



# BOY SCOUTS OF AMERICA COMMUNICATION MERIT BADGE



**Troop 53**  
January 2015

**Mike DiPaolo**  
**Tr. 53 ASM**  
**Training Coordinator**  
**Communication MB Counselor**

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## Requirement #2

2. Do ONE of the following:

- ☐ a. Think of a creative way to describe yourself using, for example, a collage, short story or autobiography, drawing or series of photographs, or a song or skit. Using the aid you created, make a presentation to your counselor about yourself.
- ☐ b. Choose a concept, product, or service in which you have great confidence.
  - Build a sales plan based on its good points.
  - Try to persuade the counselor to agree with, use, or buy your concept, product, or service. After your sales talk, discuss with your counselor how persuasive you were.





## Requirement #3

3. Write a five-minute speech. Give it at a meeting of a group.

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## Requirement #6

6. With your counselor's approval, develop a plan to teach a skill or inform someone about something.

☐ Prepare teaching aids for your plan.

Carry out your plan. With your counselor, determine whether the person has learned what you intended.





# The Edge Method

## EDGE:

- Explain
- Demonstrate
- Guide
- Enable

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## Requirement #7

7. Do ONE of the following:

☐ a. Write to the editor of a magazine or your local newspaper to express your opinion or share information on any subject you choose.

☐ Send your message by ☐ fax, ☐ e-mail, or ☐ regular mail.

☐ b. Create a web page or blog of special interest to you (for instance, your troop or crew, a hobby, or a sport). Include at least three articles or entries and one photograph or illustration and one link to some other Web page or blog that would be helpful to someone who visits the Web page or blog you have created. It is not necessary to post your Web page or blog to the Internet, but if you decide to do so, you must first share it with your parents and counselor and get their permission.





## Requirement #7

7. Do ONE of the following:

- ☐ c. Use desktop publishing to produce a newsletter, brochure, flier, or other printed material for your Scout troop, class at school, or other group. Include at least one article and one photograph or illustration.





## Requirement #8

8. ☐ Plan a troop or crew court of honor, campfire program, or interfaith worship service.

☐ Have the patrol leaders' council approve it, then write the script and prepare the program.

☐ Serve as master of ceremonies.







## Requirement #9

9. Find out about three career opportunities in the field of communication.

Pick one and explain how to prepare for such a career.

Discuss with your counselor what education and training are required, and explain why this profession might interest you.





# What we have gone over so far

**January:**

**Listening**

**Requirement 3 – 5 Minute Speeches**

**Requirement 4 – Interviewing a person**

**Requirement 5 – Attend meeting / Listening skills**

**Challenger Case Study / reqs 2, 3 speeches (cont)**

**February:**

**Requirement 9 – 3 Communication Careers**

**reqs 2, 3 speeches (cont)**

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# Missed Requirement(s)?

***DON'T PANIC!***

Check Scoutlander for what we have gone over + notes – also d/I reqs from [meritbadge.org](http://meritbadge.org)

You can e-mail me / text / call – and I will make arrangements to get you caught up

We are still working on 5m speeches and req 2ab / req 1 was completed at first session

[spawarsyscom@gmail.com](mailto:spawarsyscom@gmail.com) / (619) 663-8413 (text ok)



# Agenda

**Week 1 – 1c Intro / Reqs / Course Schedule**

**Week 2 – 2 a. Self intro or b. Product intro**

**Week 3 – 3 Post Interview discussion, 5m speeches**

**Week 4 – 4 5m speeches, Scout interview and intro**

**Week 5 – 9 3 Communication Careers presentations**

**Week 6 – 8 Campfire Planning**

**Week 7 – 5, 6, 7 - discuss / turn in projects for 5, 6, 7**

**Week 8 – make ups**

**Week 9 – make ups**

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# The job that communication skills are not needed...



