

PRODUCING AN ENGAGING NEWSLETTER

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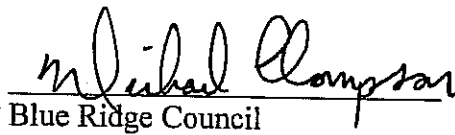
To the Doctoral Candidate Review Board:

I am submitting herewith a Dissertation written by Doug Chambers, entitled "Producing an Engaging Newsletter." I have examined the final copy of this report for format and content and recommend that it be accepted in partial fulfillment of the requirements for the Degree of Doctor of Commissioner Science.



Hulic Ratterree

We have read this Dissertation
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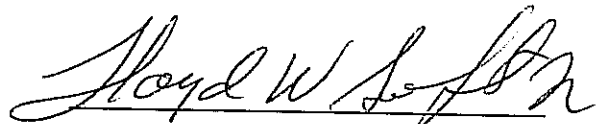


Palmetto Council



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ABSTRACT

Web sites, e-mail, text messaging, and voice mail are good communication tools for the sender, but what is best for the receiver? Some of us prefer to receive “hard” information and have it in our hands; that is, we want to read it on paper.

The objective of this training is to sort through the razzle-dazzle of desktop publishing and consider some common sense guidelines for providing what the reader wants in a Boy Scout newsletter. Afterward the participant will spend 25% - 40% less time on publishing each issue. His cost will be reduced to 5 cents or less a page. His newsletter will be more useful, more persuasive, and more interesting too.

Together we will analyze newsletters for elements that make them effective or ineffective. Evaluating our own work and the work of others will focus our attention on refinements that can transform our newsletter from good to great. The participant will determine what absolutely has to be in his newsletter; review the nameplate, headings, and arrangement of text; consider the layout, typeface, photographs, and mailing needs; and learn how to have color on a black-and-white budget.

There will be a workshop on preparing a newsletter. The methods to be taught are simple, practical, and proven. Following a “tell me, show me, let me” format, each participant will lay out a newsletter for his Boy Scout pack or troop with less effort by doing the right things the first time. A proof copy will be put together. In this workshop each participant will learn techniques that duplicate the appearance of an offset printed newsletter.

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CHAPTER I

INTRODUCTION

“Be Prepared” is not the motto for most Boy Scout volunteers who publish a newsletter. This is not their job and they neither purchase a publishing software nor take a training on design for publication. Already busy people who do not have a lot of time or patience to plan the way their newsletter will look are the ones who often take on this task.

They do what they have always done. They write extended letters. They assemble photo albums. The result is the typical Christmas newsletter, or worse.

This training and workshop are intended to provide the “publisher” with fundamental guidelines so that his next newsletter is changed for the better. The accompanying manual is the result of my eight years as a Boy Scout volunteer publisher of the York District Newsletter. Many of my mistakes are the take-off point for explanations and instruction.

“Do A Good Turn Daily” will be our slogan in *producing an engaging newsletter*. To accomplish this objective requires only three considerations: organization, brevity and clarity. Producing our newsletter will be *easier* and our newsletter will be *very readable*.

CHAPTER II

TRAINING

Why bother with a training about publishing a newsletter? Of those who regularly use a word processing software, 60 percent are found to publish newsletters on a regular basis. (Biehl, 10) The content of a newsletter is more important than its appearance. But, if a newsletter is not read, it is probably because of its appearance.

Perception of Newsletters

Great newsletters are rarely great the first time they are published. Who is the judge of what is great? We are. Each of us has learned to discern what is great over years of reading church, school, Scout, and business newsletters. Too often these newsletters are the product of an overworked volunteer that we hesitate to criticize lest we be asked to do the newsletter.

However we came to our role, we are now the “doer” of the newsletter. With our new obligation we will see newsletters differently. That is why this training begins with an exercise.

We begin with any two of the newsletters brought by the participants. Each in turn will tell us what he knows is “good” and what is “not so good” about the newsletters. Observations will be recorded on flip charts titled “Good” and “Not So Good.”

Capturing Attention

“If you haven’t said anything in the first five minutes you are not likely to say anything in the remaining 55 minutes” is an adage about meetings. In this training each is the opening “trainer.” Each knew this was going to happen at some point as the acknowledgment letter gave the assignment to bring two newsletters and list three things that are “good” and three things that are “not so good” about each. Even a participant nervous about public speaking can read his list. I can dig out the reasons and make the points so that each “trainer” does well.

This exercise answers the question, “What’s in this training for me?” With even two participants there will be issues and ideas the other has not thought of. Ideas feed off each other. Discussion, even disagreement, can follow - each a teaching moment.

This exercise answers the question, “Who are these other people?” We are naturally curious about others in our group. We learn about each other from how each dresses, stands, looks at us, speaks, acts, and from what each says.

This exercise answers the question, “What will I learn from this instructor?” How I address, respect, respond, reiterate, organize disparate information, and explain issues about publishing a newsletter will be instantly evaluated. After the “trainers” speak “I” will no longer be an unknown instructor.

Maintaining Attention

With some ceremony each newsletter will be mounted to either the wall of “good” newsletters or to the wall of “not so good” newsletters. These will be referred to as the training progress.

Likewise the list of “Good” and “Not So Good” attributes will be respectively highlighted and crossed off as they are addressed. In this way what each “trainer” contributed will be acknowledged. As the day goes on each participant will see that we are progressing through the schedule and issues raised. By the end of the workshop each will observe that he accomplished what he set out to do.

CHAPTER III

DESIGN

Distributing the Newsletter

The next exercise will be a subtle one. Each participant will be asked to come to a supply table and be given a blank sheet of 8.5 inch by 11 inch paper. [Everyone will get to stand up and walk . Exercise will renew them for the next sit and listen portion of the training.] They will be asked to consider the blank sheet of paper as “their newsletter.” They will be asked to decide how it will be distributed. They will be told, “If necessary, fold your newsletter for appropriate distribution.”

The number of every flat and folded newsletters will be recorded on a flip chart. A flip chart or white board is preferred over an overhead projector because I want participants to see each other and the various ways newsletters are prepared:

- flat, to be distributed at a meeting
- flat, to be mailed in a catalogue sized envelope; e.g. multi-page newsletter
- single fold, to be distributed at a meeting; e.g., like a church bulletin
- single fold to be mailed in a package sized envelope; e.g., booklet
- single fold, to be self-mailed
- tri-fold, to be mailed in a business envelope
- tri-fold, to be self-mailed

Even if none are folded I can explain folded options.

Planning

The exercise about distributing the newsletter is the lead-off for asking, "To whom are you distributing or sending this newsletter?" By deciding how the newsletter is to be distributed, each assumed the answer to other questions, such as the following:

- Who is the reader?
- What does my reader want?
- What does my reader need?
- When does the newsletter need to be published?
- On what size paper and in what format will the newsletter be printed?

Each answer begs another question, the answer for which begs another question, ad infinitum. Eliciting answers and illustrating an example or two will fill out a "tree" chart that will involve everyone.

The result will be satisfying to the participants no matter how many branches are created.

Then I will explain that we have informally planned the intent of our newsletter and I will write at the top of the chart "Plan for the Reader." Are there other plans that we may unconsciously do? Yes. We must plan for what is needed. We must plan for the available resources.

Organizing

Going to the posted "Good" newsletters I will ask, "What made this one interesting?" On a flip chart I will list the responses, and if necessary lead the responses.

Working between the posted "good" and the posted "not so good" newsletters I will ask, "What

Newsletter

made this one hard to read and this one easy to read?" On two flip charts I will list the responses, and if necessary lead the responses. When we seem to be at an end I will title the one list "for Clarity" and the other "for Brevity." To the top of each of the titles I will add a bold black "ORGANIZE."

Few people read a newsletter from start to finish. Few people read an entire article in a newsletter. What draws them to read anything is what is of interest, what is clear, and what is brief. We have to consciously organize our newsletter to provide these attributes.

How do we accomplish all of these details of design on one page? We don't. We manage these details in considering the layout.

CHAPTER IV
LAYOUT

Layout of Text

THE NEVER TO BE FORGOTTEN ARTICLE
The members of the Boy Scouts of America to prepare themselves to make good choices over their lives by studying with the same care of the Boy Scout Oath than the Boy Scout Law. Boy Scout Oath. I will try to do my duty to God and my country and to obey the Scout Law. I will help other people of all times to keep their promise by doing, mentally, morally, or physically, what I can.

Boy Scout Law. A Scout is trustworthy, loyal, helpful, friendly, courteous, and obedient. A Scout is truthful, brave, clean, and cheerful.

Each evening the parents of the cadets should inspect the cadets' Scout Law and organization and equipment. They should also lead a cadet in a quiet period of reflection on the requirements in the Scouting program. At a Scout level, the necessary time through participation in weekly meetings and outdoor experiences, the Scout leaders in Scout units should lead the Boy Scout troops in the same. It is led by the youth members with guidance from Scout leaders and other Scouters. Our youth want to feel a greater sense of ownership in their Boy Scout experiences; they want adults to "advise" rather than "lead."

"What plan?" is the cadet's first question. To lead means to own, to plan, and to do. I say, "Hold your own." We want to do things because we enjoy doing them, not because we have to." To help meet the promise of fun and adventure for Scouts while achieving Scouting's aim of character, physical growth, mental development, citizenship, and mental and physical fitness, eight fundamental methods are used to deliver the program. (1) The cadet. (2) The patrol method. (3) The cadet's. (4) Advancement. (5) Association with adults. (6) Personal growth. (7) Leadership development. (8) The patrol.

Through the patrol method boys learn to delegate responsibility and the importance of teamwork. Each patrol elects a leader, who serves on the patrol leader's council (PLC). Each patrol elects its own members, including a patrol scribe, a patrol yell, a patrol song, and a patrol claim. Patrol members are to that group. Having a patrol scribe helps form a bond among patrol members.

The patrol is where the real work is done. How they plan and prepare for the next meeting is up to the patrol scribe and the rest of the patrol.

The patrol comes together for the hour of planning, games, instruction, and the closing. The patrol scribe and the rest of the patrol are to be the help of the patrol. The PLC will also call the troop together and usually close the meeting.

This instruction is an integral part of every meeting. The Scout Law will be of the same level of proficiency. Scouts are to be in a high state of readiness for the night by experienced Scouts with the patrol meeting. More advanced Scouts, such as the patrol scribe, may need instruction from outside the troop and may be best handled in an advanced setting like a camp meeting.

Some of the best resources are the following: Boy Scout magazine, Boy Scout handbook, Patrol leader's handbook, Scoutmaster's handbook, and Scouting program.

Fig. 1. A hard-to-read article.

Layout means the arrangement of text.

Beginning with an overhead of a long article, Fig. 1,

and walking to the posted flip charts on "ORGANIZE for..."

I will ask, "What can we do?" Agreeing with everything suggested,

I will ask, "By what criteria will we do what you suggest?" I

will pointedly go to, and stand beside, the planning tree chart

and wait for a response. Even if I have to lead a response, the

association of "plan" and "organize" in design will be

recognized.

Choosing one of the planned for "Readers" [probably

Scout Leader], with a black felt tip pen, I will strike through the lines of text in the article on the overhead that do not pertain to that reader and his interest.

Going to the list of "Good" attributes the participants contributed I will in turn choose "columns," "headers," "white space," "paragraphs," "headings," and "typeface." With each attribute I will display

an overhead of the article with the change made. I will explain how each answers a design need and how each makes the text easier to read. These subjects are covered in the accompanying "Publishing An Engaging Newsletter" manual. Some will be discussed in the following section.

Layout of Articles

1. The Shell



A second exercise. Each participant will be asked to come to a supply table and be given a large envelope containing colored geometric shapes. While standing at the table they will be asked to arrange the pieces into rectangles and squares on the envelope. After a minute at this exercise I will ask everyone to stop. I will give them a sheet of 8.5 inch by 11 inch paper titled "York District Newsletter," Fig. 2, with an outline for the placement of the pieces. Everyone will be asked to return to his seat.

Fig. 2. A newsletter shell.

A shell is the preprinted page of a newspaper onto which articles are typed and photographs are pasted. It includes the header (nameplate), logos, and any repetitive information. As in this "York District Newsletter" everything falls into place on a newspaper shell.

Shells permit the publisher to type a straight column of text and insert it under the appropriate heading. Paste in any photographs, and you are finished. The repetitive busy work is done. Think of the time saved.

Readers appreciate “knowing” where they will find information in their newsletter. This is aided by headings and subheadings, but the consistent placement of particular information is best. Consider your response when “your” newspaper shifts the page showing the weather forecast, the sports results, and the comics page. Think of how you have made “their” newsletter easier to read.

