Scouting Out of the Box
2020 East Carolina Council Cub Scout Summer Program
Guide for Video Content Creators

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A Note From the Directors

Thank you for answering the call to help! We are taking on a project that is bigger than ourselves and appreciate your willingness to join the East Carolina Scouting Out of the Box team. Our mission is to provide a virtual summer program for Cub Scouts that is both engaging and fun via YouTube and social media.

We are looking for at least a couple of dozen people who are willing to create videos, edit videos, and put materials into kits to be mailed to Cub Scouts. Since we are doing all of this virtually, we have to be creative with how we do this. We will host virtual meetings every Monday night at 7 PM via Zoom for anyone who wants to join us and see where we are in the process. Please send us an email to be included in the invitation list. There will be an opportunity for open discussion and questions at the end of each meeting. We would love to have you join us!

The goal of Scouting Out of the Box is to engage Cub Scouts with the Scouting program over the summer during this difficult time. The method of this program will be to have ECC volunteers (we are volunteers too!) create videos to be placed on YouTube, then shared through social media and email distribution. Video content will be targeted to the Scouts, not the adults, which are boys and girls between the ages of four and eleven. Most of the videos should only require that the Cub Scouts find items around the house or go out into their backyards. Some of the videos will require parents and guardians to obtain materials, either by purchasing kits of materials from ECC or some other way, in order for the Cub Scouts to participate. Our goal is to present a well-rounded program that includes both rank advancement opportunities and simple fun.

Under normal circumstances, it is unlikely that we would consider creating digital content and market it to children on a public online platform. However, there is very little normalcy right now. So, if we can, we’d like to give our kids a little sense of consistency by entertaining them, engaging with them, and encouraging them to be creative on a regular basis throughout the summer.

Again, thank you for joining us in our efforts to keep Cub Scouts engaged!

Yours in Scouting,
Erica Wilson and Cassie Young
Program Breakdown

When: This program is scheduled to run from June 1st through at least July 31st. Videos will be posted at least twice a week, but hopefully every day. The more videos volunteers are able to submit and edit, the more often we can post them. If we have enough videos, we can do rank themed days.

Boxes: Most of the videos should only require that the Cub Scouts find items around the house or go out into their backyards. Some of the videos will require parents and guardians to obtain materials, either by purchasing kits of materials from ECC or some other way, in order for the Cub Scouts to participate.

Price: The videos will be free and publicly available on the council’s YouTube page: https://www.youtube.com/user/EastCarolinaCouncil The YouTube links can be shared via social media as well. The boxes will be priced according to the materials inside the box. Prices will begin at $5. Shipping is not included. We will try to set up weekly distribution sites in each district with specific days and times when boxes can be picked up. Each district will run distribution a little bit differently depending on the availability of the people involved. If people would prefer to have their box shipped or if they live outside of our immediate area, shipping will be an option made available to them at checkout. Boxes will also be available for pick up at the ECC office in Kinston.

Patches & Shirts: In August, parents and guardians will have the opportunity to purchase patches and t-shirts. Scouts who purchase a box from ECC will receive a sticker version of the patch inside each box.

Achievements: Parents and guardians will be responsible for keeping track of their Cub Scout’s advancement. At the end of the summer, we will provide a list of possible achievements that could have been done if Cub Scouts watched and completed the activities in the videos.
Pre-Planning
Things to Think About Before Making a Video

Activity - First, you'll need to pick the activity you want to do. It can be rank-specific, age-group specific, for all Cub Scouts, instructions on how to complete one of the many kits we have in stock, or something just for fun. See Kits for Sale in the table of contents.

Target Audience - Think about who your activity appeals to. If you choose an activity that is rank-specific, please try to include some elements that apply to the other ranks as well. A great resource for this is a PDF that you can download called Cub Scout Connections.

Cub Scout Connections Resource
In this PDF, all of the rank adventures and electives are sorted into themes. If you want to do an activity based on water/aquatics, you reference that theme, and the requirements or electives for each rank are listed there. We can reach a wider audience if we include information that applies to more than one rank.

