

# JOTA and Radio Scouting Talking Points

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Talking points are a handy way to keep on target with your communication efforts. An organization publishes talking points so that its officers and/or members will convey a consistent message. Talking points have received a somewhat tarnished name due to their use in politics and their association with “spin” around various instances of crisis communication. None-the-less, the use of talking points supporting Jamboree on the Air and Radio Scouting is a way of documenting and sharing best approaches to key audiences and to ensure some level of consistency in the message conveyed by supporters.

As a general rule, talking points should be straightforward and concise. The best are just a few words and ideally should not exceed a single line. Some organizations produce “talking paragraphs” which often lead to confusion and encourage presenters to simply read the paragraph. Instead, talking points should convey a simple message to a specific target audience. Sometimes the audience will be general in nature, but it’s often beneficial to produce variations of talking points for specific audiences (i.e., management, support personnel, customers, press, etc.).

## Teaser Opening

This document is written with the idea of several key audiences in mind. A general set of talking points is provided which may be used for the chance meeting of a principal leader in Scouting or Amateur Radio to act as a “teaser” in requesting an audience for a follow-up presentation on JOTA and Radio Scouting. An example is meeting a Council Chief Scout Executive in an elevator and striking up a conversation for which you only have 30 seconds to 2 minutes at the most to pique the Chief’s interest. You will request a follow-up meeting, at which you can provide more information about the subject and how you or your team can provide support to the Council regarding Jamboree on the Air or Radio Scouting.

*“What would you think of a world-wide Scouting event that brings almost a million Scouts together where our Scouts could participate at virtually no cost to the Council/District/Unit or to the Scout?”*

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That’s the “teaser”. The Scouting professional or volunteer will respond in various ways ranging from “Impossible.” to “Wow! How do we get involved?” If you’ve used this “teaser” during a chance encounter, your next step is to tell them that it happens every year and is called Jamboree on the Air. Then, ask for a brief meeting to discuss JOTA and what you can do for the Council/District/Unit.

Remember: Meetings for introducing a subject should be kept short. After icebreakers, greetings, etc., you should get your subject presented in just a few minutes. Respond to any questions and, then, close the deal with an offer to provide a service to the leader. This service may be to set up a JOTA operation at a Council or District event, conduct a Radio Merit Badge Class, or facilitate the establishment of a Radio Scouting Committee.

## Council Talking Points

At the Council level, the folks you are talking with are very familiar with Scouting, but may not have an awareness of JOTA. Most likely, they will not be familiar with amateur radio or the term Radio Scouting. So, your job as JOTA marketer is to clarify the Council professional or volunteer's knowledge of Jamboree on the Air, inform them on the basics of amateur radio and Radio Scouting, and to offer your services as a conduit for Radio Scouting resources.

The talking points are organized in such a way as to convey strategic points about the program. It's important not to overwhelm your audience when making a presentation. Don't overstate the National or local resources and, most importantly, don't overcommit yourself and others to the program — know your limitations.

### Jamboree on the Air

- Largest gathering of Scouts worldwide --- 700,000 Scouts, 6,000 stations, 150 countries.
- Always the third full weekend of October every year.
- Uses the fun, technology, and magic of amateur radio.

### Amateur Radio

- One of few hobbies requiring a Federal license — over 700,000 in US and 2 million worldwide.
- Wireless, portable, fun, educational — often works when other forms of communication fail, excellent emergency management resource
- Related merit badge: Radio, which can be taught in four hours.
- Fantastic and fun introduction to STEM --- Science, Technology, Engineering, and Mathematics.

### Resources

- Local Hams, local Ham Clubs, can build a Council Radio Scouting “Team”
- International Department BSA, council International Representative, K2BSA Amateur Radio Association (see <http://www.k2bsa.net>), ARRL (see <http://www.arrl.org/scouts>)
- Volunteer to facilitate Radio Scouting Committee at Council level

### WIIFM—What's In It For Me? — Council

- JOTA at Council event, Council HQ, Council camp — no cost, all volunteer, self-contained program

- Promote JOTA to Districts and Units through Council news, emails, etc.
- Recognition of Council in national publications, local news, etc.

## District Talking Points

Similar to the Council level, at the District level, the people you are talking to will be very familiar with Scouting, but may not have an awareness of JOTA. Most likely, they will not be familiar with amateur radio or the term Radio Scouting. District level folks will all be volunteers, with the exception of the District Executive. So, your job as a JOTA marketer is to clarify the District volunteer's knowledge of Jamboree on the Air, inform them on the basics of amateur radio and Radio Scouting, and to offer your services as a conduit for Radio Scouting resources.

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- Volunteer to facilitate Radio Scouting Committee at District level and/or inform District personnel of Council Committee

### WIIFM — What's In It For Me? — District

- JOTA at District event (i.e. Camporee) — no cost, all volunteer, self contained program
- Promote JOTA to Districts through news, emails, etc.