1997 York District Accomplishments

Advancement: Eagle Scouts
 WB Sauer, William Taylor
 Matt Conover, Scott Felt
 Cole Harris, Ian Wilson
 Charles Workman, Greg Lindner
 Corey Warkentin, Jonathan Stewart
 Corey Purdy, William Jackson
 David Lundy, Chris Van der
 Tyler Smith, Ian Hill
 Robert Meyer, Mark Formel
 Brooke Trone, Paul Coates
 Alan Miller, Michael Anderson
 Josh Crosser, Eric Stewart
 Ryan Wright, Jerry Howard

Training: WoodSage
 Lee Ross, Walter Souding
 Bob Sawyer, Ed Cady
 Ben Johnson, Erik Stewart
 Tom Linnell, John Houghton
 Dan Houghton, Jerry Stewart
 Frank Purdy, Bill Smith
 Ben Stewart, Bill Thompson
 Ted Stewart, Greg Thompson

Scoutmaster: 1996
 Vance Baker, Chairman of Year
 William Hunkelshoe, Lieutenant of Year
 Doug Robinson, Scoutmaster, 1997
 Steve Platten, Chairman Award
 David Lundy, Parents Award
 Daniel Houghton, Parents Award
 Bill Smith, Scoutmaster Award
 Vance Baker, Scoutmaster Award
 Paul Miller, Scoutmaster Award
 Paul Miller, Scoutmaster Award

Other: District of the Arrow
 Greg Stewart, Fort Chase Club
 Roger Stewart, Lake Providence Club
 Josh Miller, Lakes of the East
 Wes Steeds, Lake Secretary

York District Delivers the Promise

2. Boxes and Lines

Lots of articles is a *good* problem to have. Most newsletter publishers beg for articles of interest to their readers. Sometimes the articles received are too long for the newsletter. We learned from Design that focusing on the reader can guide the editing of an article. We learned in Layout of Text that employing columns, appropriate size and style of typeface, subheadings, and indented paragraphs can make a lot of text easier to read.

Fig 3. Boxed and lined newsletter.

When faced with lots of articles, as in Fig. 3, some use boxes to make each distinct. Boxes and lines do that, but at the loss of any connection between stories. For example, a report of a Cub Scout pinewood derby race is certainly distinct from a Boy Scout camporee, but they are two facets of the same Scouting program. Boxes isolate articles. Lines separate articles. (Will-Harris, *Borders*, 64) [More so than necessary in a Boy Scout newsletter.]

3. White Space

How does a publisher keep articles separate and hold on to the understanding that they are connected? White Space. Using the overhead projector I will show examples of the benefit and ease of introducing white space. White space is the portion of a page that is not covered in ink. White space around a heading makes it stand out. White space about three sides of a subheading helps it to stand out, albeit not as much as the heading. White space separates columns and paragraphs. White space at the top, bottom, and sides of a page (margins) highlights text. White space invites a reader into the text where a paragraph is indented and where a line ends at the bottom of a paragraph. White space is equally effective in emphasizing logos, figures, charts, and photographs.

Layout of Photographs



Fig. 4. A photo-busy newsletter.

Lots of photographs is a *good* problem to have. The human eye looks for symmetry. It is not to be found in the newsletter shown in Fig. 4. Photographs should be aligned with the edges of the text in the article they are supporting. Each photograph should have a caption underneath identifying (1) the people, (2) the place, and (3) the purpose.

Showing a succession of newsletters on the overhead projector I will demonstrate the failings and advantages of different arrangement of photographs. Traditionally this means a photograph is cropped to the width of the column, height proportioned. Sometimes it may span two single spaced columns, but be no taller in height than the width on a 8.5 inch by 11 inch page. If a photograph is short, it may be extend into the margin and be an lead-in to an article.

A large photograph or seamless grouping of photographs will draw attention away from everything else on the page. (Malamed, 63) White space can be used to dilute the “weight” of a large photo or grouping. Frame the text with photographs. Frame each photograph with white space. Crop or reduce the size of the photographs and alternate or overlap them in a column. Arrange photographs diagonally across two columns or the page. The more use of white space the better the display of the photographs.

Layout of the Calendar



Fig. 5. Where is the calendar?

Maybe the reason for your newsletter is the event calendar.

Your newsletter may have grown out of the need for a monthly calendar. What can go wrong with publishing a calendar? Lots of things. And I'm not referring to either incorrect dates or omitted activities.

The calendar is a visual element of your newsletter. The

calendar is as important as an article. The calendar is as important as a photograph. So why do we bury the calendar in our newsletter?

For example in Fig. 5, the calendar is buried in the columns.

With the overhead projector I will show other newsletters

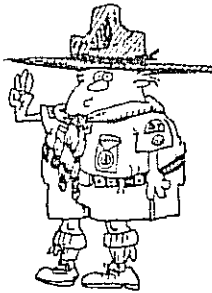
having problems with the placement of the calendar. The calendar

near the top of the page removes an article from prominent view. The calendar near the bottom of the page disappears in the text. Calendars placed in white space reserved for the left side margin and the bottom margin, however, are viewed more favorably.

Wherever you place the calendar, be consistent in placing it there. Avoid frustrating your reader.

Consider your response when "your" newspaper shifts the section you want to read. Readers appreciate "knowing" where they will find the calendar in "their" newsletter.

Layout and Color



Participants will be invited to come to the supply table. Each will be given a colored 8.5 inch by 11 inch sheet of paper with a facsimile of a \$1,000,000 bill lightly tacked to it. When everyone has returned to his seat I will ask, "What were you given?"

Most will reply, "A million dollars."

Holding up a sheet of the colored paper in one hand and one of the \$1,000,000 bill in the other hand I will ask, "If this bill is more exciting, why do you give out your newsletter on this?"

Fig. 6. A spot of color on the page.

They will be asked to gently lift off the \$1,000,000 bill to reveal "This is the place for a million dollar story."

The article. The photograph. Each is more valuable and sought than a piece of colored paper. We use colored paper because it catches attention. We use colored paper because we are told it invites an emotional response. We use colored paper because it may identify a particular form or report from all others. We use colored paper because we are encouraged to do so by the staff in paper stores, office supply stores, and photocopy businesses who sell colored paper...at a greater profit to them.

With the colored sheet in my hand I will explain that with any natural shade as a background the printing of black ink is not as distinct. The letters and the words recede into the color. Each participant will be given a darker colored paper imprinted with "This is very hard to read." Primary colored paper should not be used because there is insufficient contrast between the black type and the color. That is, the black ink of the type blends in with the color and some of the letters become illegible. The same is true with shaded backgrounds on white paper. Colored paper is not appropriate for a newsletter.

I will give out neon colored paper imprinted with "GLARE." Neon bright colors can cause an uncomfortable "glare" in the mind's eye. (Sidles, 24) The glare of the bright color deters the reader from reading the newsletter. Neon colored paper is not appropriate for a newsletter.

I will give out a highly coated white paper imprinted with "SNOW BLINDNESS." Optically bright paper can cause a form of snow blindness. (Wood, 27) The mass of optical brighteners in the coating handicap our sight by constricting the pupil opening of the eye. This reaction tires the eye. Optically bright paper is not appropriate for a newsletter.

Black type on white paper offers maximum contrast and letter quality. Most of our typed, printed, and copied work is done on white paper. That being said, think about the paper used by publishers of high priced books. They use an off-white colored paper. Color names vary with the manufacturer and the shading from blue to yellow: antique, bone, chalk, cream, ecru, flax, ivory, milk, pearl, popcorn, snow, vanilla, and others. Giving out a sample newsletter on off-white paper, I will explain that it

is visually more comfortable for the eye with an almost imperceptible loss in contrast and clarity.

Some newsletter publishers will have access to, and can afford, a color printer. There may be an impulse to print lots of colored graphics and to print text in a rainbow of hues. Please resist. Color is distracting when used indiscriminately. (Will-Harris, *Make Color Work*, 64)

Color adds impact, emphasis, and aids retention. A LITTLE bright color points to something.

A lot of color, especially when it is in red, shout a warning. It is often not read. (Hanke, 47; Will-Harris, *Make Color Work*, 68) Why? For the same reason some people put off writing a will. They are sure writing it will precipitate their death.

The mind knows the warning in red may save a life, but there is a mistaken belief that not knowing what may cause physical pain or financial loss will avoid it. Nobody says humans are always logical or rational.

Even without a color printer your newsletter can grab attention with color. Newsletters with the following points of color will be handed out:

- Have the shell offset printed in color.
- Use a stamp and an ink pad to stamp colored bumpers between articles.
- Apply stickers as bumpers and graphics to accent articles. The popularity of making scrapbooks has made topic specific stickers readily available.
- Use a glue stick to paste small inexpensive items and photographs to your newsletter.

CHAPTER V

WORKSHOP

The participants have been “told” and “shown” how to make an engaging newsletter. Is there much left to “do?” Yes. Only in the “doing” can a publisher appreciate the effect of his choices, such as the following:

- Why doesn't the newsletter nameplate stand out?
- Should all of this one article be above the fold, or should both articles begin near the top of the page?
- What do I do when I run out of space and have more text to print?
- Is it better to put the “mailer” on the top, middle, or bottom panel of the backside of the paper?
- I don't have a scanner. How do I crop photos that were loaned to me?
- My articles look like stubby classified advertisements. What do I do?

We will approach the newsletter in “baby-steps.” Each participant will be given a sheet of lined paper. Everyone will be asked to identify for whom his letter is intended. With this prime “reader” in mind, everyone will be asked to answer what his “reader” wants. Reference will be made to the flip chart made out on “Design.” Everyone will be asked to list “What has to absolutely and positively be in each newsletter?” We will hear everyone's choices, and I will lead the discussion about any “Why?” challenges. This will give each an opportunity to consider his own choices and omissions.

Each participant will be given several sheets of one-quarter inch graph paper and asked to sketch what and where his list of needed items will go. This sketch will establish the relationship among

margins, columns, white space, and the header. (Spiegelman, 179) Each will present the draft of his "Layout." I will solicit thoughts and advice with each proposal. Again each will have an opportunity to consider his choice and alternatives.

Everyone will be invited back to the supply table to pick up his case of "tools" and some

Table 1. Practical tools for the newsletter publisher.

No. 2 pencil
pencil sharpener
glue stick
White Out
scissors, sharp cut
X-acto knife
ruler, metal
masking tape
transparency sheet

supplies. These items are everyday desk drawer/office supply items, but maybe not in everyone's desk, and maybe not at hand when needed. The "tools" in their case will be deeply appreciated the next time their newsletter is being pasted together at 11:15 p.m. How useful the "tools" can be will be evident as the workshop progresses.

Everyone will be given a copy of "Boy's Life" and "Scouting" magazine. Both are published in a 8.5 inch by 11 inch format. These magazines will be the source for columns of text (4 columns, 3 columns, 2 columns, and 1 column per page width) for our simulated newsletter. [The type styles and sizes are fairly consistent throughout.] These magazines will be the source for what has to be in our newsletter, and headings, graphics, and photographs.

First, each participant will construct a simulated "shell" following his "layout."

Second, each participant will slide in columns of text. The text will be placed, not pasted. There are multiple lessons here. Not enough space may be available for the desired text. Not much text fits

on one page of a newsletter. We haven't yet added photographs!

Third, each participant will have to reconsider "his" layout. Possibly adjust something. Possibly do it over.

Fourth, find photographs and crop. Place these where appropriate.

Fifth, each will be given a "loaned" photograph that must be returned intact and asked to include it in their newsletter. We will consider the options of scanning, photocopying, photocopier reduction, and a window cutout.

Sixth, if these questions do not arise naturally, I may lead discussion of the following:

- printing on photographs
- layering photographs
- abutting photographs seamlessly
- what to put on the back of the newsletter
- where to place the mailer panel
- when your newsletter grows to two pages
- when your newsletter grows to three pages, or more
- using 11 inch by 17 inch paper

Seventh, each "publisher" will present his newsletter. I will ask each to critique his own work. I will point out when it emulates and betters our posted "Good" newsletters. I will point out how each addresses "design" and "layout," with reference to our posted flip charts.

CHAPTER VII

CONCLUSION

What are the necessary facets to publishing an engaging newsletter? After analyzing “good” newsletters and thinking about the guidelines for “design” and “layout,” the trained publisher will notice three basic concepts: organization, brevity, and clarity.

1. Keep It Organized

Virtually every problem with text and photographs will be solved by aligning the material. Aligning the text into vertical columns, both narrow and wide, will make a lot of text easy to read. Aligning the photographs with the columns and across an imaginary common horizontal line will keep the eye focused on the text..

What to edit from the text will be simplified by knowing who is the “reader.” What to crop from the photographs will be aided by either complementing the subject of the accompanying article or supporting the theme of the heading.

2. Keep It Brief

What text or photographs to include will be facilitated by answering the design questions “What will be of interest.” We’re publishing a *newsletter* not a *newspaper*.

3. Keep It Clear

Most often clarity will be achieved by introducing white space around a heading, into lines of text, and surrounding photographs. No boxes. Few lines. No colored paper, no background shading, and no reverse print that optically diffuses the ink. Use only white or off-white paper.

Layout will be arranged to guide the eye. Photographs will lead to the text. The text will be printed in short spans. Hierarchy of information will be assisted by descriptive headings and the use of subheadings. Finding information will be facilitated by these same headings and subheadings printed in bold type.

4. Result of This Training

Any browsing in bookstores and on the internet will reveal the dearth of information on publishing newsletters. What’s there is for professionals with Adobe “PageMaker” software, and the like, or for designers of web sites. There is little about the basics such as “why this works” and “why this doesn’t.”

Newsletter

As the participant in this training reviews the “good” and “not so good” examples in the manual he will discover other examples of how organization, brevity, and clarity were achieved. Once the trained “publisher” develops the “best” newsletter for his need he will keep it until he finds another one that *bests* it. The trained “publisher” will consciously critique other peoples’ newsletters, both for what does not work (and why?) and what does works (and why?). Having seen the benefit of peer review, the “publisher” will hopefully solicit comment from his readers. Having seen the evolutionary refinement of my newsletter, the “publisher” will hopefully be inclined to review his own work. We can learn a lot from our mistakes.