Research & Practice - The next step is to research and practice what you'll be filming. You'll want to be well versed in your activity, know the correct terms, and be comfortable talking about it. Play with the materials you will be using and become familiar with them. If you see an idea on a website that you want to do, try it first and make sure it really works. Practice it enough times that you can explain how to avoid mistakes or what to do if something goes wrong. Also, it's important to remember your audience and age group. Can little hands and fingers accomplish this? Just because you think it's easy to do, that doesn't mean a Cub Scout won't get frustrated.

Cub Scouts DIY - We would like the majority of the videos to be things that Cub Scouts can do with little to no help from adults. DIY = Do It Yourself. Cub Scouting is a family program, but we recognize the burn out that many adults are feeling right now. Please keep this in mind when selecting your activity. For example: How can you make s'mores inside without a fire? Most Cub Scouts have access to a microwave and are allowed to use it by themselves. Just make sure to mention that they should ask their parents first.
Planning
Once You Have Chosen Your Activity

Materials - Now that you have done your research and you have practiced your activity a few times, identify the materials you used, and write it down. Include the size, brand, quantity, and all other specific information so parents can replicate what you used. If you had to purchase it at a specialty store, include that as well. Make sure you explain your materials on film as if you were reading a recipe card. These are your “ingredients” (materials). Remember to include safety gear when needed, such as goggles/eye protection or gloves. You will need to submit a typed materials list so we can recreate it on a standardized form. The materials list will also be linked with the video for parents to download. If your video accompanies a kit that we are selling, it will also be included in their box. The goal is to set parents up for success when they try to recreate your activity.

Directions - Write down the steps you took to create or complete your activity. Step 1, 2, 3 etc. You will need to submit your "how-to" step-by-step directions as well. It will be transferred to a standardized form and will be included with purchases and linked to the YouTube video.

Think of your video/activity like a recipe for preparing a meal. What are the ingredients/materials, what are measurements or quantity of each item needed, what is the process to complete the activity? Each step must be listed in the order they occur. How long should it take you to complete the activity? Remember, Cub Scouts have short attention spans.

Now that you have picked an activity, decided upon your target audience, researched & practiced, acquired the materials, and have written down the materials and step-by-step directions, now it is time to decide what kind of or style of video you want to create!

Safety/Guide to Safe Scouting - All videos need to adhere to the Guide to Safe Scouting. For example, for woodworking, Cub Scouts may not use power tools and must wear safety goggles.
https://www.scouting.org/health-and-safety/gss/

Talent Release Form: Anyone who appears in a video must have a separate form completed. For the session date, please include all the filming dates.
https://filestore.scouting.org/filestore/marketing/pdf/talent.pdf
Video Style

YouTube Video Styles - There are many different styles of videos on YouTube. You may already know what style you prefer, but that may not be the style that your target audience prefers. These six YouTube videos were made by some of the current highest watched/paid/rated YouTubers with a target audience in the same age range as our Cub Scouts. Each uses a different style to their videos. We are not endorsing them or their products, this is merely an opportunity to see what our consumers are watching.

We will need a mixture of activities and styles to connect to the age range of the Cub Scouts we serve. Think about your activity and the intended audience. Also think about how you can insert some of the same qualities found in those YouTube video examples to help make your video shine. We want you to be silly and have fun, but we also want you to be authentic. If you’re uncomfortable, it will show on film.

Younger Cub Scouts (Lion - Wolf, Grades K-2)
Slower paced videos tend to appeal more to the youngest members of our audience. Think Sesame Street and Mr. Rogers where the host is talking to the children and giving them time to think and respond before moving on to the next step. They also tend to gravitate towards the vlog style where there is a running commentary by an adult explaining what is happening.

1. Ryan’s World: Easy DIY Science Experiment for Kids with Acid Base Indicator!!
   https://youtu.be/Y0Y1FEGFHkM
2. The Tube Family: QUARANTINE OBSTACLE COURSE CHALLENGE!!! Family Race in the House! https://youtu.be/0Oa0DURAJeI

Older Cub Scouts (Bear - Arrow of Light, Grades 3-5)
If you have older Cub Scouts in your home and they watch YouTube, you might want to cover your ears when they are watching. They seem to gravitate towards the silly, loud, bright/brash outlandish videos that say “Don’t do this at home” on them.

