

Camp Raven Knob **TRAIL TO EAGLE**



Communications Merit Badge Syllabus
Instructors: Chip Davis, Sam Pitts and Mark Welker.

Monday

We will go over requirements 1d. We will accomplish this by a large group discussion and further discussion in smaller groups supervised by adult leaders.

Tuesday

We will go over requirements 2d. We will accomplish this by explaining to the scouts effective ways in which to sell an item. We will then give a designated amount of time for the scouts to prepare their presentations and complete the worksheet that will serve as a basis for their selling strategy. The scouts will then present the sales pitches to a small group of their peers. We will also inform the scouts as to their up-coming assignment, the five-minute speech.

Wednesday

We will go over requirement 6. We will accomplish this by explaining to the scouts effectively teach a skill using methods designated in the Communications handbook and that of the personal knowledge and experience of the instructors. We will also explain in more detail how to prepare a five-minute speech. We will tell the scouts to think of a few questions to ask Bruce Hodges on the following day.

Thursday

We will go over requirement 4. We will do this by introducing the selected individual to the scouts and after his segments allow the scout to ask questions and adds comments. We will accomplish this by inviting Bruce Hodges to talk to the scouts about the various qualifications and advantages of a job in the communications field. We will also on this day completely explain the necessary components of a five-minute speech and make the necessary arrangements with a guest speaker and how to introduce him.

Friday

On this day the scouts will present their five-minute speeches and we will go over any necessary information regarding requirements 8 and 5. On this day the scouts will also meet the requirement 9 by introducing other scouts before their five-minute speeches.

Name _____

Troop: _____ Council: _____

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Communications

Merit Badge Requirements

1. Do ONE of the following:
 - a. For one day, keep a log in which you describe your communication activities. Keep track of the time and different ways you spend communicating, such as talking person-to-person, listening to your teachers or the radio, watching television, reading books, and other print media, and communicating online. Discuss with your counselor what your log reveals about the importance of communication in your life. Think of ways to improve your communications skills.
 - b. For three days, keep a journal of your listening experiences. Identify one example of each of the following, and discuss with your counselor when you have listened to:
 1. Obtain information
 2. A persuasive argument
 3. Appreciate or enjoy something
 4. Understand someone's feelings
 - c. In a small-group setting, meet with other scouts or with friends. Have them share personal stories about significant events in their lives that affected them in some way. Take note of how each scout participates in the group discussion and how effective each one is in telling his story. Report what you have learned to your counselor about the differences you observed in effective communication.
 - d. List as many ways as you can think of to communicate with others (face-to-face, by telephone, letter, e-mail, fax). For each type of communication discuss with your counselor an instance when that method might not be appropriate or effective.
2. Do ONE of the following:
 - a. Think of a creative way to describe yourself, using, for example, a collage, short story or autobiography, drawing or series of photographs, or a song or skit. Using the aid you created, make a presentation to your counselor about yourself.
 - b. Choose a concept, product, or service in which you have great confidence. Build a sales plan based on its good points. Try to persuade the counselor to agree with, use, or buy your concept, product or service. After your sales talk, discuss with your counselor how persuasive you were.
3. Write a five-minute speech. Give it at a meeting of a group.
4. Interview someone you know fairly well, like, or respect because of his or her position, talent, career or life experiences. Listen actively to learn as much as you can about the person. Then prepare and deliver to your counselor an introduction of the person as though this person were to be a guest speaker, and include reasons why the audience would want to hear this person speak. Show how you would call to invite this person to speak.
5. Attend a public meeting (city council, school board, debate) approved by your counselor where several points of view are given on a single issue. Practice active listening skills and take careful notes of each point of view. Present an objective report that includes all points of view that were expressed, and share this with your counselor.
6. With your counselor's approval, develop a plan to teach a skill or inform someone about something. Prepare teaching aids for your plan. Carry out your plan. With your counselor, determine whether the person has learned what you intended.
7. Do ONE of the following:
 - a. Write to the editor of a magazine or your local newspaper to express your opinion or share information on any subject you choose. Send your message by fax, email or regular mail.
 - b. Create a web page for your scout troop, school, or other organization. Include at least one article and one photograph or illustration, and one link to some other web page that would be helpful to someone who visits the web page you have created. It is not necessary to post your web page to the internet, but if you decide to do so, you must first share it with your parents and counselor and get their permission.
 - c. Use desktop publishing to produce a newsletter, brochure, flier or other printed material for your scout troop, class at school, or other group. Include at least one article and one photograph or illustration.
8. Plan a troop court of honor or campfire program. Have the patrol leaders' council approve it, then write the script and prepare the program. Serve as master of ceremonies.
9. Learn about opportunities in the field of communication. Choose one career in which you are interested and discuss with your counselor the major responsibilities of that position and the qualifications, education, and preparation it requires.



Name _____

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Requirement 1d:

List as many ways as you can think of to communicate with others (face-to-face, by telephone, letter, e-mail, fax). For each type of communication discuss with your counselor an instance when that method might not be appropriate or effective.