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York District Newsletter

P.O. Box 3001, Fort Mill SC 29715



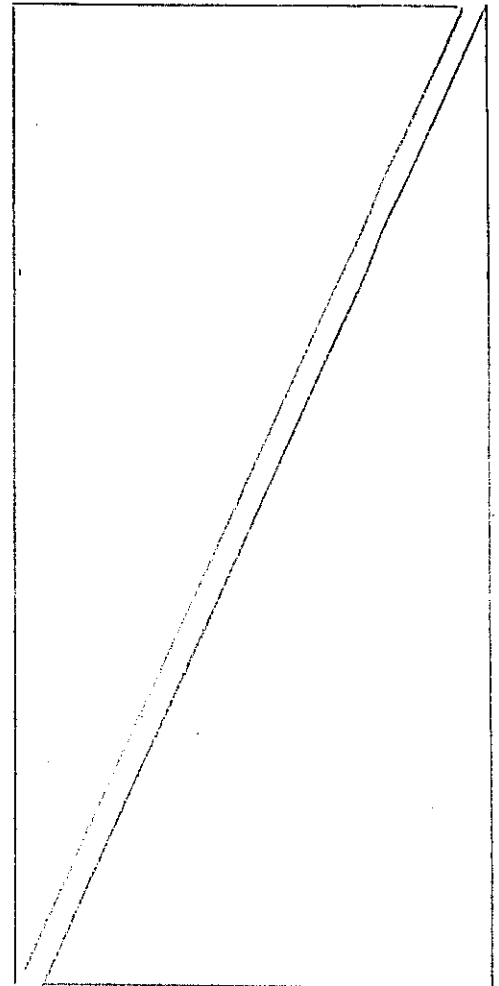
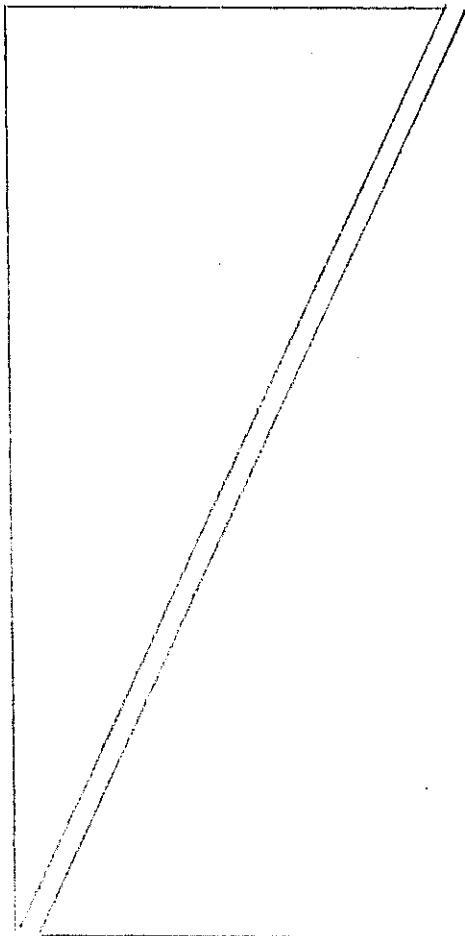
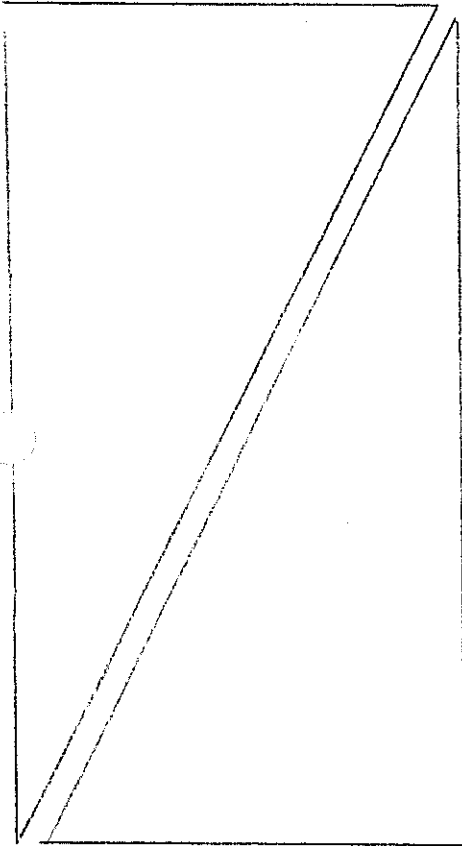
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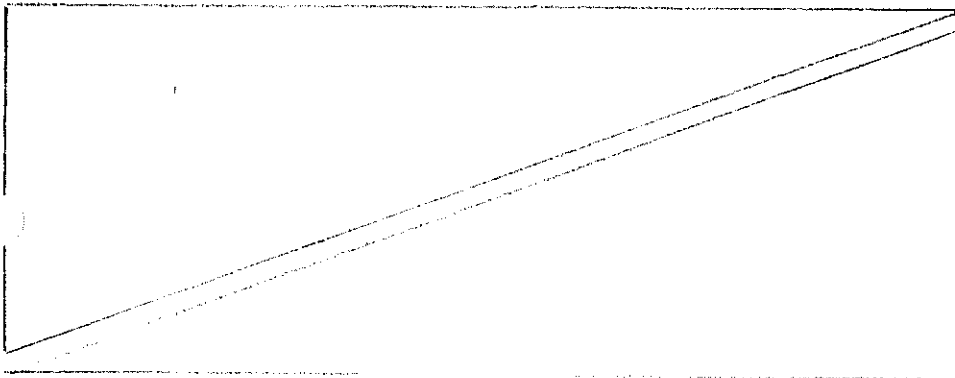
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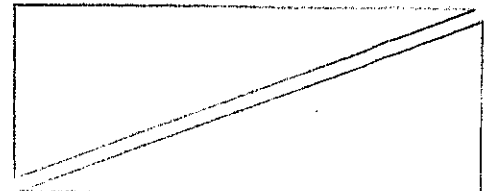
Scouters



Order of the Arrow



Scoutmasters Minute



This is the place for a million dollar story.

THIS IS VERY HARD TO READ

GLARE

SNOW BLINDNESS

Off-white paper is visually comfortable
with little loss in contrast and clarity.

Uncover
HIDDEN COST
Eliminate
Systemic Practices

Product Cost

Product Cost Series No. 700, 53

Materials are a significant proportion of cost which is outside the control of the manufacturer, other than his efficiency of conversion,...(while) the cost element under a manufacturers control is manpower...about 30 percent of the total.
Economics of Manufacturing, 1981.

Uncover
HIDDEN COST
Eliminate
Systemic Practices

60%
40%
100%

Material
Labor
Product

Mechanization and automation, that has revamped manufacturing plants since the 1940's, succeeded in not only holding manufacturing cost, but also reducing labor cost below that of material cost.

Direct Indirect
32% 28%
8% 32%
40% 60%

Material
Labor
Product

The cost of material service is growing. The number of employees maintaining production lines, inspecting product, and supervising others exceeds the number manning the machines. Because of the great indirect cost of labor, an erroneous conclusion is sometimes drawn: the way to reduce product cost is to reduce labor.

Overhead		
Direct	Variable	Fixed
32%	8%	20%
8%	24%	8%
40%	32%	28%

Material
Labor
Product

Look a little further and discover that close to a third of material cost is spent on activity that does not vary if only one or a million units are produced. The proportion of fixed labor cost is not much less. Ah ha, to greatly reduce product cost it would be best to bargain for lower utility rates and to cut out middle managers. Or is it?

Overhead		
Direct	Variable	Fixed
16%	4%	10%
4%	12%	4%
20%	16%	14%

Material
Labor
Manuf.

In my experience studying companies that realize a profit, Selling, General and Administration costs range from 3 percent to 39 percent of the total cost. Is 3 percent by design? Is 39 percent because SG&A is a catch-all account? What extravagances constitute "other" overhead charges? Too few executives ever question what they were taught in "Economics of Manufacturing," let alone the reality in their work place.

		30%
		20%
20%	16%	64%

SG&A
Other
Product

Few employees, let alone executives, ever have total product cost explained to them as shown here. The proportions at your company will be different. This example is an average of many product cost sheets from the business I know best, textile manufacturers with finishing operations. I believe in the school of thought that it is better to be approximately correct than to be precisely wrong. The intent of this analysis, and the details to be discussed in subsequent issues, is to explain how some manufacturers spend less money and retain more profit.

The gilwell gazette

Wood Badge SR-459 Saturday, 21 September 2002

Athenian Oath

We will never bring disgrace on this our City, by an act of dishonesty or cowardice. We will fight for the ideals and sacred things of this City both alone and with many.

We will revere and obey the City's laws, and will do our best to incite a like reverence and respect in those above us who are prone to annul them or set them at naught.

We will strive increasingly to quicken the public's sense of civil duty.

Thus in all ways we will transmit this City, not only not less, but greater, and more beautiful than it was transmitted to us.



On My Honor...

By Robert Peterson, Scouting, Jan-Feb 1995

For over 90 years, Boy Scouts in the United States have been reciting the Scout Oath and Law. Quite possibly the Oath and Law are known by more Americans than any vow except for the Pledge of Allegiance.

Where did the Oath and Law come from? Who decided what Boy Scouts should pledge themselves to be and to do?

The answer starts with the founder of worldwide Scouting, Robert S.S. Baden Powell, a British hero of the Boer War in the late 1890's. Like many other upper-class citizens who had grown up in Victorian England, he deplored what he saw as the physical weakness and moral laxity of English youth - especially "lower-class" boys who did not have the benefit of private school training.

In 1908 Baden Powell published *Scouting for Boys*, a guidebook of things boys who craved adventure and excitement could do.

Beside sketching out the organization of Scout patrols and troops, the book also contained the first Scout Oath and Scout Law to which a Boy Scout subscribed.

Baden-Powell wrote that the Law and the Oath were based on the Athenian oath and the chivalric code of the knights of England. No one - least of all B-P - believed a boy would join the Boy Scouts to be able to repeat the Scout Oath and Law. Scouting's key was that it fostered good citizenship through activities that appealed to boys. "You use as bait the food that the fish likes," was how B-P described his method.

Baden-Powell's ideas swept the British isles and were soon being discussed in the United States and Canada, and in countless other nations around the globe.

The Boy Scouts of America was formally incorporated on February 8, 1910. A year later while the infant BSA was laboring to adapt Baden-Powell's system to American conditions, a 10-man committee was appointed to rewrite the British Scout Oath and Law. The group's most influential member turned out to be James E. West, who had been appointed the first executive secretary (later Chief Scout Executive).

West pushed for the inclusion of a 10th, 11th, and 12th point in the American Scout Law. He later said that the 12th point "is one of the finest things in the whole scheme of Scouting and one of the reasons we have such outstanding success...there is nothing more essential in the education of the youth of America than to give them religious instruction...."

The Oath and Law were adopted in May 1911. They remain unchanged today. A mother's comment in 1912 still holds true. "I had hoped that my boy would be all these [points of the Law] and had so admonished him. But these are Scout Laws, mind you, not advise and admonition, not hopes backed by maternal pleadings and fears, but laws, self-imposed when the Scout takes his oath he promises to obey these laws. That settles it. If the Scout movement stood for these things, and inspired and exacted them, I was with it heart and soul."

First British Boy Scout Oath

On my honor I promise that -

I will do my duty to God and the King.

I will do my best to help others, whatever it costs me.

I know the Scout Law, and will obey it.

The Boy Scout Oath (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.

Time	Event
7:00-7:30	Gilwell Field
7:30-8:30	Breakfast
8:30-10:15	Troop Meeting
10:15-10:30	Break
10:30-11:00	High Performance Teams
11:00-12:00	Team Development Mod
12:00-1:00	Lunch
1:00-1:25	PLC
1:00-1:25	Chaplain Aides
1:30-2:20	Communications
2:20-2:30	Break
2:30-3:20	Project Planning
3:20-3:30	Break
3:30-5:00	Rocket Competition
5:00-6:00	Patrol Meeting
6:00-7:00	Dinner
7:00-7:50	Wood Badge Game
7:50-8:00	Break
8:00-9:00	Win all You Can
9:30-10:30	Cracker Barrel
10:00-11:00	Staff Meeting



York District Newsletter

Personal newsletter produced by dougchambers@comporium.net, P.O. Box 3001, Fort Mill SC 29708 803-548-1912
 The York District Newsletter is available at the monthly roundtable meetings. It provides a calendar and record of what some of our Scouts are doing.

September 2003



Pack 250 at Cub Scout Day Camp

Circus Fun? Yes.

Thank you, Ann Farris, Mike Malloy, and Angie Zoubian, and leaders and parents. Without you it would not have been possible...or as much fun.



Photo courtesy of Darrell Starnes

Darrell Starnes, right, shows off the 39.85-pound king mackerel he caught along with his son, Kelly, during a fishing tournament earlier this month in Georgetown. He won \$26,075 for the catch.



Troop 391 Goes To Washington D.C.

Kelly Starnes, 13, in T391, fought the fish for a while, then handed the rod back to his Dad. Using 20-pound light tackle, it took 25 min. to get the mackerel to the boat, and another 20 min. to land it.

