



MASSABESIC DISTRICT  
Roundtable presentation for  
Tuesday April 11, 2023  
by Joe Biedrzycki

# **SCOUTING COMMUNICATIONS**

## **A FEW “CARDINAL RULES”:**

1. ***TREAT YOUR UNIT LIKE A BUSINESS, AND PROMOTE OR MARKET IT ACCORDINGLY, WITH THE GOAL OF GROWTH AND SUCCESS!***
2. ***ONE PERSON (ADULT LEADER OR COMMITTEE MEMBER) SHOULD COORDINATE ALL P.R. AND COMMUNICATIONS FOR EACH UNIT, TO MAINTAIN CONSISTENCY OF LOOK, AND YOUR “BRANDING” MESSAGE.***
3. ***FREQUENCY IS PARAMOUNT IN CULTIVATING LASTING “IMPRESSIONS”.***

## **WHERE TO START (to GET Information):**

- Daniel Webster Council website: <https://nhscouting.org>
- BSA national website: [www.scouting.org](http://www.scouting.org)
- Massabesic District web pages (within DWC site):
- <https://nhscouting.org> > MORE > Districts > Massabesic

## **I. Scouting INFO RESOURCES:**

### **ONLINE INFO FROM BSA NATIONAL:**

#### **BSA Membership and Marketing Hub:**

- *Playbooks for successful recruitment and growth*  
[scoutingwire.org/marketing-and-membership-hub/](http://scoutingwire.org/marketing-and-membership-hub/)

#### **BSA “BRAND CENTRAL”:**

- Artwork, banners, logos, videos, news, and marketing elements  
<https://scouting.webdamdb.com/bp/#/>

#### **“The Language of Scouting” and “BSA Style Manual”**

*Key phrases defined, and “how Scouting talks about itself”, using the right words, capitalization, punctuation, and other elements of English 101, redefined, “the BSA way”*

<https://www.scouting.org/resources/los/>

- **Aaron on Scouting:**

*Basically, the e-version of Scouting Magazine:*

**<https://blog.scoutingmagazine.org/>**

- **SCOUTINGWIRE** (blog:)

**[www.scoutingwire.org/newsletter](http://www.scoutingwire.org/newsletter)**

• “stay connected” button to sign up

- **my.scouting.org**

*“Empowering you to deliver the Scouting Program”*

Open a personal “account” with a username and password to access content...

*Peruse\**: - All ADULT TRAINING:

- Youth Protection Training

- Position-Specific Training

- Much YOUTH Leadership Training

\*Click your way through it, and at least know what’s there, for reference.

- **scoutbook.com**

*“Tracking advancement, milestone achievements, and all the fun along the way.”*

Set up a system for YOUR UNIT. Learn how to use it, religiously!

This records and tracks all your unit’s advancement records, and ties them to BSA’s National system!

It also includes links to: • Scouting Forms from the National Council • Guide to Advancement 2021  
• Guide to Awards and Insignia • Language of Scouting • Serving Scouts With Disabilities • Online  
Registration Guidebook • Scoutbook Calendar of Religious Observances • Scout Sunday Religious  
Observance & Civic Awards • Scout Life Magazine • Recruitment

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**Daniel Webster Council human resources:**

Cindy DiFillipo, *DWC Family Engagement Coordinator*

**[Cynthia.DiFillipo@scouting.org](mailto:Cynthia.DiFillipo@scouting.org)** - 781-856-2879

James Thompson, *DWC Member Care Team, Lead*

**[james.thompson@scouting.org](mailto:james.thompson@scouting.org)**

Pastor JT Shupe, *(ACTING) Massabesic District*

**[jtshupe@gmail.com](mailto:jtshupe@gmail.com)**

*Communications Coordinator*

TO REACH DANIEL WEBSTER COUNCIL PROFESSIONAL STAFF:  
use **[support@nhscouting.org](mailto:support@nhscouting.org)** to open a member-service "ticket" and ask your question. The appropriate person will get back to you. Quick confirmation, but Answers are not immediate.

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DWC MERIT BADGE COUNSELORS LIST:

**<https://nhscouting.org/advancement/merit-badge-counselors/>**

**<https://www.hoac-bsa.org/Data/Sites/1/media/advancement-documents/merit-badge/mb-application-thats-feb-2019.pdf>**

TO ACCESS THE CURRENT LIST OF LIST OF REGISTERED  
MERIT BADGE COUNSELORS IN YOUR DISTRICT:

***The Council MB Counselor list(s) are now all on My.Scouting.org, by DISTRICT.***  
You will have to check your own status from YOUR PERSONAL My.Scouting.org account.

Go to [My.Scouting.org](http://My.Scouting.org) >

- Enter personal username and password >
- Menu (upper left corner) >
- (Your District) should appear in a drop down menu, select it >
- Roster >
- Reports >
- Council Merit Badge Counselors listing >
- Run !
- 
- If you are NOT on the online merit badge counselors list, and WANT to be, you'll have to "register" (apply) all over again with Council: <https://filestore.scouting.org/filestore/pdf/34405.pdf>. I would also refer you to the guide that's available, which it would behoove ALL of us to review, just so all counselors are "singing the same song":
- **<https://help.scoutbook.scouting.org/knowledge-base/scoutbook-merit-badge-counselor-guide/>**

**NOTE:**

Per the BSA *Guide to Advancement*, Scouts should not have access to a list of merit badge counselors; they should work with their unit leader for a recommendation of a merit badge counselor to work with.