- Offer to conduct Radio Merit Badge Clinic, Workshop, and/or Class at District
- Event or Merit Badge College/University

## Scout Unit Talking Points

Scout Units are where the action is --- Scouting really is a local activity. With that in mind, the concept of establishing a Radio Scouting Committee at the Council level for oversight and implementation of Camp Radio Stations and at the District level for Camporee/major event radio operations and Radio Merit Badge Clinics District-wide is greatly supplemented by Radio Scouting Teams at the Unit level.

These 'teams' ideally consist of 3 or more Scouters and Scouts who are licensed amateur radio operators who can provide radio communications to support travel, campout communication backup, amateur radio demonstrations, JOTA operation at either a camp or the Unit's meeting location, teaching Radio Merit Badge classes, as well as mentoring prospective Hams. It's conceivable that related Units (i.e., Pack, Troop and Crew under the same sponsor) might have only one such team, which could provide Radio Scouting support to all their Units.

Units will generally not be knowledgeable of JOTA or Radio Scouting. Thus, the Talking Points are similar to the Council and District to educate and promote Radio Scouting. As with any entity, don't over-commit. It's best to start small and grow the program. Ham Radio can sell itself. The Radio Merit Badge Class is a great way to teach the basics and win over some converts.

For JOTA, consider setting up a station at a campout or at the Unit's meeting place. Have the Scouts assist with setup and teardown. Explain what needs to be done. Provide the resources and turn them loose. You'll be surprised at what can be accomplished. Even so, ALWAYS THINK SAFETY!

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## WIIFM — What’s In It For Me? — Unit

- JOTA at Campout or Meeting location — no cost, all volunteer, self-contained program
- Provide communications to Unit for travel, campouts, events, etc.
- Offer to conduct Radio Merit Badge Clinic, Workshop, or Class at Troop Meetings
- Mentor prospective Hams in Unit

## Ham Radio Club Talking Points

Ham Radio Clubs and Operators have a somewhat different set of Talking Points, especially since these folks already have a good grasp of the Ham Radio topic. A few will know also about JOTA, but unless they’re currently involved in Scouting, they will not be familiar with current Jamboree on the Air operations. Clubs consist of “operators”; so, the Talking Points address not only what a Club is capable of doing, but, what all of us as Amateur Radio Operators can do to support local Units.

## Jamboree on the Air

- Largest gathering of Scouts world-wide
- Always third full weekend of October every year
- Uses amateur radio

## Resources

- This Club and its members
- International Department BSA, council International Representative, K2BSA Amateur Radio Association (see <http://www.k2bsa.net>), ARRL (see <http://www.arrl.org/scouts>)
- Volunteer to facilitate Radio Scouting Committee at Council level and possibly setup a JOTA station for the Council

## WIIFM — What’s In It For Me? — Club

- The joy of introducing amateur radio to a Scout — probably for the first-time.
- Setting up at a Council venue simulates a Field Day, SET or Special Event activity.
- Opportunity to promote Club to Scouts, Scouters and Parents who are Ham and Club Member PROSPECTS.

## Ham Radio Operator Talking Points

Ham Radio Operators have a great opportunity to promote and demonstrate Amateur Radio to Scouts at the Unit level. This can be done from the Ham's QTH, on a campout, at the Unit's meeting location or in a nearby park. Taking Ham Radio into the field is a good test of one's emergency preparedness and a wonderful way to cultivate interest in radio for the next generation. Setting up at the Unit's meeting location or in the field gives the Scouts a fun opportunity to see how everything goes together and have direct, hands-on assistance in setup and tear-down. How wonderful to see a small radio, some coax and a simple dipole allow Scouts to talk "wirelessly" to others hundreds, perhaps thousands, of miles away — and, maybe, in a foreign country. No cell towers or wires are involved.

### Jamboree on the Air

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### Resources

- The Ham, and others who are Hams or interested in Radio, in the Unit.
- International Department BSA, council International Representative, K2BSA Amateur Radio Association (see <http://www.k2bsa.net>), ARRL (see <http://www.arrl.org/scouts>)
- Volunteer to facilitate a Radio Scouting Team in the Unit and/or teach Radio Merit Badge

### WIIFM — What's In It For Me? — Ham

- The joy of introducing amateur radio to a Scout — probably for the first time.
- Setting up a station in the great outdoors — fresh air!

## Summary

Radio Scouting is a fabulous way to mentor the next generation of amateur radio operators. Once exposed to amateur radio, Scouts are eager to get on the air, get involved in foxhunting, or set up an antenna. All the facets of amateur radio are new and exciting to them --- and you get to apply your expertise, energy, and enthusiasm to make it all happen.

So, what are you waiting for? Reach out to your local Scout Council, District, or Unit and offer your services. Let us know how these talking points worked for you and what improvements can be made for the next edition. Better yet, send us your success stories!