3. 5-Minute Crafts: 24 incredible hacks everyone should know.
   https://youtu.be/jwjS9rExiH8
4. Collins Key: 7 Insane Life Hacks + Funny TikTok Pranks!! How To Make The Best New Candy Art & Ball Pit Challenge. https://youtu.be/t5ci74tWOdY
5. Mark Rober: Building the Perfect Squirrel Proof Bird Feeder
   https://youtu.be/hFZfjoX2cGg
Script

Script - Now that you have identified a style of video you want to create, you need to write a script. You don’t need to read it verbatim, but this gives you the opportunity to lay out each step and think about how you will communicate that with your viewers. This will also help you make sure you don’t leave out any important content.

The writing process…

Standard Introduction and closing - We will create a standard introduction and closing that will be added to each video that advertises the program and asks viewers to “like” our videos, “subscribe” to our channel, and how to turn on alerts. However, we still need you to create one for yourself.

Your Introduction - You want to connect with your audience. Introduce yourself, with your name, volunteer position (if applicable) district, and unit type (if applicable). Let them know where you are filming, a park, yard, kitchen, etc…

Hook - Why should they watch? Tell them about the activity. If you are doing a project, you should have a finished example to show it off and let them see what they will be creating. Connect the activity with something that they might have previous knowledge of. If you are showing them how to pitch a tent, explain why they need that skill. Talk about the different kinds of tents or where else you might see something that is similar (animal “tents” = nests, burrows, etc.).

Activity & Information - Now begin your chosen activity. Try to label or identify each piece you are working with. General pronouns can get confusing. So, if everything you pick up is “this piece is next,” it is hard to know out of the ten items, which is really next. You should be following your step by step instructions at this point. This is also where you would add any additional information or stories that will add content and personality to your activity. Share your newly acquired knowledge on the topic.

Personality - If you are doing a fun, whacky video, here is your chance to add those elements. We are creating “rare and valuable” footage. Mistakes happen. Roll with it. Mistakes can be turned into funny moments that will make your video shine.

Closing - Review the steps, add in some reminders, recap the tutorial, and thank them for watching Scouting Out of the Box.

Realistic Portrayal - Remember your intended audience and the various YouTube video styles. One of the videos featured Scouts doing activities and earning patches,
but in real life, they wouldn’t have received the merit badge immediately. If you have ever seen your own profession featured on tv and it wasn’t realistic, remember how you felt. For example, when a tv show features someone in the military, sometimes their ribbons are not on the uniform correctly. Most of the audience wouldn’t know the difference, but anyone who is with the military would probably notice that detail and might be offended or get upset about that detail. This distracts the viewer from the storyline and ruins it for that viewer. Scouts are also aware of how achievements work and how uniforms should look. Please make sure you are representing the BSA properly and with respect.

Our Brand Identity - Our goal is to curate a brand. We are Scouting Out of the Box. We want our youth to “Like” our videos and “Subscribe” to our YouTube channel. If they watch YouTube videos, then the intent is for our videos to fill their feed and have them share the videos with friends.
BSA Policies
To Keep in Mind

Youth Protection - All videos should follow Youth Protection Guidelines. If youth are in your video, please follow these rules. Perception is everything.

Okay
- 2 adults with 1 child who is not theirs
- 2 adults with multiple children
- 1 parent/guardian with their own child/children - Please specify that the child(ren) are yours in your video introduction.

Not Okay - You need another adult in the video.
- 1 adult with a child that is not theirs
- 1 adult with multiple children

Uniforms - All registered members of the Boy Scouts of America, regardless of program, should be in a full official BSA Class A Uniform. This means that every part of your uniform should have official BSA branding. Please refer to the appropriate uniform inspection sheets for specific information. We are working towards being able to offer a discount for anyone needing to purchase uniform items. Shirts should be tucked in unless they were designed not to be (example: Sea Scouts dress white uniform). Your uniform should look neat, clean, and wrinkle-free. A quick refresh in the dryer will help if you don’t have time to iron.

Cub Scouts Uniform Information:
https://www.scouting.org/programs/cub-scouts/cub-scout-uniform/

Non-Registered Participants - If you are not a registered member of the Boy Scouts of America, you should not wear a Boy Scouts of America Class A uniform. Please wear a “Class B” uniform, which is a Scouting related t-shirt and bottoms that are clean and neat in appearance.

