses for \$15.00/dozen. The boys are asked to come up with their own order form, unless a den leader comes up with one for them. Rose orders have to be in by 2/5/01. Pick up will be either on 2/13/01 or 2/14/01. This is not a mandatory fundraiser, rather a way for cubs and their families to have access to high quality roses at a more than fair price. These are the same roses that are sold at the higher priced florists in the area. Price per dozen - \$15.00.

## Cardboard Tubes

The pack is asking parents to save cardboard tubes (paper towels, wrapping paper, etc.) A den leader needs them asap. Please contact Joann Romano about this 996-6614.

## Suggestions for Camping?

Mr. Brogan would like some suggestions for place to go camping. Voorhees State Park is the only place on the list at the moment. Please write it down and give him your suggestion.

## March Pack Night

Theme is Man's Best Friend - do you know of anyone who could do a 15-30 presentation on this theme? Contact Cubmaster ASAP.

## Friends of Scouting

Den Leaders have given out or will give out Friends of Scouting Pledge cards. F.O.S. is an arm of B.S.A. which raises money for the council. It has two avenues, commercial and family, by which it raises funds. Why should you contribute? Well, F.O.S. helps underwrite a couple of things that directly effect your son. Summer camps are underwritten by F.O.S., with the money going to



# Pack

# News



Visit <http://>

February 16, 2001

## Special points of interest:

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*We're on the web!*  
*Http://*

## Inside this issue:

<i>Camping Opportunities</i>	2
<i>New Boy Scouts</i>	2
<i>Re-Registration Due</i>	2
<i>From the Packmaster</i>	3
<i>Thank You, Church</i>	3
<i>Pack 000 Leaders</i>	3
<i>Upcoming Events</i>	4

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## Welcome New Cub Scouts!

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These young men will fit in well with our current members as we all grow in Scouting together. Make sure they know they are **WELCOME!**

## New Leaders Selected

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## Camping Opportunities

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Let's Go  
Camping!

## New Boy Scouts

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## Upcoming Events-Plan to attend!

**Mar 16-18** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in massa eget enim aliquet lacinia. Etiam velit. Donec eleifend. Mauris at libero. Suspendisse potenti. Curabitur molestie lorem suscipit urna. Fusce interdum lacinia metus. Vestibulum laoreet tortor blandit metus. Vivamus dapibus. Aliquam erat volutpat. (\$15)

**Apr 7-10** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in massa eget enim aliquet lacinia. Etiam velit. Donec eleifend. Mauris at libero. Suspendisse potenti. Curabitur molestie lorem suscipit urna. Fusce interdum lacinia metus. Vestibulum laoreet tortor blandit metus. Vivamus dapibus. Aliquam erat volutpat.

**May 11-13** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in massa eget enim aliquet lacinia. Etiam velit. Donec eleifend. Mauris at libero. Suspendisse potenti. Curabitur molestie lorem suscipit urna. Fusce interdum lacinia metus. Vestibulum laoreet tortor blandit metus. Vivamus dapibus. Aliquam erat volutpat.

**Jun 8-10** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in massa eget enim aliquet lacinia. Etiam velit. Donec eleifend. Mauris at libero. Suspendisse potenti. Curabitur molestie lorem suscipit urna. Fusce interdum lacinia metus. Vestibulum laoreet tortor blandit metus. Vivamus dapibus. (\$12)

**Jul 1-7** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus in massa eget enim aliquet lacinia. Etiam velit. Donec eleifend. Mauris at libero. Suspendisse potenti. Curabitur molestie lorem suscipit urna. Fusce interdum lacinia metus. Vestibulum laoreet tortor blandit metus. Vivamus dapibus. Aliquam erat volutpat. (\$150)

These are our scheduled campouts.

*"Miss a meeting or outing and  
you miss a lot!"*