*73, National Radio Scouting Committee*

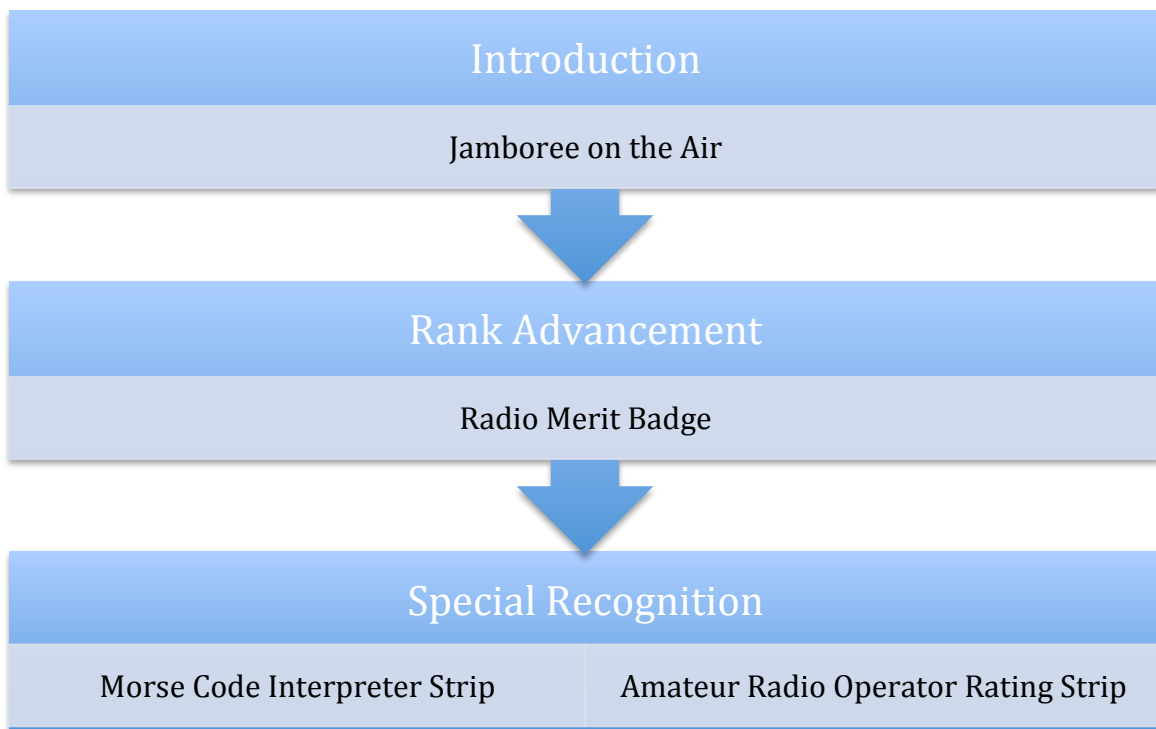
## Appendix

### Radio Scouting Activity Continuum

Radio Scouting has a three-tier approach to moving Scouts deeper into the fun, technology, and magic of amateur radio. This includes the introduction of amateur radio via what is generally a casual exposure to Jamboree on the Air while attending a camporee, where it is one more activity of many others during that weekend.

If that captures the Scout's attention, he can readily move on to the Radio Merit Badge within his normal rank advancement process. After the Radio Merit Badge, with roughly a similar additional effort, he can study for the Technician Class Amateur License Examination. Upon passing, he's eligible to wear the Amateur Radio Operator Rating Strip on his uniform.

He can further study Morse Code and, at the unit level, satisfy the requirements (5 words-per-minute sending and receiving) to wear the Morse Code Interpreter Strip. These patches for uniform wear are great incentives to take the next steps along the Radio Scouting activity continuum.



### **Radio Scouting Resource Listing**

There are a number of Radio Scouting resources available online. Here are a number of links for your reference. We further recommend that you connect with the K2BSA.Scouting Facebook page for frequent updates on activities, additional resources, and new initiatives.

#### ***Radio Scouting Presentation PowerPoint and PDF***

<http://www.k2bsa.net/radio-scouting-presentation/>

#### ***Jamboree on the Air Introduction and Extensive Resources***

<http://www.scouting.org/jota.aspx>

#### ***Radio Merit Badge Programs***

[http://www.scouting.org/jota/radio\\_merit\\_badge.aspx](http://www.scouting.org/jota/radio_merit_badge.aspx)

<http://www.k2bsa.net/radio-merit-badge-2/>

#### ***Local Council Station Loan Program***

<http://www.scouting.org/jota/station-loan.aspx>

<http://www.k2bsa.net/icom-station-loans/>

#### ***General Links of Interest***

<http://www.k2bsa.net/links/>