



Scouting TV is about the adventure, the excitement and challenges faced by Scouts every day. It's also about the values and benefits of Scouting in the community.

This show will have a rhythm, pulse, and a more contemporary look ... a format that a kid **and** his dad can get their arms around:

- Toe-tapping music that enhances the action, moves the show forward (but NOT head-banging skateboarder style)
- Fast pace, quick cuts, dynamic look and feel
- More and different camera angles grab the eye: low, high, close, tight, handheld
- Effects: Pushes, animation, zooms, fast/slow-motion, blurs

Premise: Scouting is exciting, fun and fulfilling. Scouts provide valuable service to the community and the nation, and are a key source of the leaders of tomorrow. Virtually every boy, family and community benefits from Scouting *but not enough Americans know it!*

Objectives:

- Provide a clear, unfettered public platform for accurate Scouting messages
- Scout recruitment, targeting boys *and their parents*
- Adult/volunteer recruiting
- Dispel some myths
- Fundraising: support Friends of Scouting and other campaigns with positive news
- Shine a positive light on Scouting ...
 - o Activities
 - o Benefits
 - o Value to communities and U.S.
- Breathe life into the Mission Statement, show the Oath, Slogan, Motto, and Law in action.
- Give Scouts, potential Scouts, and their parents the chance to learn new skills
- A rallying point for Scouts & Scouters ... something they can be proud of!

Creative concept: *"Take them from where they are, to where you want them to be."*

A continual challenge we see at the local, district and council level is to make Scouting relevant. And, to compete successfully with video games, music lessons, school, sports, paper routes and other attractions that tug at a boy's heart and mind.

Together, we can do it. It's a matter of identifying what is important to boys and their families, and illustrating the Scouting activities that capture those priorities.

It will also reflect the soul of Scouting ...

- Executive producer is a former Scout (Order of the Arrow), current Scouter and district committeeman, former educator, outdoor writer, television & communications pro ... whose first published work was a letter in *Boys' Life!*
- We'll share the Scout's perspectives ... first-person accounts will form the base for many show segments.

The show (segment lengths approximate):

"High Adventure": First segment follows a Scout preparing for a big, outdoor challenge such as first elk hunt. Practicing, packing, introspection (hand held camera?)

"Try This": We teach an outdoor skill like campfire building or reading a trout stream ... or drop-shooting that plastic worm for big bass

"A Scout Is ..." A personal story about applying part of the Law, Oath, Slogan in everyday life.

"Postcard from Camp" We tour a summer camp, showing "signature" activity and daily life. Told by a Scout.

"High Adventure": In part two we set out, start the mountain climb or scout the woods for a bull elk ... the trials, tribulations and challenges of learning to fly fish ... or mastering that &*\$%#@! compound bow

"He was a Scout" features historical still photos and video of notable former Scout. "It's okay to be proud to be a Scout, dad." We reveal his identity gradually as we cite his accomplishments.

"Do one daily": highlights a good turn - by an individual, troop, district or council, or the BSA

"Scouts in Action" video adaptation of *Boys' Life* feature on heroism.

"High Adventure": Part three includes the "big moment" and the elation that follows a "summit," or catching that 40-pound salmon.

"Try This": Learn another outdoor skill: tracking a whitetail, paddling a canoe in a straight line (don't laugh), using binoculars the right way, etc.

1:00 Scoutmaster Minute: A brief message relevant to fathers & sons.

0:30 Closing credits/"Think & Grin": Scout-style humor delivered by Scouts from around the country. Jokes a family can laugh at, together.