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## II. Outreach / local “marketing” & promotion

*Press Releases, Public Service Announcements (PSAs), Calendar Events, Local “News” — Tell your unit’s story locally, to build “top-of-mind-awareness”.*

Establish a “contact” relationship with someone there, don’t just send BLIND e-mails... they should always be addressed to someone specific!

### a. Local NEWSPAPERS:

#### 1. *Union Leader / Sunday News*

- send to “News Editor” or research your hometown news “reporter”

#### 2. Town-specific and weeklies:

- *Neighborhood News* (owned by UL)  
Manchester, Goffstown, Hooksett, Auburn, Candia,  
Pembroke, Allenstown, Bedford Bulletin *may* still be freestanding
- *Derry News*
- *Hippo Press*

(Most printed newspapers may also have a digital version online, be sure to specifically request coverage in BOTH formats.)

Also remember town-specific online digital services (like “PATCH” in Bedford).

Send them written press releases, include photos with captions...

They love news they do not have to research or write!

*A parent’s signature on a BSA joining application implies consent as a “Talent Release”, but some may not want that - be sure to verify with families, before publishing anyone’s photo!*

## b. Local RADIO:

1. “LP” (low-power) stations, (like WBNH-LP in Bedford). [17 in NH]
2. Commercial stations (like WZID, WGIR AM/FM, etc.

The problem here is that their “coverage area” is larger than your target market area, so commercial stations may be resistant. But it’s worth a try. They still have to “serve the public interest”, (relative to their FCC license), and PSAs and Sunday morning interview programs are how they do so.

BUT, YOU GET A SECOND CHANCE with many stations: on ANY radio station that also STREAMS its content, ask specifically to be included on the STREAM...

Commercial stations often “cover” commercials in the broadcast content with PSAs on the streaming content, because of licensing agreements and/or union contracts for either the music in the ads or the pro Voice Talent announcing them. Very few non-profits take advantage of this fact.

— If you have the ability to deliver to them PRODUCED AUDIO, that increases your chances of getting your message into that airplay rotation. A fully-written PSA (usually only 30 seconds), delivered as a produced “broadcast quality” .mp3 file is far more attractive to them than a “bullet list” of facts on paper.

## c. Local TV:

*Again, it’s most beneficial to identify an ally, and cultivate a relationship for repeated submissions.*

1. **WMUR (9)** is really the only game in town, and they have some pretty high standards. However, they do air “Calendar events”, so again, it’s worth at least asking.

### 2. Public Access Cable “PEG” stations

(Public-Educational-Government) — Like BCTV Bedford, PACT Chester, etc. — eat this stuff up! If someone in your unit has the capability to actually PRODUCE a video PSA (again, target :30 seconds) they virtually can’t say no. Or, for calendar events, just give them the facts (on paper, or in a produced “art card”—(created in a digital graphic format — Check what digital format they need, .jpeg or .pdf).

The easier you make it for them, the higher the probability it will get used!

You can also produce program-length content features about your unit.

*Just remember, most local PEG stations are a resource to help YOU “do-it-yourself”, then they air it. But they are NOT your local news department, and they don’t have the people to “cover” local events, or produce programming content. Get the Scouts involved, as appropriate!*

d. **SOCIAL MEDIA:**

**FaceBook, Twitter, Tik-Tok, (and many others) —**

*Consult a Social-Media-savvy Gen X-er, teen, or youth to help you...if you are an “analog dinosaur”!*

*Curtail distribution to only your local area, as do local town “pages” - (for example, “The Chester Front Porch” FaceBook User Group).*

**PARTING SHOTS:**

**Remember that per BSA YPT policy, ANY digital contact from an adult to a youth must be cc'd to another adult: parent, leader or friend.**

**TROOP WEB PAGES** are usually password-access for members and their families only, to protect personal info from being abused. They include mostly info that only unit member families would need to know or have access to.

**TROOP FACEBOOK PAGES** are your unit's window to the public, the best place to post photos of “Scouts in Action” and promotional success stories about your events and advancements.

**WEB PAGES AND FACEBOOK PAGES NEED TO BE PROMOTED AND PUBLICIZED, IN ORDERT TO DRIVE PEOPLE TO USE THEM!**

**ADDITIONAL USEFUL RESOURCES you should know about:**

*(recommended by the DWC Field Director, Marketing & Communications, Tyler Yankey)*

*BSA Guide to Safe Scouting -*

**<https://www.scouting.org/health-and-safety/gss/>**

*BSA Incident Reporting -*

**<https://www.scouting.org/health-and-safety/incident-report/>**

*BSA Safety Moments -*

**<https://www.scouting.org/health-and-safety/safety-moments/>**

*Understanding the BSA Online Registration system -*

**<https://www.scouting.org/resources/online-registration/>**

*I am available to “consult” . You can contact me with questions, however, I cannot offer free production services to individual units.*

*Joe Biedrzycki - Studio B Digital Audio*

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