Shoes - Wear shoes that are appropriate for the activity. In general, this will mean sneakers, boots, or other sturdy shoes.

Social Media - Please remember these videos will be shared and distributed through social media. Even if they are deleted at some point, that doesn’t mean someone didn’t download them and keep them. Please represent yourself and the BSA with integrity.
YouTube How-To

**Location** - You will need to decide where you will record your video. Outside videos are best if you have a way to mic yourself. In our experience, cars driving by, neighbors yelling, and the sound of freedom overhead can be very distracting and limit how well the viewer can hear the speaker. Also, be aware of the weather conditions. If you are inside, a simple background is the next best option. You will need to think about everything that the camera will catch. You might need to clear an area so that the camera can focus on just you. Bright primary colors are attractive to the eye for this age group. Wherever you record, make sure you have permission from the property owner and that you are aware of your surroundings.

**Background** - Make sure that there isn’t anything inappropriate in the background. A Scout is clean!

**Voice Recording** - We want to be able to hear you! You will need to turn off your tv, music, and all devices that are making sounds. Make sure you silence your phone. If you can hear traffic noise from your backyard, there is a good chance your microphone will also pick that up. Practice speaking with your recording device in place. You might have to practice projecting your voice. If you have Bluetooth headphones with a mic, that might be a better option for recording. If it is windy out, that will distort the sound on your recording.

**Using Your Phone** - If you are using your cell phone to record your video, we recommend putting it on airplane mode. If you don’t, a notification or phone call could inadvertently cancel your recording. Also, make sure you record with your phone turned so it is in landscape mode and that you use the rear camera. The selfie camera is lower quality than the one on the back of the phone.
**Camera Angles** - If possible, either use multiple cameras for different angles or record your session more than once from different angles. If you are making something, it is helpful to have an overhead shot looking down so they can see how you are arranging things with your hands. Your camera should also be placed at or a little higher than your head tilted down towards you. Your face will look slimmer (bonus!), and we also won’t be looking up your nose (gross!).

**Stills** - Take some photos of your activity as you go along. If you take those in portrait mode on a smartphone, it will automatically blur your background for you.

**Lighting** - Record a few test runs to check your lighting (and sound). You will need enough lighting so that you and what you are working on are not in shadow. Your standard overhead light will most likely not be sufficient. If you have lights on a ceiling fan, you might have to turn the ceiling fan off so you don’t get a strobe effect. If you have a window behind you, letting in light, chances are, you will be in shadow. You might need to bring extra lamps or a selfie ring light into the room with you. If you are filming outside, you will have softer light in mid-morning and mid-afternoon. Around noon, the sun can produce a harsh glare that causes you to squint and makes it hard to see what you are recording on your screen.

**Glasses/Sunglass** - If possible, try not to wear glasses or sunglasses while recording with artificial lights from lamps, screens, or lights. They will be shown in the reflection of the lens.

**Tripods** - If possible, use a tripod or something else to securely set-up your camera device. Unstable props can cause your recording device to fall and break/crack.

**How to Record for Easy Uploading** -

1. Make sure your recording device has enough storage space.
2. Check the camera settings on your recording device. Make sure it is set to the highest quality possible. Ideally, we are looking for at least 1080p at 60fps. This means that there are 1,080 pixels in each image (frame) and that there are 60 frames per second. This will give us high-quality images that can be viewed smoothly.
3. Don’t record more than 10 minutes at a time. The longer the video is, the bigger the file. The bigger the file, the longer it takes to upload.
Dropbox

Dropbox - When you are done recording your videos, you will need to submit everything to us via Dropbox.

**Option 1** - Share a Dropbox folder with ScoutOutOfTheBox@gmail.com

1. **Create an Account** - If you don’t already have an account, you will need to create one. All you need is an email address. The account will be free, and you’ll have 2 GB of storage.
2. **New Folder** - Now that you have a Dropbox account, you’ll need to create a folder with the name of your video.
3. **Upload** - Upload your videos, pictures, signed talent release forms, materials list, and directions into the folder. This may take some time, depending on how many videos you have and how long they are.
4. **Share the Folder** - When you’re done uploading, and you’re ready to submit, share the folder with ScoutOutOfTheBox@gmail.com We will receive an email notifying us that there is a shared folder.
5. **We Will Copy Your Videos** - We will copy your videos into our account and let you know when you can unshare the folder with us.