For example: Body language would be inappropriate during a phone conversation because the person you're talking with can't see you.

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____



Name _____

Troop: _____ Council: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____

Method: _____

When not to use it: _____



Name _____

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Requirement 2b: Choose a concept, product, or service in which you have great confidence. Build a sales plan based on its good points. Try to persuade the counselor to agree with, use, or buy your concept, product or service. After your sales talk, discuss with your counselor how persuasive you were.

The product or service I have chosen for this requirement is: _____

Build a sales plan based on its good points: _____

How do you plan on trying to sell this product? _____

How well did you do in telling about the product or service and convincing your audience to buy it:

Counselor's Signature (*if completed*) _____ Date: _____



Name _____

Troop: _____ Council: _____

Requirement 3

Write a 5-minute speech and give it at a meeting of a group.

The topic of my speech is: _____

Topic approved by counselor: _____

Identify three subtopics of your main topic

1. _____ 2. _____ 3. _____

Identify three subtopics for each of the above subtopics:

*Use this column for
 Subtopic 1*

*Use this column for
 Subtopic 2*

*Use this column for
 Subtopic 3*

4. _____ 5. _____ 6. _____

7. _____ 8. _____ 9. _____

10. _____ 11. _____ 12. _____

Now that you have identified the key topics of you speech you will use them to create an outline of your speech. Your speech outline will look something like this (just fill in the subtopics from above):

- Introduction (*introduce the man topic and key subtopics*)
- Subtopic 1
 - Subtopic 4
 - Subtopic 7
 - Subtopic 10
- Subtopic 2
 - Subtopic 5
 - Subtopic 8
 - Subtopic 11
- Subtopic 3
 - Subtopic 3
 - Subtopic 9
 - Subtopic 12
- Summary (wrap up your speech with a quick summary of what you've just told the audience)



Name _____

Troop: _____ Council: _____

Requirement 4 Interview someone you know fairly well, like, or respect because of his or her position, talent, career or life experiences. Listen actively to learn as much as you can about the person. Then prepare and deliver to your counselor an introduction of the person as though this person were to be a guest speaker, and include reasons why the audience would want to hear this person speak. Show how you would call to invite this person to speak.

Who is the person you will be introducing to your audience? _____

Write an introduction for you guest speaker: _____

Counselor's Signature (*if completed*) _____ Date: _____



Name _____

Troop: _____ Council: _____

Requirement 6

Develop a plan to teach a skill. The skill I have chosen to teach is: _____

My target audience: _____

Skill approved by counselor: _____

The plan that I have developed for this is: _____

The teaching aids that I created and made were: _____

Now you need to check to see if the student has learned.

Did the student learn?: (Yes / No) How can you tell?: _____

Counselor's Signature (if completed) _____ **Date:** _____



Name _____

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Requirement 7 (choose one)

You have been given three options for this requirement. Select and complete **one** of them.

Requirement 7, Option A:

Write to the editor of a magazine or your local newspaper to express your opinion or share information (on any subject you choose). Or write to an individual or organization to request information (on any subject). Send your message by fax or electronic mail, if possible. Otherwise, mail a traditional paper letter.

To whom did you write your letter? _____

What was the subject you wrote them about? _____

How did you send your letter? (*circle one*) FAX Electronic Mail Standard Mail

Attach a copy of your letter to this document to show your counselor.

Requirement 7, Option B:

Create a web page for your scout troop, school, or other organization. Include at least one article and one photograph or illustration, and one link to some other web page that would be helpful to someone who visits the web page you have created. It is not necessary to post your web page to the internet, but if you decide to do so, you must first share it with your parents and counselor and get their permission

What is the address of your web page that you created? _____

Did you include all of the required information on your web page? _____

Give a short description or summary of your web page. Tell what your objective was when you created the page:

Print a copy of your main page and attach it to this document to show your counselor.



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Requirement 7, Option C:

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

What did you choose to create? _____

Give a short description or summary of your publication. Tell what your objective was when you created it:

Attach a copy of your final document to this document to show your counselor your work.

Requirement 5

Attend a town meeting where two or three points of view are being given. Listen and take notes. Make a report from your notes. Tell your troop or patrol what you heard. **(This requirement cannot be accomplished at camp and must be done at home and certified by your unit leader.)**

Troop Leadership Certification of Completion of Requirement 5

Scout's name _____

What meeting did you attend? _____

Date meeting attended: _____ Date report given to troop: _____

I certify that the above named Scout has completed requirement 5 of the communications merit badge as listed above.

Leader's name: _____ Signature: _____



Name _____

Troop: _____ Council: _____

Requirement 9

Tomorrow we will have a guest speaker from a local radio station come and talk about working in a communications field so you can complete requirement 9. For tomorrow write out a couple questions for our speaker (a radio DJ) below and return this sheet.

Question 1: _____

Question 2: _____

Question 3: _____