Calendar

September

- 5 Myrtle Beach Sweep
- 11 Exec Meeting, RH Office
- 12 Out Door Training, Cp Lea
- 19 OA Catawba Pow Wow
- 26 Scout-A-Rama, Greenway
- 27 Scout Show, FM Greenway

October

- 2 Roundtable, Mt Holly UMC
- 2 Pop Corn Sale begins
- 9 Exec Meeting, RH Office
- 11 Duke Energy Encampment
- 18 Univ Scouting, Milliken Res Ctr
- 24 OA Fall Fellowship, Cp BH

November

- 6 Roundtable, Mt Holly UMC
- 13 Exec Meeting, RH Office
- 15 Pop Corn pickup
- 15 Scouting For Food
- 22 OA Lodge Leadership Training

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 fort mill sc 29708

Scout News

March 2002

Scout News is available at the monthly York District Roundtable meetings. Scout News provides a calendar of activities, a record about what some of our Scouts are doing, and photographs of the fun.

America's Indian Heritage

Tiger and current year Wolf and Bear Cub Scouts will be playing Indian games, making outfits and crafts, and learning Pow Wow dances at this year's Day Camp. All activities will be at Elk's Park in Rock Hill, Monday, 3 June through Friday, 7 June.

The day camp program has been reformatted. Experienced and new leaders will want to be prepared for the changes. Attend one of the two orientations in May; the first will be at our 2 May Roundtable. We will have a Day Camp for those who can attend in the morning through early afternoon, and a Twilight Camp for those who can attend after 5 p.m. Each will have the same crafts and games. Expect visits from the Catawba Indians and dancers from the York Chapter of our O.A. Skyuka Lodge. I need Cub and Boy Scout Leaders to assist with this endeavor to make it a safe and fun event.



Ann Faris

Looking Ahead

I am honored to be your incoming District Chairman for 2002. Scouting has been a part of my life. I'm an Eagle Scout from Troop 132 here at Neely's Creek ARP Church. During and after college I was a leader in the Blue Ridge Council. Upon my return to Rock Hill in 1985 I served on the District Committee as Activities Chairman. My son Matt received his Eagle from Troop 132 in 2000. Scouting has done much more for me and my family than I could ever expect to repay.

As we start our year together, I plan to show myself "trustworthy," that is, worthy of your trust. I ask you to be "loyal" to the Scouting movement and to the youth we serve. As for having fun, what is more fun than hanging out with good companions. I look forward to working with you.



Eddie Williams

Troop Yr 2001 Eagle Scouts

- 31 David Caughman
- 31 William McKinney
- 31 Thomas Phifer
- 31 Stuart Phillips
- 33 Chris Garrison
- Paul Hooper
- John Riley
- 37 Eric Sinclair
- 116 Thomas Bonner
- 116 Cory Miller
- 116 Charles Tomberlin
- 131 Tim Adams
- 133 James Elliott
- 161 James Nance
- 161 William Nance
- 164 Averett Tinsley
- 205 James Coble
- 205 Matthew Gusmer
- 250 Fred Bartholomew
- 250 David Parker
- 250 Alex Walton
- 276 Jacob Caraway
- 276 Jacob Ward
- 277 Ben Hingle
- 277 Duy Duc Nguyen
- 277 Vince Stuber
- 333 Ben Granger
- 333 Shawn Scheidler
- 333 Ben Siegrist



Calendar

- Mar
- 10 Girl Scout Sunday
- 12 Council Banquet, Baxter Hood Ctr
- 16 CS Pinewood Derby, Galleria Mall
- 16 SM Training, RH Office
- 22 OA Spring Fellowship, Cp Lea
- 4 Roundtable
- 12 SM Outdoor Training, Cp Lea
- 13 Scout Show, Shochois UMC RH
- 20 Earth Day, Greenway FM
- 21 Come See Me Parade, RH
- 25 Golf Tournament, Greenville
- 26 OA Dixie, Charleston

- May
- 2 Roundtable
- 3 Council Camporee, Cp Lea
- 4 Webelos to Scouts, Cp Lea
- 9 Learning For Life, Greenway FM
- 24 Commissioners Col, Banner Elk NC
- Jun
- 3 CS Day Camp
- 3 CS Twilight Camp
- Jul
- 5 Philmont Trip Begins
- 13 CS Bowling, Strikers RH
- 26 NOAC Trip Begins

Year-end bonus for each Scout Leader in York District hits \$1,000,000.

Scouting Rewards Everyone

We know Scout leaders aren't paid money. We are rewarded in the fun we, and our boys, are having in the game of Scouting. Lord Baden Powell recognized this when he told leaders, Scouting "brings you a renewal of your youth; it lands you into a company of 'good companions;' and it enables you to do a valuable bit of service."

C ommuniqué

for Cub Masters and Scoutmasters on the front line
of Boy Scouting in the Palmetto Council
published by Doug Chambers, PO Box 3001 Fort Mill SC 29708
(803)548-1912 dougchambers@comparium.net

January 20, 2007

Publishing An Engaging Newsletter

For those of us who prefer to receive “hard” information on paper and not on a screen, a training and workshop on **Publishing an Engaging Newsletter** is offered by the Commissioners in Palmetto Council.

To encourage members of units to issue newsletters, this training is recommended. Many adult leaders have neither the time nor the inclination to read e-mails, web pages or text messages.

The accompanying workshop shows the publisher how to spend 25% to 40% less time on each issue and how to reduce the cost of each page to five cents or less.

The trainer sorts through the razzle-dazzle of newsletter publishing. Outlined are common sense guidelines for providing what the reader wants in a Boy Scout newsletter.

Together the trainer and publisher analyze newsletters for elements that make them effective. Focus is on refinements that transform newsletters from “good” to “great.”

The result is a newsletter that is

- more useful
- more persuasive
- more interesting

Each participant learns how to have color in a newsletter on a black-and-white budget. Following a “tell me, show me, and let me” format, everyone goes home from the workshop with a photocopy ready newsletter.

Training Schedule

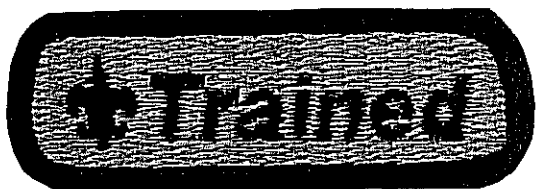
9a.m.	Orientation (Sanctuary) Pledge of Allegiance Cub & Boy Scout Oaths
9:15	Training (Fellowship Hall) <i>Good and Not So Good</i> Design Layout of Articles Layout of Photographs Layout of Newsletter Making It Colorful Evaluation of Training
11:30	Lunch Break

Workshop Schedule

12:30	Orientation (Sanctuary) Boy Scout Law
12:45	Workshop(Fellowship Hall) Question Period My Newsletter: Design and Layout Construct the Shell Editing Articles Cropping Photographs Proof Copy Photocopy Ready Critique Newsletters Evaluation of Workshop
3:30p.m.	Adjourn

Participant's Name

Is a newsletter publisher in the Palmetto Council. His insight and experience is pivotal to the success of the training and the workshop on *Publishing An Engaging Newsletter*. Thank you.



Publishing An Engaging Newsletter

Manual

prepared
for

January 20, 2007

Introduction

Be Prepared is not the motto for most volunteers who publish a newsletter. Because this is not their job, they neither purchase a publishing software nor take a training on design for publication. Because the newsletter usually falls on already busy people, they do not have a lot of time or patience to plan the way their newsletter will look.

They do what they have always done. They write extended letters. They compose graphic rich reports. The result is THE NEVER TO BE READ ARTICLE found on page 2...or worse.

Do A Good Turn Daily will be our slogan in producing an engaging newsletter. To accomplish this objective requires a few simple considerations. Producing our newsletter will be *easier* and our newsletter will be *readable*.

Why bother with a training about publishing a newsletter?

- Of those who regularly use a word processing software, 60 percent are found to publish newsletters on a regular basis.
- The content of a newsletter is more important than its appearance. *But*, if a newsletter is not read, it is probably because of its appearance.

"You never have a second chance to make a first impression." Anon.

THE NEVER TO BE READ ARTICLE

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the value of the Boy Scout Oath and the Boy Scout Law.

Boy 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.

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

Delivering the promise of Scouting doesn't happen by chance. Scouts are organized into patrols - grouped by age and skill level - and they meet periodically as a troop to further their experience in the Scouting program. As a Scout develops the necessary skills through participation in weekly meetings and outdoor experiences, he moves up the ranks in troop leadership.

The Boy Scout troop is boy run. It is led by the youth members with guidance from adult leaders behind the scenes. Our youth want to feel a greater sense of ownership in their Boy Scout experiences. They want adults to "advise" rather than "lead."

"Don't plan 'it' for us and then say we did 'it.'" "Let us make our own mistakes and don't say 'I told you so'." "We want to do things because we enjoy doing them, not because we 'have to.'"

To help meet our promise of fun and adventure for Scouts while achieving Scouting's aim of encouraging character growth, moral development, citizenship, and mental and physical fitness, eight fundamental methods are used to deliver the program. (1) The ideals. (2) The patrol method. (3) The outdoors. (4) Advancement. (5) Association with adults. (6) Personal growth. (7) Leadership development. (8) The uniform.

Through the patrol method boys learn to delegate responsibility and recognize the importance of teamwork. Each patrol elects its leader, who serves on the patrol leader council (PLC). Each patrol has its own identity, including a patrol name, a patrol yell, a patrol flag, and a patrol totem that are unique to that group. Having a patrol identity helps form a bond among patrol members.

The patrols are where the real work is done. Here they plan and prepare for their roles in upcoming troop activities and take care of administrative tasks.

The patrols come together for the troop opening, games, skills instruction, and the closing. The senior patrol leader (SPL) presides over the troop meeting. He will initiate the saying of the Pledge of Allegiance, the Scout Oath, the Scout Law, and the uniform inspection. By so doing he reminds the youth and the adults alike that they set the example for others. The SPL will also call the troop together and formally close the meeting.

Skills instruction is an integral part of every meeting. Not all Scouts will be at the same level of proficiency. Basic skills - such as knot tying - may be taught by experienced scouts within the patrol meeting. More advanced skills - rock climbing, for example - might need instruction from outside the troop and may be best handled in an organized setting like a troop meeting.

Some of the best resources are the following: Boy's Life magazine, Boy Scout Handbook, Patrol Leader Handbook, Scoutmaster Handbook, and Scouting magazine.

What's Right About This Article?

Content. That's it.

We instinctively recognize that this article is poorly done. Even though we might benefit from knowing the content, there is no incentive to read it as presented. We want to avoid publishing an article like this one that turns people off. In this training we will learn how to make it more engaging.

Design

How will your newsletter be distributed?

At a meeting.

What meeting?

Scout meeting

...because it is for our Scouts

...it will be a photo record of what we have done

Senior Patrol meeting

...because it is for our leaders

...it will be a guideline

Court of Honor

...because it is for the parents of our Scouts

...it will be a calendar of upcoming activities

District Roundtable

...because it for pack and troop leaders

...it will report on what units are doing

By mail.

What type of mailing?

By e-mail.

By mail in an envelope

...a catalog sized envelope

...because the newsletter will have many pages

...a business envelope

...to keep private the names and addresses of our boys

In a self-mailer

...to save the cost of an envelope

A one-fold self-mailer

...because it will have many pages

A tri-fold self-mailer

...to use the back panels

Design means plan

Design of the newsletter will influence the reader's interest even before he reads the content.

Plan for the Reader

- Cub Scout or Boy Scout
- Boy Leader or Scout Leader
- Leader in training; Fundamentals or Wood Badge
- Parents and family of a Scout
- Supporters of Scouting; your unit or Friends of Scouting
- Community at large

Plan for the Need

- Record
- Report
- Resource
- Reward
- Instruct
- Inform

Plan for the Publishing Resources

- Are you it?
- What time can you spare?
- What costs will you pay for?

- Is there an editorial committee?
- Is there a budget?
- Is there someone trained in newsletter/desktop/web-site publishing?
- Is there someone interested in hunting stories and submitting articles?
- Is there someone who takes photographs at most events and activities?

- Is the newsletter to be published on paper or on a website?
- Is the paper 8.5 inches by 11 inches? Or 11 inches by 17 inches? Flat or folded?
- Is it to be e-mailed, handed out, mailed in an envelope, or self-mailed

By answering one question you have “assumed” the answer to other questions.

- Who is our reader?
- What does our reader want?
- What does our reader need?
- When does it need to be published?
- On what size paper and in what form will it be printed?

By answering these and other questions you are developing the *design* of your newsletter.

Design means organization

Few people read a newsletter from start to finish. They are drawn to a large graphic which, if it is of interest, may lead them into an article. They are drawn to photographs which, if recognized or identified by a caption, may lead them to the adjoining text. Truth be told, few people read entire articles in a newsletter.

Organize for interest

- Be relevant to the reader.
- Appeal to an emotional desire.
- Satisfy an intellectual need.
- Ensure information is current.

Organize for clarity

- Do the photographs lead the eye into the text?
- Are the graphics/photographs aligned or in a confusing array?
- Do the charts and graphs explain the detail in the text?
- Are the subjects, location, and date of the photographs identified in the captions? Are they captioned?
- Are the photographs related to the articles?
- Does the text lead the eye from left to right?
- Does the text pause at natural breaks, or does the eye tire following a string of words?
- Can an article be identified by its heading?
- Can subjects be located by subheadings?