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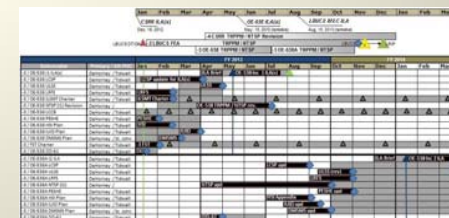
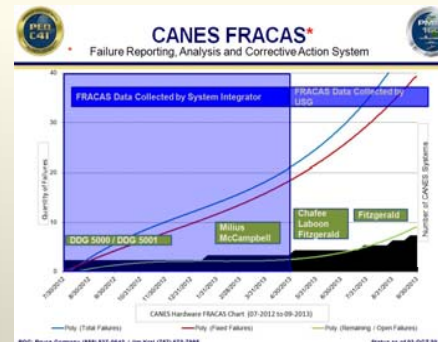
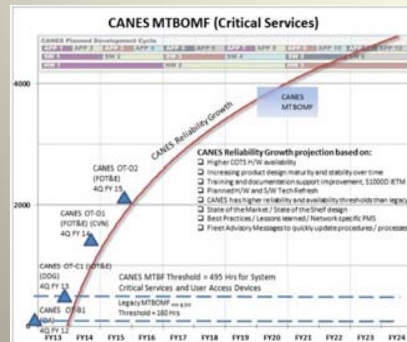
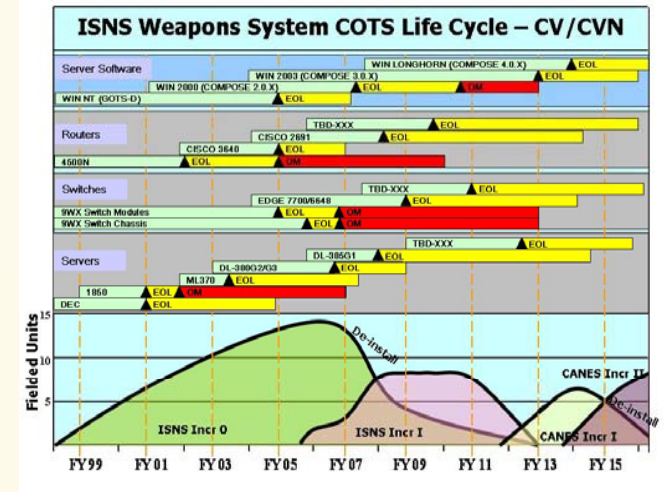
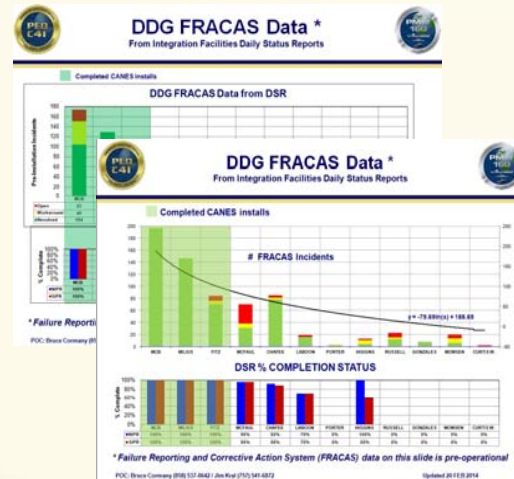
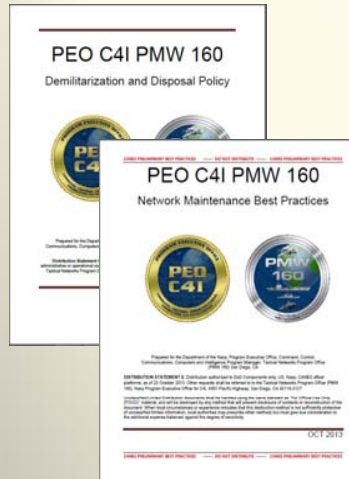


BOY SCOUTS OF AMERICA

BSA Troop 53, San Diego, CA



# Communications and Technology





**What were the underlying causes?**





# Communications and Technology

## Week 5

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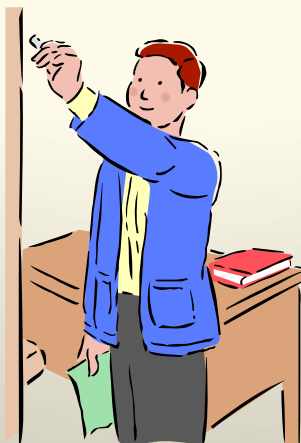
**Week 9 – make ups**

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# Communications in Careers Requirement #9



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# Tips for Great Customer Service

1. Listen
2. The Customer is Always Right (even when they are wrong)
3. Establish a Rapport
4. Smile
5. Honesty
6. Know Your Product
7. Feedback
8. Offer Incentives
10. Give More

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# Communications in Careers

- **Business**
- **Education**
- **Government/Politics**
- **Health Careers**
- **International Relations and Negotiations**
- **Law**
- **Social and Human Services**
- **Customer Service/Sales**

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# Careers and Communications BUSINESS

- It is well recognized that communication plays a vital role in the functioning of any government, business, or industrial organization.
- A national study indicates that the essential skills needed by a competent employee to get a job and to succeed and be promoted are primarily communication skills.
- **Careers in business and communication**  
**include:** sales representative, executive manager, personnel manager, public information officer, industrial and labor relations representative, negotiator, director of corporate communication, customer service representative, newsletter editor, communication trainer, human resources manager, mediator, and buyer. (Also see Law, Media, and Public Relations and Advertising.)





# Careers and Communications HIGH TECHNOLOGY INDUSTRIES

- The link between computerization and communication has become the subject of extensive research by communication specialists. Many departments of communication offer a specialization in information sciences, human information theory and processes, or communication technologies, often dealing with communication by computer, compressed video, and teleconferencing.
- *Careers in technology and communication include:* trainer for communication technologies, closed circuit television producer/director, systems analyst, technical copywriter, language specialist, speech synthesizer, cognition researcher, audio and visual computer display specialist, and performance assessor.

