

## Communication

Communication is the complex process of transmitting and receiving signals. Words mean different things to different people. Confidence and poise comes through slow, deliberate talking. Tension sometimes comes from fast-talking. Body language can communicate more than words in some instances. Communications are most likely to succeed when both the sender and receiver assume 100% responsibility of getting the message across.

**NEWSLETTER:** Is there a problem keeping leaders, parents and boys aware of what is going on? If so a pack newsletter can alert everyone to the event that the pack has scheduled and perhaps get volunteers for special events. A newsletter is a one way form of communication. A newsletter can be passed to parents at the monthly pack meeting. If arrangements can be made in the pack budget, the newsletter can be mailed to the home of each Cub Scout. While it will cost, everyone will get a copy of the important information.

Communication is the name of the game-but producing a newsletter is not a game. As games have rules, there are guidelines to clear communication.

### **ASK YOURSELF**

Is there enough information that needs to be given to the pack parents that would warrant having a newsletter?

What do you want to accomplish by publishing a newsletter? The newsletter can serve several functions, such as informing, educating, promoting and entertaining.

Who will be reading the newsletter? Each family should receive a newsletter, as well as the sponsoring organization, hometown newspaper, and prospective Cub Scout families.

Resources- Different types of jobs that need to be accomplished in putting a newsletter together.

1. } Writing the article
2. } Editing the written material
3. } Proofreading
4. } Typing
5. } Designing layout
6. } Drawing, Layout

Collating/ Stapling & Mailing

Once it has been determined that communication by newsletter is the best method for your pack, there are other questions that need answered. Will the pack finance, or is there a parent who can make copies at their work place? Who will assume which duties to assure that it is out on time? Will it be mailed or distributed at the pack meeting? These questions may need clarification before publication begins.

The editor "gets it all together". The editor's duties and responsibilities should be clearly understood by the editor and the pack committee. Get it down in writing to avoid problems and confusion. Remember why you are doing the newsletter.

### **SOME STORY IDEAS:**

News about membership

Notices of changes in policies or activities

Notices of upcoming events

Recognition of boys & leaders

Calendar of events

Make sure stories and articles are clear, concise, and correct

Friends of Scouting information