Organize for brevity

- Each graphic, photograph, and article focuses on the intended reader.
- Photographs pertain to a specific article.
- Each article has only one theme.
- Each paragraph has only one subject.

How do I put *all* of these details of design, articles, and photographs on one page? You don't. You will manage this in considering the *layout*.

For example, considering some of the **Design** criteria, I will be.

- distributing a newsletter at a District Roundtable
- to new and experienced leaders
- in Cub Scouts and Boy Scouts

- I am the reporter, photographer, writer, and publisher
- I have no funding and will not charge for the newsletter. It will be one of my sweat-equity contributions
- the newsletter will be photocopied on 8.5 inch by 11 inch paper

The newsletter will

- record what units are doing
- report on committee and board decisions regarding policy and plans
- recognize achievement of Scouts and leaders.

Scout leaders are adults taking time from their family. They have job responsibilities. They are busy people. Leaders want to look up what they need when they need it. For example,

- where to go for a half-day hike
- who can put on an activity for my boys
- what is the cost to participate
- how much will we earn in selling popcorn this year
- where to go for a high adventure activity within a one hour drive
- who provides first aid training for backpackers
- when is the next camporee

What does this mean for...

THE NEVER TO BE READ ARTICLE

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"Don't plan 'it' for us and then say we did 'it.'" "Let us make our own mistakes and don't say 'I told you so'." "We want to do things because we enjoy doing them, not because we 'have to.'"

~~To help meet our promise of fun and adventure for Scouts while achieving Scouting's aim of encouraging character growth, moral development, citizenship, and mental and physical fitness, eight fundamental methods are used to deliver the program. (1) The ideals. (2) The patrol method. (3) The outdoors. (4) Advancement. (5) Association with adults. (6) Personal growth. (7) Leadership development. (8) The uniform.~~

Through the patrol method boys learn to delegate responsibility and recognize the importance of teamwork. Each patrol elects its leader, who serves on the patrol leader council (PLC). Each patrol has its own identity, including a patrol name, a patrol yell, a patrol flag, and a patrol totem that are unique to that group. Having a patrol identity helps form a bond among patrol members.

~~The patrols are where the real work is done. Here they plan and prepare for their roles in upcoming troop activities and take care of administrative tasks.~~

The patrols come together for the troop opening, games, skills instruction, and the closing. The senior patrol leader (SPL) presides over the troop meeting. He will initiate the saying of the Pledge of Allegiance, the Scout Oath, the Scout Law, and the uniform inspection. By so doing he reminds the youth and the adults alike that they set the example for others. The SPL will also call the troop together and formally close the meeting.

~~Skills instruction is an integral part of every meeting. Not all Scout will be at the same level of proficiency. Basic skills - such as knot tying - may be taught by experienced scouts within the patrol meeting. More advanced skills - rock climbing, for example - might need instruction from outside the troop and may be best handled in an organized setting like a troop meeting.~~

Some of the best resources are the following: Boy's Life magazine, Boy Scout Handbook, Patrol Leader Handbook, Scoutmaster Handbook, and Scouting magazine.

Highlight what the boys want and what the leader should be facilitating. Leave the background insights and training details for some other presentation. But the article is still hard to read. We can remedy this by changing the *layout*.

Columns are easy to read and hold the reader's attention longer than a page of straight text.

This is why newspaper articles are printed in columns of fewer than 32 character width. This is why high quality books do not go beyond 60 character width across a page.

Five column layouts are popular among newspaper publishers. Remember, *they have wide paper.*

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the value of the Boy

Scout oath and the Boy Scout Law. Delivering the promise of Scouting doesn't happen by chance. Scouts are organized

into patrols - grouped by age and skill level - and they meet periodically as a troop to further their experience in the Scouting program. As a Scout

develops the necessary skills through participation in weekly meetings and outdoor experiences, he moves up the ranks in troop leadership.

The Boy Scout troop is boy run. It is led by the youth members with guidance from adult leaders behind the scenes.

Four columns of text is better, but it too may require the use of a small font/type that is not easy to read. To employ legible font/type requires paper wider than the 8.5 inch wide paper we use.

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the value of the Boy Scout

Oath and the Boy Scout Law. Delivering the promise of Scouting doesn't happen by chance. Scouts are organized into patrols - grouped by age and skill level - and they meet

periodically as a troop to further their experience in the Scouting program. As a Scout develops the necessary skills through participation in weekly meetings and outdoor

experiences, he moves up the ranks in troop leadership. The Boy Scout troop is led by the youth members with guidance from adult leaders behind the scenes.

Three columns of text allows a bigger 10-point font/type which is easier to read. This layout permits more space for the placement of photographs.

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the value of the

Boy Scout Oath and the Boy Scout Law. Delivering the promise of Scouting doesn't happen by chance. Scouts are organized into patrols -

grouped by age and skill level - and they meet periodically as a troop to further their experience in the Scouting program.

Whenever columns are used the question arises, "Should the text be aligned along the right side?" In a four or five column layouts right

justified text is best. In three or fewer columns, having only left justified text opens up the article to *white space.*

White Space means a portion of a page that has no ink. White space is essential to readability. A reader's eyes are drawn to words surrounded by white space.

White Space

around a heading makes it stand out.

White Space

around only a portion of a word denotes a subheading. It is not as visible as the heading.

White Space taken away from a subheading almost hides it.

White Space in the left margin will emphasize a heading by isolating it from the gray of the accompanying text. This white space is equally effective in emphasizing graphics and photographs.

White Space around a lead-in text, a graphic, or a photograph is almost as effective.

White Space

above a heading and a subheading [which is intentionally missing here] separates subjects. As in this example, the reader may not be sure which article or paragraph the heading refers to.

White Space

to the right of a column makes the words at the right edge easier to read. This is why full and right justified text is not recommended for wide columns. Similarly, white space at the bottom of a page of several columns opens up the page.

Columns need not be of equal width. *Margins* at the left and right hand side of a page need not be of equal width. Irregularity in either or both helps to make an article less intimidating and avoids the visual boredom of a balanced page.

Paragraphs are intended to distinguish a new thought. Identify the beginning of each paragraph by spacing them apart by one line or by indenting the first line of each paragraph. Do not do both.

In a multicolumn newsletter, an effective way to lead a reader into the first article is to have the introductory paragraph span the first two columns.

Make the introductory paragraph interesting because readers look at it first before deciding to read more or not.

Boxes and Lines emphasize text, but at the expense of isolating the paragraph from the article. They tell the reader that what is in the box or between the lines is different from that outside. Use them only when you want the text separated from the preceding, the following, or the surrounding text.

Boxes Isolate

Lines Separate

Boxes and lines should only be used when they do something constructive. Boxes and lines should be used sparingly.

What does this mean for...

THE NEVER TO BE READ ARTICLE

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the value of the Boy Scout Oath and the Boy Scout Law.

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The Boy Scout troop is boy run. It is led by the youth members with guidance from adult leaders behind the scenes. Our youth want to feel a greater sense of ownership in their Boy Scout experiences. They want adults to "advise" rather than "lead."

"Don't plan 'it' for us and then say we did 'it.'" "Let us make our own mistakes and don't say 'I told you so'." "We want to do things because we enjoy doing them, not because we 'have to.'"

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elects its leader, who serves on the patrol leaders council (PLC). Each patrol has its own identity, including a patrol name, a patrol yell, a patrol flag, and a patrol totem that are unique to that group. Having a patrol identity helps form a bond among patrol members.

The patrols come together for the troop opening, games, skills instruction, and the closing. The senior patrol leader (SPL) presides over the troop meeting. He will initiate the saying of the Pledge of Allegiance, the Scout Oath, the Scout Law, and the uniform inspection. By so doing, he reminds the youth and the adults alike that they set the example for others. The SPL will also call the troop together and formally close the meeting.

Some of the best resources are the following:
Boy's Life magazine,
Boy Scout Handbook,
Patrol Leader Handbook,
Scoutmaster Handbook,
and Scouting magazine.

The Scouting Program

Scouting's promise:

- fun
- adventure

Scouting's aim:

- encouraging character growth
- moral development
- citizenship
- mental fitness
- physical fitness

Methods used to deliver the program:

1. the ideals within the Oath and Law
2. the patrol method
3. the outdoors
4. advancement
5. association with adults
6. personal growth
7. leadership development
8. the uniform

Headings

Headings identify the subject of an article. We were taught in English composition that titles are to be centered on the page. We are not writing compositions. In a newsletter, headings are justified with the left side of the column or extended into the white space.

Headings

Headings extended into the white space stop the eye and are the most noticed. Headings aligned with the left side of the column are noticed next. Font/type size of the heading should be *at least 2-points* larger than the text.

Headings

Headings that are centered or indented are often *not seen*.

Headings

The above heading is 2-points larger than the text. The white space above the heading is greater than the white space below the heading. Conventional practice is to locate the heading closer to the article to which it refers.

Subheadings

Subheadings assist a reader to locate specific information in an article. Subheadings are not sized greater than the text. Subheadings are made to stand out from the text by making them bold or italic.

Font /Typeface size organizes text into order of importance. For example, a headline is larger than a subheading which is bolder than the text.

Font/Typeface is available in at least a hundred styles in every word processing software and is available in hundreds of styles in each publishing software. What to use and when to use it is debated in great lengths by some. Most of the debate is a waste of ink and most of the styles are a waste of memory.

To convey your professionalism use no more than two font/typeface styles throughout the newsletter. Too many styles give a thrown *together appearance*.

Narrow and wide columns of small type are difficult to read. Use no smaller than a 10-point font/typeface for text in your newsletter. Wide columns of large type are easy to read. Too large a type, however, *SHOUTS* and is distracting. Use no larger than a 12-point font/typeface for text.

(6-point) is very difficult to read

(8-point) is difficult to read

(10point) is easier to read.

(12-point) is very easy to read.

(14-point) is easy to read, but is too big for a newsletter.

(16-point) *SHOUTS* its presence. It is useful for headings.

(18-point) and larger are hard to read when looked at from a hand-held distance. They are better saved for a bulletin to be read from further away.

That being said about Font/Typeface size and style, readers “read” the

Shape of words with clues from the top and bottom of the letters.

We read whole words. We do not read one character at a time. We read by moving our eyes in jumps along a line of text. We rely on the shape of words as we jump to the “read” word. We primarily rely on the ascending stretch of letters for comprehension; that is the top of an “f,” “i,” “l,” and “t.” This is why UPPERCASE font/typeface is difficult to read and should be used sparingly.

Serif font/typeface, with curved ends on the characters, is said to be more legible as the curves seem to provide an additional cue to the letter. Examples of distinct and contemporary serif fonts include Garamond (used throughout this manual), Bondi Book, Bookman Old Style, Century, Palatino, StoneSerif, and Times New Roman.

Sans-Serif font/typeface does not have curved ends on its characters. Is it harder to read? You be the judge.

This line is written in a serif font style

This line is written in sans-serif font style

Building Leaders

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Patrol Method

Delivering the promise of Scouting doesn't happen by chance. Scouts are organized into patrols - grouped by age and skill level - and they meet periodically as a troop to further their experience in the Scouting program. As a Scout develops the necessary skills through participation in weekly meetings and outdoor experiences, he moves up the ranks in troop leadership.

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"Don't plan 'it' for us and then say we did 'it.'" "Let us make our own mistakes and don't say 'I told you so'." "We want to do things because we enjoy doing them, not because we 'have to.'"

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serves on the patrol leaders council (PLC). Each patrol has its own identity, including a patrol name, a patrol yell, a patrol flag, and a patrol totem that are unique to that group. Having a patrol identity helps form a bond among patrol members.

Senior Patrol Leader

The patrols come together for the troop opening, games, skills instruction, and the closing. The senior patrol leader (SPL) presides over the troop meeting. He will initiate the saying of the Pledge of Allegiance, the Scout Oath, the Scout Law, and the uniform inspection. By so doing he reminds the youth and the adults alike that they set the example for others. The SPL will also call the troop together and formally close the meeting.

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Some of the best resources are the following: Boy's Life magazine, Boy Scout Handbook, Patrol Leader Handbook, Scoutmaster Handbook, and Scouting magazine.

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Scouting's promise:

- fun
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- citizenship
- mental fitness
- physical fitness

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1. the ideals within the Oath and Law
2. the patrol method
3. the outdoors
4. advancement
5. association with adults
6. personal growth
7. leadership development
8. the uniform

We've learned how to present an engaging article, but the question remains,

Where's the newsletter?

That is, where are all those items we identified in Design under "planning" and "organizing?"

A word of caution is in order here. Nowhere in our "Design" criteria does it say we are selling something. Our intention is to inform. This means there is little need for alarming headings, attention grabbing graphics, or alluring photos. Our readers will be better served when their newsletter is rich in facts.

Header

The header contains all the information at the top of a newsletter. This may include the title of the newsletter (nameplate), the name of the publisher, and all the appropriate ways to contact and make submissions to the publisher. Here is where the reader will find the date.

A catchy and descriptive title is always desirable for identification. The title of the newsletter should provide a clue to its purpose and what it contains. The title should be large enough to identify the newsletter but not so small that it appears to be a title for the first article.