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# Careers and Communications EDUCATION

- A teacher of any subject has to effectively organize and deliver material to students. Communication skills are necessary to facilitate comprehension and understanding no matter whether the subject is math, science, reading, or English. Great teachers are great communicators. Besides teaching, there are other education-related careers.
- **Careers in education include:** teacher (elementary and secondary), school counselor, educational researcher, audiovisual specialist, educational administrator, school/university information specialist, director of college news, director of a collegiate information center, educational tester, development officer, educational fund-raiser, alumni officer, college placement officer, college admissions director, and college recruiter

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# Careers that don't require communication: "Unicorns"







# Communications and Technology

## Week 6

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# Campfire Planning

## Requirement #8



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# THE CAMPFIRE PROGRAM PLANNER

Be sure that every feature of this campfire program upholds Scouting's highest traditions.

1. In a campfire planning meeting, fill in the top of the Campfire Program sheet (over).
2. On the Campfire Program Planner (below), list all units and individuals who will participate in the program.
3. Write down the name, description, and type of song, stunt, or story they have planned.
4. The MC organizes songs, stunts, and stories in a good sequence considering timing, variety, smoothness, and showmanship.
5. The master-of-the-campfire makes out the Campfire Program sheet (over).

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- CAMPFIRE PROGRAM
- Place \_\_\_\_\_
- Date \_\_\_\_\_
- Time \_\_\_\_\_
- Camp director's approval: \_\_\_\_\_
- \_\_\_\_\_
- Campers notified \_\_\_\_\_
- Campfire planning meeting \_\_\_\_\_
- M. C. \_\_\_\_\_
- Song leader \_\_\_\_\_
- Cheer master \_\_\_\_\_
- Area set up by \_\_\_\_\_
- \_\_\_\_\_
- Campfire built by \_\_\_\_\_
- Fire put out by \_\_\_\_\_
- Cleanup by \_\_\_\_\_
- Spot Title of Stunt, Song, or Story By \_\_\_\_\_ Time
- 1 Opening—and fire lighting
- 2 Greeting—introduction M.C.
- 20
- 21
- 22 Closing

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## Requirement #7

7. Do ONE of the following:

☐ a. Write to the editor of a magazine or your local newspaper to express your opinion or share information on any subject you choose.

☐ Send your message by ☐ fax, ☐ e-mail, or ☐ regular mail.

☐ b. Create a web page or blog of special interest to you (for instance, your troop or crew, a hobby, or a sport). Include at least three articles or entries and one photograph or illustration and one link to some other Web page or blog that would be helpful to someone who visits the Web page or blog you have created. It is not necessary to post your Web page or blog to the Internet, but if you decide to do so, you must first share it with your parents and counselor and get their permission.





# Effective writing Get Organized

Develop an outline to help you stay on track as you write, identifying your main points and your conclusions. Keep in mind basic essay structure:

- **Introduction:** Give your reader an idea of your intent, including a statement of what you're going to discuss.
- **Body:** Present the evidence that supports your idea. Use concrete examples and avoid generalities.
- **Conclusion:** Summarize and make sense of the evidence you presented in the body

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# Effective writing

## Create a Draft

- Write a rough draft — a preliminary version of your essay.

While you write, remember these tips:

- Keep your audience in mind. Write for the general reader, that is, someone of average intelligence with a fairly sound, basic education.
- Use the proper vocabulary. Get familiar with the vocabulary of your subject.

[http://careerplanning.about.com/cs/miscskills/a/writing\\_skills.htm](http://careerplanning.about.com/cs/miscskills/a/writing_skills.htm)







# Teach a Skill / EDGE Discussion

## Requirement # 6

- **Present plan to teach a skill or inform someone about something.**
  - Cooking
  - Golf
  - Camping
  - First aid
  - Fishing

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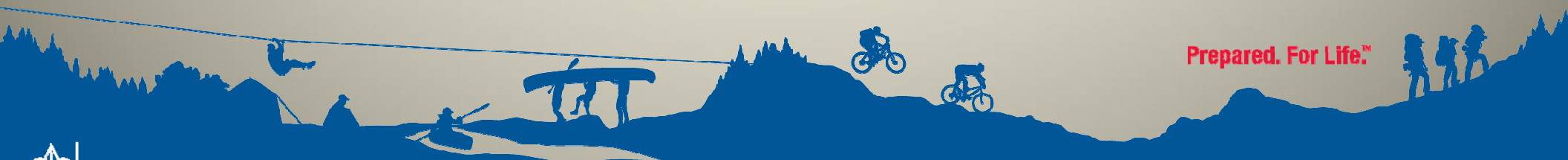


# Letter Writing and Publishing

- Requirement #7

Check point for Requirement...

# Questions?



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