The title and the date of the newsletter should also appear as a header on each subsequent page, albeit in a reduced size. This maintains the identity and relevance of the content.

Remember, the information in the header is actually background to the content of the newsletter. It is necessary, but secondary. In fact, the header and other regularly appearing data may be prepared ahead of time in a *Sbell*.



Shell

A shell is the preprinted page of a newsletter onto which articles are typed and photos are pasted. They usually include the header, pre-positioned logos and headings, and any footer information.

York District Newsletter

P.O. Box 3001, Fort Mill SC 29715



Cub Scouts



Boy Scouts



Scouters



Order of the Arrow



Scoutmasters Minute

York District Newsletter

P.O. Box 3001, Fort Mill SC 29715

April 1997



Cub Scouts



Boy Scouts



Scouters



Wolf Scout Matthew Williams enjoys his grub at Pack 133's Western Blue & Gold Banquet

York District Pinewood Derby
 1st Dave Loveman Feb 122 201
 2nd Jason Kibler Feb 123 303
 3rd Neil Pryor Feb 128 774
 Pack Jason Wilson Feb 128 241
 Devon Adams McEly Feb 128 211
 Dylan Hartman Bennett Feb 122 201
 Adult: Bruce "Big Bear" McEly Feb 118 061

Calendar
 5 Apr Boy Cub Scout Training, Indian Land
 19 Apr Scout Day, York Tech, 5:30
 2 Apr Workshop and Conference, Camp Lee
 17 May Den Chief Training, Camp Lee



Order of the Arrow

Chief Eric Skyles
 executive officer's Sonnet
 Susan Taylor Skyles

Calendar
 19 Feb Coronary Team Practice
 5 Apr 2nd Pre-Den, Camp Lee
 18 Apr Den, Charleston
 17 May Spring Fellowship, Camp Lee Herd
 21 and 22nd Wildland, Camp Lee Herd
 23 May Fall Fellowship, Camp Lee

"It's doesn't look right (normal), it probably isn't,"
 Captain Keith Wilson, a certified wilderness EMT,
 and volunteer as Explorer Post 20118 in Indian Land.

Interns from 10113 of Fort Mill is a high adventure
 activity just preparing for a final challenge in the
 Mount Rogers National Park in Virginia. They
 will be back in the state to review safety procedures and
 May, Wednesday to public thank for the
 training provided before ending.

Half of the dance lessons in June 1997 are given
 who are as described in camping, backpacking,
 swimming, and other outdoor skills as in the days in
 and Veterans Fund. Explorer Scouting is a way for
 boys boys and girls of middle high school and
 leaders can to make their interests and become
 their own. The Explorer program is a great way to
 provide our other skills.

If you have someone who would enjoy this
 challenge as a Scout, and as a leader, call me one of
 the Park Scout leaders and I'll help you find
 (816-3415) our York District Explorer Chairman.

Ed Hines died 8 March.

York District Cub Scouts and Scouts are encouraged to
 be at Camp Lee Herd on 17 April to work on a
 variety of projects in preparation for summer camp.
 Ranger "Earl" says the water will be on, that he has
 Friday through Sunday he has been ahead of
 time (100-319-5311).

Commissioner Team
 Cary Thompson District Commissioner
 Jim Hagler Asst. District Comm.
 Harriet Black CL Representative Comm.
 Jimmy Davidson DL Representative Comm.
 Danny Finkbeiner Paul Hoban
 Janet Gable Central Commissioner
 Keith Finkle Randy Reed
 Terry Haines
 Tom Jackson Timothy Tucker

Meet at 8 p.m., 2nd Thursday each month at the
 Banquet and Fellowship Center, 514.

Calendar
 5 Apr 1st Fundamentals (CL), Scout Farm
 5 Apr Workshop, Camp Lee Herd
 12 Apr Workshop, Camp Lee Herd

Scoutmasters Minute

These often regard my young friends, whom
 I call with an admiration, or "old pals" with Mrs.
 L.L., but to go on then I'll be glad to take care
 to take with them and gradually edge him off your
 side. There have been some times when, if you are
 in the right, there is no need for it. You are in the
 wrong you don't intend to.

Ed Lewis Powell of Gilwell

A shell permits the publisher to type a straight column of text and insert it under the appropriate heading. Paste in your photographs and you are finished. The repetitive busywork is done. Think of the time saved!

Building Leaders

The mission of the Boy Scouts of America is to prepare young men to make ethical choices over their lifetime by instilling in them the values of the Boy Scout Oath and the Boy Scout Law.

Patrol Method

Following the process of Scouting, leaders help boys by choice. Scouts are organized into patrols, grouped by age and skill level, and they meet periodically as a group to face their own experience on the Scouting program. In a Scout troop, the necessary skills through participation in weekly meetings and outdoor experiences, he must set up the troop in camp. The Boy Scout troop is too young. It is led by the youth leaders with guidance from adult leaders. In hand the youth that youth want to lead a great sense of ownership in that they have respect others. They want adults to "help" rather than "lead."

"Think that 'N' for me and there are no 'N's'!" "Let me make you some mistakes and then I'll tell you no." "We must do things to have we enjoy doing them, and become us 'have us'."

Through the patrol method, youth learn to take responsibility and the importance of teamwork. Each patrol elects its leader, who

serves on the patrol leader's council (PLC). Each patrol has its own library, including a patrol flag, and a patrol name that are unique to that group. Having a patrol library helps form a bond among patrol members.

Leader Patrol Leader
The patrol leader applies for the troop training, goes through a selection, and the Scoutmaster (SM) approves the troop. The Scoutmaster (SM) provides the troop meeting. He will assist the youth in the Scout Oath, the Scout Law, and the uniform inspection. By so doing he rewards the youth and the adults who they set the example for others. The SM will also call the troop together and formally close the meeting.

Resources
Some of the best resources are the following:
Boy Scout Handbook, Patrol Leader Handbook, Scoutmaster Handbook, and Training Manual.

The Training Program

- Scouting's program:
- fun
 - adventure
- Scouting's aim:
- encourage character growth
 - mental development
 - citizenship
 - physical fitness

- Methods used to deliver the program:
1. the adult within the Scout and Leader
 2. the patrol method
 3. the outdoors
 4. self-education
 5. association with others
 6. personal growth
 7. leadership development
 8. the outdoors

Lots of Text

Lots of text is a *good* problem to have. Most newsletter publishers beg for articles, reports, and information of interest to their readers.

The gilwell gazette

Wood Badge SR-459 Sunday, 22 September 2002



Boy Scout Camp

Where but in the great outdoors can a boy hear the midnight hush of the deep woods...breathe the sweet air of distant wood-smoke...look down in awe at where he's been, and look up in wonder at where he still must go...glimpse the deer drinking at first light...the view of rapids starting in a chattering sky...the campfire glowing orange against the thickening dark...and at the end of a long day, hear the fading owl under a sky flashing with stars.

When you witness these experiences that help start a young boy on the journey into manhood, who can say that you, his Scoutmaster, will not be changed in some small way, as well? Don't miss out. Share the adventure of summer camp with your troop.

At summer camp, the boys come closer to the natural world and to one another. They explore trails and sharpen skills together. Here, in the outdoors, Scouts learn to understand and respect the emotions that we all share. They share triumphs and troubles, and learn important values as a group - values like patience and respect for others' points of view, and doing their fair share and helping others in need. Scout camp challenges boys physically and mentally in ways that help them develop self-reliance and self-confidence.

Every BSA camp has staff members trained in program, aquatic, shooting sports, and Challenging Outdoor Personal Experience (COPE). The tent is nutritious and in quantity designed to meet the needs of active, growing boys. All Scouts receive instruction in rank advancement skills and outdoor-oriented merit badges from knowledgeable, enthusiastic staff. Boys return having had fun.



1. Scoutmaster	2. Scoutmaster	3. Scoutmaster	4. Scoutmaster
5. Scoutmaster	6. Scoutmaster	7. Scoutmaster	8. Scoutmaster
9. Scoutmaster	10. Scoutmaster	11. Scoutmaster	12. Scoutmaster
13. Scoutmaster	14. Scoutmaster	15. Scoutmaster	16. Scoutmaster
17. Scoutmaster	18. Scoutmaster	19. Scoutmaster	20. Scoutmaster
21. Scoutmaster	22. Scoutmaster	23. Scoutmaster	24. Scoutmaster
25. Scoutmaster	26. Scoutmaster	27. Scoutmaster	28. Scoutmaster
29. Scoutmaster	30. Scoutmaster	31. Scoutmaster	32. Scoutmaster
33. Scoutmaster	34. Scoutmaster	35. Scoutmaster	36. Scoutmaster
37. Scoutmaster	38. Scoutmaster	39. Scoutmaster	40. Scoutmaster
41. Scoutmaster	42. Scoutmaster	43. Scoutmaster	44. Scoutmaster
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65. Scoutmaster	66. Scoutmaster	67. Scoutmaster	68. Scoutmaster
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73. Scoutmaster	74. Scoutmaster	75. Scoutmaster	76. Scoutmaster
77. Scoutmaster	78. Scoutmaster	79. Scoutmaster	80. Scoutmaster
81. Scoutmaster	82. Scoutmaster	83. Scoutmaster	84. Scoutmaster
85. Scoutmaster	86. Scoutmaster	87. Scoutmaster	88. Scoutmaster
89. Scoutmaster	90. Scoutmaster	91. Scoutmaster	92. Scoutmaster
93. Scoutmaster	94. Scoutmaster	95. Scoutmaster	96. Scoutmaster
97. Scoutmaster	98. Scoutmaster	99. Scoutmaster	100. Scoutmaster

A study conducted by Louis Harris & Associates found that such Scouting experience helped men to become better leaders.

Ability to work with others: 75%

Self-confidence: 70%

Ability to accomplish tasks: 68%

And the boys agreed:

Did along with others: 89%

Have confidence in yourself: 87%

Always give your best effort: 87%

For Scouts today, the Scouting difference is that these boys get the opportunity to experience and explore life. Scouts learn lessons about life, and the values of being a person of character and integrity. These lessons come through spending significant time and sharing countless experiences with Scout leaders and fellow Scouts.

Scouting is camping. And it's being: canoeing, bicycling, reading a map and compass, practicing first aid, and many other challenges. Boy Scout camp is Scouting!



The gilwell gazette

Wood Badge SR-459 Friday, 20 September 2002



Cub Scouting

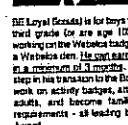
Cub Scouting is a year-round family program designed for boys who are in first grade through fifth grade (7.5, 8.5, 9, 10, and 11 years old). Tiger Cubs is for boys in first grade and provides an exciting series of indoor and outdoor activities and the possibility of achieving 12 requirements to earn the Tiger Cub Badge. These motifs are *search, discover, share*.

All boys who join Cub Scouts are in the *Wolf Pack*. All Cub Scout programs are designed to teach good character and contribute to a boy's sense of belonging. All Cub Scouts follow *Boy Scout*, the adult leader of their pack.

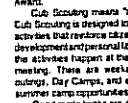


The Wolf rank program is for boys who have completed first grade for six age 8). To earn the Wolf badge, a boy must pass 12 achievements involving physical and mental skills.

The Bear rank is for boys who have completed second grade (or are age 9). There are 24 Bear achievements in four categories. The Cub Scout must complete 12 of these to earn the Bear badge.



Webelos (WE) (Boy Scouts) is for boys who have completed third grade (or are age 10). A boy may begin working on the Webelos badge as soon as he joins a Webelos den. He can earn the Webelos badge in a maximum of 12 months. The rank is the first step in transitioning to the Boy Scout rank. He will work on activity badges, attend meetings led by adults, and become familiar with Boy Scout requirements - all leading to the Arrow of Light Award.



Cub Scouting means "doing." Everything in Cub Scouting is designed to have the boys doing activities that reinforce character, citizenship, development and personal fitness. Most of the activities happen at the weekly den meeting. There are weekend camping outings, Day Camps, and even resident summer camp opportunities.

Good guide books are available:
Boy's Life magazine
Tiger Cub Handbook
Wolf Cub Scout Book
Bear Cub Scout Book
Webelos Scout Book
Cub Scout Leader How-To Book
Program Notes with 15 Den Ideas
Webelos Leader Guide



Consider ample use of white space to open up the text. Consider the placement of relevant photographs to reduce the perception of lots of text. For visual symmetry the photographs are aligned vertically with the page, and horizontally and diagonally with each other.

Friends of Scouting Dinner for the Honorable Betsy Joe Rae, 24 January, 7 p.m., at the Essex House Center, York, Pa. 17403. Tickets \$25. In honor of Betsy Joe Rae, who has served as York District Commissioner for 22 years.

University of Scouting, Training for Scouts, Scout Leaders, and Cub and Webelos Leaders. 21 January, 8 a.m. to 2 p.m. (11:30 a.m. closed session), at the Victoria Mall, School of Education, Westinghouse University, 113 in advance. Tickets included.

Cub Scout Bowling. 14 February at Fairfield Lanes. Participation required for new Cub Scouts.

Scout Show, 4 & 5 April at Cherry Park, Rock Hill, SC. Set up at the University of Scouting, 401 East Frankfort, 273-3115.

Rock Hill Herald
Fort Mill Times
York Observer

Each of these newspapers has covered our Scouting activities in 1997. Some of the articles are in this section and others are in other sections. They are published continuously for our Eagle Scout advancement and leader recognition.

Brave enough to dance

Arrow scouts help keep Indian culture alive

Eagle Scouts common bond in family

Scout's plot to map plots wins top honor

JROTC cadets teach Cub Scouts gun safety

Vaccines... let your carry pack

Music of Scouting... The Music of Scouting

Shaping up the yard... York District

York District

York District Newsletter

March 2003

1997 York District Accomplishments

Advancement: Eagle Scouts
Wm Reiter, Wallace Tinsley, Matt Goodner, Scott Fahn, Mike Martin, Joe Wilson, Greg Sandifer, Jonathan Howell, Charles Wallace, Jonathan Dawkins, Perry Parish, William Jackson, David Kewly, Chris Von Jas, Tyler Smith, Robert Hume, Ronald Trone, Alex Butler, Jack Kramer, Ryan Dreyer, Steve Whitford.

Training: Woodbadge
Joe Ford, Bud Draper, Dan Jackson, Jim Lunde, Dan Malpass, Frank Forter, Ross Russell, Bob Whitehead, Bill Hendrix.

Recognition: 1995
Cubmaster of Year: Karan Kohnst, Scoutmaster of Year: Wallace Hartsblom, Silver Beaver: 1997: Dave Eddy, Palmetto Award: Danny Faulkenberry, BSA Award: Brian Kopp, Palmetto Award: Vance Kilby, Paul Mahan, Joe Hughes, Order of the Arrow: Roger Russell, Ron Ruppel, Lisa of South Carolina.

Boxes and Lines

Remember the mantra.

Boxes Isolate

Lines Separate

Avoid them.

Columns, column width, and column placement can separate articles and yet maintain a wholeness or connection with each article and photo on a page.

Our Scout Commitment

Cub Scout Promise

I 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.

Boy Scout 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.

Our Volunteer Commitment



- 1. Foster volunteer passion, management, and best practices.
2. Recruit and train new volunteers.
3. Promote volunteer retention.
4. Create long term volunteer plans.
5. Increase volunteer commitment.
6. Appropriately match the "Scouting Story".
7. Increase volunteer retention.
8. Increase volunteer retention.
9. Increase volunteer retention.
10. Increase volunteer retention.
11. Increase volunteer retention.
12. Increase volunteer retention.
13. Increase volunteer retention.
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24. Increase volunteer retention.
25. Increase volunteer retention.



Table listing names and positions for the York District Council, including York District Council, York District Council, York District Council, etc.

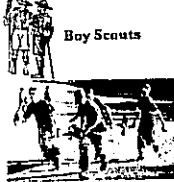
Calendar table with columns for March, April, and May, listing events such as District Council Meetings, District Council Meetings, District Council Meetings, etc.

York District 1999 membership directory listing names and phone numbers for various positions like Scoutmaster, Assistant Scoutmaster, etc.

Lots of white space and a thoughtful arrangement of graphics and photographs can keep text rich material separated yet invite the reader to read the detail.



Cub Scouts
at Fairfield Bowling Center (Thank you, Mike! It was fun!)



Boy Scouts

Merit Badge Counselors @ College
 Brent Ward (205-3283) is bring us counselors for each of the merit badges. These counselors are available, by arrangement, to work with your Scouts. Brent and the counselors may put on our own Merit Badge College if you let him you are interested.

Day Camp
 Eli's Park on Lake Wylie
 14-18 June
 Applications and details will be mailed out in March.



Hydro:
 enclosed trailer to store materials (also water cooler) large tent drinking fry (Arrange with Jo Anne Palford)



Doug Chambers
 Jonathan Hays received the E. Ulmer Goodman Founder's Award for being a dedicated individual who give and are dedicated to the ideals of Scouting and Skyrak Lodge.



Polar Bear 2003

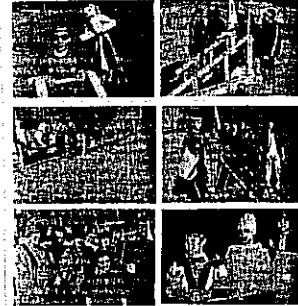


Photo Busy Page

Lots of photographs is a *good* problem to have. The human eye looks for symmetry, but it is not to be found in this newsletter.

Photographs should be aligned with the edges of the text in the article they are supporting. This grouping of the photographs is good. What is missing are the captions that would identify the people.

A Brotherhood Member Of The O.S.



These photographs are aligned. These photographs have captions. However, the captions are above and all are not adjacent to the pertinent photographs.



Wood Badge 18-459 assembly at Gilwell Field



These photographs are grouped, aligned, and properly captioned. Note that names are identified in bold to make them stand out from the text.

October	November	December
04 OA York Ch @ Revs Farm	01 OA Arrottsh, Greenville	01 Pop Corn Settlement, 3-Scout BH Off
11 CMATRA CS Activity Day	03 Pop Corn Orders In, RH Office	05 Roundtable, Aldergate UMC
11 Wood Badge, Co B11	07 Roundtable, Aldergate UMC	07 OA Leadership Training, Lockhart
13 Scout Appreciation Day, Victory Baptist Ch, B11	09 Dale Power MB Day	
17 Whitney M Young Banquet, Midside Bldg, Winthrop Univ	10 Pop Corn Pick Up, Smith Center	January 2003
18 Fall Conference, Statesville	16 Scouting For Food, Smith Center	18 MB College, 1 st Pres B11
19 CS Gold Rush, Statesville		February
25 OA Fall Fellowship, Co B11		01 MB College, 1 st Pres B11
		15 MB College, 1 st Pres B11
		22 MB College, 1 st Pres B11

Cub Scout Family Bowling
5 Feb noon 6th in 1 - 2pm, Bowling
5th Ave Lane, 124 S Anderson Rd
12 ea. Scout, 14 ea. family member.
covers shoe rental and 2 games. Bring
money for food and the arcade.

District Pinewood Derby
25 Mar 11 a.m. time trials
noon races begin
Columbia Hall, 2301 Dave Lyle Blvd

Scout Calendar
5 Feb Mark Budge Col. Commem. Ch RH
7 Feb Eagle Review
18 Feb C.A. Training, Revell Farm
19 Feb Mark Budge Col. Commem. Ch RH
19 Feb C.A. Banquet, City Club RH
2 Mar York Dist Banquet, 1* Rev. Ch RH

1999 Eagle recognition Ch RH
111 Scoutmaster 2781
112 Scoutmaster 2782
113 Scoutmaster 2783
114 Scoutmaster 2784
115 Scoutmaster 2785
116 Scoutmaster 2786
117 Scoutmaster 2787
118 Scoutmaster 2788
119 Scoutmaster 2789
120 Scoutmaster 2790

Scouter Calendar
10 Feb Dist Comm. YHCA RH
12 Feb Unit Scouting, Whitford Univ
12 Feb Commissioner Training, Warsaw
19 Feb C.A. Banquet, City Club RH
2 Mar Dist Banquet, 1* Rev. Ch, 18
21 Mar Council Banquet, Nat Guard
Armsory, Galtery, STD
28 Mar York DCS Banquet



(I learned from James Couch's article in the 10 January THE HERALD)

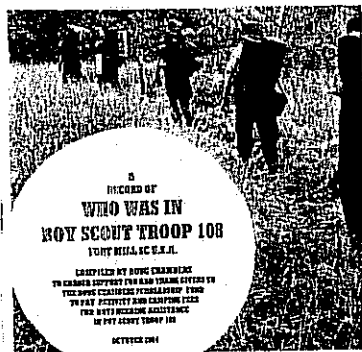
"Scouting really rounds a guy out," joked James Couch. "You eat at so many meetings, you put the weight on." Couch, district executive for the Palmetto Council Boy Scouts of America, is tempted by rich, hearty meals during breakfast and lunch meetings and evening banquets required by his job.

Couch... wants to lose weight and get in shape... (He says) he wants to make a long-term lifestyle change that involves eating better with regular exercise... The hardest part is "making myself go to the gym."

Weight 273 lb. Goal, 170 200 lb. Time: 45 min exercise, 2-3 days each week 277 min weight lifting 2-3 days ea wk 7000 cal each day drink more water avoid high fat foods eat smaller portions

Large Photographs, Large Collection of Photos

A large photograph draws attention to itself and away from everything else. Wherever it is placed, its mass "weighs down" the newsletter. In this example the photograph divides the newsletter, divorcing the text on the left from the text on the right.



The large photograph is used here as a background for the text. The weight of the photograph is not noticed because the white space in the grass is almost a part of the photo.

A collage of several small black and white photographs showing various group activities, including what appears to be a boat launch or a group on a boat. A central text block reads: 'REUNION - November 2003 Campfire & Scout Show 20 - 22 September'.

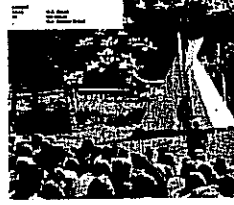
This grouping of photographs encapsulates the text. White space within and about the grouping reduces the "weight" of the photographs. The drawback is that the photos are not captioned.

A large, dense layout of small text blocks and tiny photographs. The text lists various events and locations such as 'Cub Scout Family Bowling', 'District Pinewood Derby', and 'Scouter Calendar'. There are several small photos interspersed among the text.

This grouping of photographs is encapsulated by text. Because the text "touches" at the top and bottom of the page, the grouped photos do not divide the page. The drawback is that the photos are not captioned.



Photo Captions



Captions and text on individual photographs can look amateurish.



1. [Name] 2. [Name] 3. [Name]

1. [Name] 2. [Name] 3. [Name]



1. [Name] 2. [Name] 3. [Name]

1. [Name] 2. [Name] 3. [Name]

Captions and text above individual photographs is better.



1. [Name] 2. [Name] 3. [Name]

1. [Name] 2. [Name] 3. [Name]



Sunday Advertisement Section



New Leader Essentials



Cub Scout Leader Specific Training

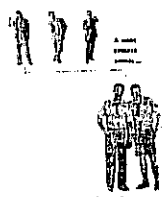


Captions and text below individual photographs is best. This is where readers expect to find captions.

Now communicating can be as simple as we all imagined.



Committee Member Specific Training



Boy Scout Leader Specific Training



Outdoor Leader Skills



Venturing Leader



Junior Leader



Wood Badge

Calendar, continued

The calendar placed either in the white space at the bottom of the page or at the left of the page was favored by readers of this district roundtable newsletter.

York District Newsletter

February 2004



Bob Dragner

Bob Dragner, Scoutmaster of Troop 181 for eleven years, died Wednesday, January 28, 2004. He was 56.

Previously he served Pack 181 as Cub Master, Webelos Den Leader, and as a Cub Den Leader.

Bob enjoyed the Scouting program for its character building and especially for the fun. Growing up in Daytone, NJ, he did not have the opportunity to be a Boy Scout. He made up for it with the boys of 181.

Bob took pride in every Scout who achieved Eagle Rank. Over his tenure he presented 10 Eagle Scout awards.

He received the National Scoutmaster Award of Merit (1998) (especially rewarding because the nomination came from Scouts in his troop) and the Palmato Award (2002). He was a Vigil Honor member of Skylark Lodge in the Order of the Arrow. He was proud to be a Fox in Wood Badge.

Bob's leadership was also evident in service at the First Presbyterian Church of York. He was a deacon, elder, and president of the Men's Bible Class (17 years). He recruited many to work in their year round Thrift Store and to collect blankets every winter for the needy. He was a board member of Interfaith Hospitality. It was Bob's volunteer service as historic preservation that opened the door for York District to hold campfires near the village.

Bob is survived by his wife, Darlene Ann, his son, Louis James "L.J.", and his daughter, Kasia. Memorials may be made to First Presbyterian Church, Palm Court, 10 W. Liberty St., York, SC 29745, or to Boy Scout Troop 181, c/o Bethesda Presbyterian Church, 4828 McClellan Highway, York, SC 29745.

Bob was a patient man with a loving spirit.

(Contributed by John Nettles)



Palmato Council Terminally Ill

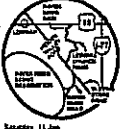
York District Scouts may soon be wearing Mecklenburg Council shoulder patches. Scouting in York District is not expected to change. The boys will continue with their troop. Leaders will be trained by the same experienced people. Our Cub Scouts will have an outstanding new site, Clear Creek Camp, just off 485 on the east side of Charlotte. Our Boy Scouts will be going to Camp Greenacres, a much better equipped camp experience.

What has happened?
National BSA has deemed our council needs new management and organization.

- Calendar**
- February
 - 1 Boy Scout Society
 - 3 All College, 1 Pres RH
 - 24 All College, 1 Pres RH
 - March
 - 4 Barquet (Raven Knob) CA
 - 5 Boy Scout Society
 - 9 Church Barquet
 - 23 All College Derby
 - 24 All College Derby
 - 25 All College Derby
 - 26 All College Derby
 - 27 All College Derby
 - 28 All College Derby
 - 29 All College Derby
 - 30 All College Derby
 - 31 All College Derby
 - April
 - 1 Barquet (Raven Knob) CA
 - 15 All College Derby
 - 16 All College Derby
 - 17 All College Derby
 - 18 All College Derby
 - 19 All College Derby
 - 20 All College Derby
 - 21 All College Derby
 - 22 All College Derby
 - 23 All College Derby
 - 24 All College Derby
 - 25 All College Derby
 - 26 All College Derby
 - 27 All College Derby
 - 28 All College Derby
 - 29 All College Derby
 - 30 All College Derby
 - 31 All College Derby

York District Newsletter

January 2003



York District Polar Bear at Raven Knob Elk Camp

Directions: I-77 to exit 100, left on Hwy 85, 3 mi, left on Landon Ct Rd, left at dead end, short distance to camp road on right.

Schedule, Fri-Sat, 10 January

- 5-8 Check in
- 9 SPL meeting
- Sunday, 12 Jan
- 8 Assembly
- 9-20 Church Service
- 15 Check Out

Boy Scouts believe in God



Given that 12, Rick Hill, When I was a Boy Scout, I was a Cub Scout for five years. I believe in God and will respect him all my life. I believe in God and will respect him all my life.



Christie Diaz, 16, Charlotte, I am a member of a Boy Scout troop. I believe in God and will respect him all my life. I believe in God and will respect him all my life.



William Fairchild, 16, Charlotte, I am a member of a Boy Scout troop. I believe in God and will respect him all my life. I believe in God and will respect him all my life.

National Court of Honor

At a special BSA National Court of Honor, 22 December 2002, Metzger, Dick Alexander, Stephen Lundquist, & Marty McFarly were recognized and awarded a medal for their service in the rescue of Richard Furber after his fall at Dracary Falls.

Criminal Background Checks

Beginning in April, criminal background checks will be made on adults registering in any leadership position with National BSA. This is being done to discourage pedophiles from seeking access to our boys. The new registration form will (1) advise applicants that a criminal background screening will be conducted, (2) require their written consent, and (3) require a social security number. CheckPoint, an Atlanta based firm (with a Charlotte office), has been contracted to carry out these investigations. Their business primarily verifies credit history, insurance claims and records. With access to 14 billion nationwide Federal, State, local, Department of Motor Vehicle and other public records they can cross reference an individual to complaints, convictions and warrants, and highlight when he does not appear on a legitimate record (e.g., property, school) as claimed on his application.

- Calendar**
- January
 - 9 Dist Comm, RH Office
 - 10 Polar Bear, Cp Raven Knob HC
 - 18 All College, 1 Pres RH
 - 24 CA Indian Seminar, Statesville
 - 25 Scoutreach Pinewood Derby
 - 31 ReCharter due Council Office
 - February
 - 1 All College, 1 Pres RH
 - 1 CA Barquet, 1 Pres Lockhart
 - 2 Boy Scout Society
 - 8 Roundtable, Aldersgate UMCC RH
 - 8 CD Bowling
 - 13 Dist Comm, RH Office
 - 15 All College, 1 Pres RH
 - 22 All College, 1 Pres RH
 - March
 - 8 York District Barquet
 - 9 CA Exec, 1 Pres Lockhart
 - 9 Dist Scout Society
 - 13 Dist Comm, RH Office
 - 22 York Dist Pinewood Derby
 - 28 CA Spring Fellowship, Cp Las

Color

We use colored paper because:

- it catches attention
- it invites an emotional response
- it can identify a particular report from all others
- sales persons in paper store encourage us to use it
- sales persons in office supply stores recommend we use it
- sales persons in photocopy businesses urge us to use it

I do not recommend colored paper be used for a Boy Scout newsletter. Again, you be the judge.

With colored paper [and shaded backgrounds] there is insufficient contrast between the black ink of the type and color [shading]. The result is described as indistinct, illegible, receding, and hard to read. Oh yes, there are exceptions.

There is an appropriate contrast between the black ink and the color on "neon" colored paper. Neon bright colors, however, may cause an uncomfortable GLARE in the mind's eye. The glare of the bright color may deter the reader from reading a newsletter.

There is an appropriate contrast between the black ink and the white on "bright white" paper. Bright white paper may cause SNOW BLINDNESS. The mass of optical brighteners in the paper coating handicaps our sight by constricting the pupil opening of the eye. This reaction tires the eye.

Most of our typed, printed, and copied work is done on white paper. That being said, think about the paper used by publishers of high priced books. They use an off-white colored paper. It is more comfortable for the eye with imperceptible loss in contrast and clarity.

Color, continued

Color adds impact, emphasis, and aids retention. A LITTLE color points to something.

Resist the impulse to print text in a rainbow of hues. Color used indiscriminately is distracting. As with font/type styles, keep the use to no more than two in a newsletter.

A lot of color, especially when it is red, SHOUTS a warning. It is often not read. Why? For the same reason some people put off writing a will. They are sure writing it will precipitate their death.

The mind knows the warning in red may save a life, but there is a mistaken belief that not knowing what may cause physical pain or financial loss will avoid it.

Without paying for a color printer and color photocopying, you can use color on a black-and-white budget.

- have the shell offset printed in color
- use a stamp and an ink pad to stamp colored bumpers between articles
- apply stickers as bumpers and graphics to accent articles.
- use a glue stick to paste on inexpensive items

Resources

Parker, Roger C. *The Make-over Book: 101 Design Solutions for Desktop Publishing*. Chapel Hill, N.C., Ventana Press. 1989.

Stock Layout LLC. "Newsletter Templates." *StockLayouts.com*. Beaverton, Oregon. 2006.

Will-Harris, Daniel. *WordPerfect Desktop Publishing in Style: The Expert's Guide to WordPerfect and Graphic Design*. Berkeley, Calif., Peachpit Press. 1990.

Will-Harris, Daniel. *WordPerfect for Windows with Style: Desktop Publishing Inspiration and Information*. Berkeley, Calif., Peachpit Press. 1992.

Why is there a dearth of training material on writing newsletters? Personal computers. The cut-and-paste world of yesteryear was replaced by the scan-and-insert of powerful publishing software such as Adobe's "PageMaker" and Microsoft's "Publisher." They offer templates, macros, wizards, and Power Point layouts that are intended to make everyone a publisher. To my eye the results are mediocre. The publisher has to know what he is doing to make a newsletter stand out. Which brings us back to the need for this training to *publish an engaging newsletter*.

Producing A Newsletter: When Time is Short And Funding Is Nonexistent

The Results

Web sites, e-mail, text messaging, and voice mail are good communication tools for the sender, but what is best for the receiver? What is best for your audience?

A workshop will be held to sort through the razzle-dazzle of newsletter publishing and to consider some common sense guidelines for providing what the reader wants. Afterward the attending "publisher" will

- spend 25%-40% less time on each issue
- cost will be reduced to five cents or less a page.
- newsletter will be more useful,
more persuasive, and
more interesting, too.,

How We Will Do It

This is a workshop on preparing a newsletter. It comes from my success in composing and publishing newsletters for businesses, Troop 108, Skyuka Lodge, Wood Badge Training, and the York District in Palmetto Council. Its methods are simple, practical, and proven. Following a "Tell me, Show me, Let me" format, each "publisher" will lay out a newsletter for his Scout pack or troop with less effort by doing the right things the first time.

This workshop will be conducted by Doug Chambers in partial completion of the requirements for Commissioners College. A pre-workshop assignment assessing two newsletters will be outlined in a letter acknowledging receipt of payment by December 30, 2006

When & Where:

9a.m. - 3:30p.m., Saturday, January 20, 2007
Fort Lawn UMC [junction hwy 21 and hwy 9, between Lancaster and Chester; map will be sent]

Register

\$35 is the cost for supplies and handouts; due December 30.
Rev. Doug Chambers, Fort Lawn UMC
PO Box 310, Fort Lawn SC 29714
[include your phone number for me to contact you that Saturday morning if bad weather and slippery roads delay our starting time]

Questions, call (803) 548-1912
e-mail dougchambers@comporium.net

Number	Contacts	Position	Copies	District
1	Wayne Bouldin	council board	1	York
2	Dan Cockerill	district trainer	1	York
3	Rick Diles	council comm.	1	York
4	Ralph Gustafson	council trainer	1	York
5	Jim Kosko	commissioner	1	York
6	Steve Newkirk	unit publisher	1	York
7	Hulic Ratterree	council comm.	1	York
8	Glenn Stonner	distr. commissioner	10	York
9	Bob White	unit commissioner	1	York
10	Clyde Davis	board/Skyuka	5	Spartanburg
11	Bill Heacox	commissioner	1	Spartanburg
12	Stan Schumann	commissioner	1	Spartanburg
13	Richard Strasburger	commissioner	5	Spartanburg
14	Sharon Sutton	commissioner	1	Spartanburg
15	Paul Wilford	commissioner	1	Spartanburg
16	Chris Brown	district exec.	5	Council
17	Rob Green	council exec.	1	Council
18	Erin Hill	council newsletter	1	Council
19	Ben Maulsby	district exec.	5	Council
20	Mike Moore	district exec.	5	Council
21	Bob Ooley	district exec.	5	Council
22	Lamar Perry	asst. council exec.	1	Council
23	Brian Taylor	district exec.	1	Council
24	Richard Cash	Skyuka Lodge	1	Cherokee
25	David Simmons	Scoutmaster	5	Cherokee
26	Troy Roberts	Scoutmaster	5	Chester
27	Jon Humphries	commissioner	5	Lancaster

Number	Respondents	Address / Telephone No.	District
0			

Training

Budget for Workshop on "Newsletters"

[Costed on an attendance of 20; from Quill Office Supplies catalogue]

Pencil	\$	0.11
Glue Stick		0.69
Paper, color, assorted		0.70
Paper, cream color		0.70
Paper, bright white		0.75
Pencil Sharpener		0.89
Transparency		1.70
White Out		1.79
Pair of Scissors		2.29
Masking Tape		2.29
X-acto Knife		2.59
Ruler, metal		3.49
Copying, Special		3.50
Holding Case		4.49
3-ring Binder		5.49
Tax		2.20
Shipping		No Charge
Expenses: mailings, coffee, etc.		<u>1.33</u>
TOTAL	\$	35.00

PO Box 310
Fort Lawn SC 29714

December , 2006

Dear ,

You are on your way to publishing a *better* newsletter in *40 percent less time*. Your payment has been received. Thank you. Your manual has been labeled with your name. Your materials have been set aside.

There is one **assignment** you are expected to do before attending the training and workshop. Please bring an example of a "good" newsletter and an example of a "not so good" newsletter. Someone else's newsletter or your own. Be prepared to tell us at least three reasons why the one is a "good" newsletter and the other is a "not so good" newsletter.

To catch up with me, please telephone 803-548-1912
or my cellular telephone 803-487-0245.

In the event of bad weather I will telephone you at _____ if there is a reason
to delay our start up. I look forward to seeing you at:

9 a.m. Saturday, 20 January 2007
Fort Lawn United Methodist Church

Respectfully,

Doug Chambers

Directions: Coming to Fort Lawn on Highway 21. At Fort Lawn, exit onto Highway 9 west towards Chester.
Coming to Fort Lawn on Highway 9:
From the east (Lancaster) go past the Wagon Wheel Restaurant and turn left (south) onto the first road, White Street.
From the west (I-77 and Chester) go past the Fire Station and turn right (south) onto the first road, White Street.
Within a short block White Street dead-ends at Main Street.
Turn right (west) onto Main Street. Go one block.
Turn left (south) onto Church Street. Go one block.
Fort Lawn UMC is on the right. Park on the grass lawn on either side of the church. We will have our welcome and opening in the Sanctuary.

Training Schedule

Coffee, Soft Drinks, Bottled Water, and homemade cookies and persimmon bread are available in the kitchen. Help yourself at any time.

9 a.m. Welcome, Orientation, Invocation (in Sanctuary)
Pledge of Allegiance
Scout Oath

9:15 Training (in Fellowship Hall):
Your Examples of "Poor" and "Good" Newsletters

Design

Layout of Articles

Layout of Photographs

Layout of Newsletter

Making It Colorful

Evaluation of Training
Blessing

11:30 Lunch Break

Workshop Schedule

12:30 Orientation (in Sanctuary)
Scout Law

12:45 Workshop (in Fellowship Hall):

Answer Questions Stemming from Training

Design and Layout "My" Newsletter

Construct the Shell

Editing Articles

Cropping Photographs

Paste Together a Proof. Clean it up, photocopy, and distribute

Review and Critique Newsletters

Evaluate Workshop
Closing Prayer

3:30 p.m. Adjourn

Training Evaluation

1. What did you hope to learn in this training?

2. What was most useful about this training?

3. How do you rate the following? Please circle.

	Excellent	Average	Poor		
Overall training	5	4	3	2	1
Met expectations	5	4	3	2	1
Knowledge of Instructor	5	4	3	2	1
Usefulness of information	5	4	3	2	1
Effectiveness of exercises	5	4	3	2	1
Effectiveness of overheads/visuals	5	4	3	2	1

4. Comment on:

Training _____

Expectations _____

Instructor _____

Information _____

Exercises _____

Overheads/
Visuals _____

Workshop Evaluation

1. What did you hope to learn in this workshop?

2. What was most useful about this workshop?

3. How do you rate the following? Please circle.

	Excellent	Average	Poor		
Overall workshop	5	4	3	2	1
Met expectations	5	4	3	2	1
Knowledge of Facilitator	5	4	3	2	1
Usefulness of information	5	4	3	2	1
Effectiveness of materials	5	4	3	2	1
Usefulness of Training Manual	5	4	3	2	1

4. Comment on:

Workshop _____

Expectations _____

Facilitator _____

Information _____

Materials _____

Training Manual _____