**Option 2** - We will share a folder with you.

1. **Email Us** - Let us know that you are ready to upload your content and the name of your video (including videos, pictures, signed talent release forms, materials list, and directions) and that you would like us to share a Dropbox folder with you.
2. **We Will** - We will create a folder for you to upload your content to. When we do this, you will receive an email with a link directing you.
3. **Create a Dropbox Account** - You will still have to create a Dropbox account, but it will talk you through the steps, and you won’t be limited to 2 GB of storage. We have a business account and have unlimited storage.
4. **Upload** - Upload your content to the folder.
5. **Email Us** - Email us letting you know that you are done uploading your content, and we’ll disconnect you from the folder.

**Option 3** - HELP!
If these options aren’t working for you, please call or email us and we’ll work with you to find a solution. Erica Wilson (910) 372-2992 or Cassie Young (928) 261-6742
## Kits for Sale

The following list is of the activity kits we have in stock and are ready to be put together. The intention is for boxes to come with everything needed (within reason) to complete the activity. If you choose to use one of these kits in your video, we will provide you with a completed example, several unassembled kits, and everything that will come in the box. So, if they are making smores, not only will the box include the materials to make the solar oven, it will also have marshmallows, chocolate, and graham crackers. If they are getting something that requires paint, their box will include paint and a brush. Contact us if you’re interested in making a video for one of these kits.

### Cooking
- Solar Oven Kit for S’mores

### Crafts
- Foam Sundial Kit (Grades K-2)
- Dowel Sundial Kit (Grades 3-5)
- Yarn Turtles With God’s Eye Design
- Foam Submarine Kit (Grades K-2)
- Exploding Craft Stick Reaction
- Mechanical Arm

### Painting
- Dragon Neckerchief Slides
- Message in a Bottle
- Wood Key Chains
- Ceramic Fish & Bird Planting Pots

### Sand Art
- Necklaces
- Sea Scenes

### Wood Projects
- Bug Collection Kit
- Basketball Hoop - Lowe’s Build and Grow
- Firetruck - Lowe’s Build and Grow
- Steam Engine - Lowe’s Build and Grow
- Tic-Tac-Toe - Lowe’s Build and Grow
- Tool Picture Frame - Lowe’s Build and Grow
- Toolbox - Lowe’s Build and Grow
- Paddle Boats
- Periscopes
- Space Shuttle
Other Help Needed

Editors - Editing is where movie magic happens! If you have any interest in video editing or know someone who does, please reach out to us! Raw videos are of no use unless we have talented editors working behind the scenes to create a cohesive video. Anyone can be an editor! As long as you have a little bit of experience, access to high-speed internet, and video editing software, you can be an editor. With parent/guardian permission, youth are welcome to be editors as well.

Kit Makers - If your talents lie elsewhere, but you are still committed to the cause, we gladly welcome you to the kit making team! We are physically located in the White Oak River District (Onslow County) near Camp Lejeune. If you are nearby, we meet frequently to go through our inventory to create kits and would love to have you join us. If you are not nearby, we will begin organizing kit making days at the ECC office soon. That information will go out once it is available. Please reach out to us and let us know you’re interested so we can reach out to you when the time comes.
Helpful Links

1. **Zoom Meetings** every Monday night at 7 PM: Request to be added to the invitation list by emailing us at ScoutingOutOfTheBox@gmail.com
2. Scouting Out of the Box **Facebook Group**: Search “Scouting Out of the Box” or https://www.facebook.com/groups/2750953978451301/
4. **Dropbox**: https://www.dropbox.com/basic
8. **Video Styles for Younger Cub Scouts**:
   a. Ryan’s World: Easy DIY Science Experiment for Kids with Acid Base Indicator!! https://youtu.be/Y0Y1FEGFHkM
   b. The Tube Family: QUARANTINE OBSTACLE COURSE CHALLENGE!!! Family Race in the House! https://youtu.be/0Oa0DURAJeI
9. **Video Styles for Older Cub Scouts**:
   a. 5-Minute Crafts: 24 incredible hacks everyone should know. https://youtu.be/jwjS9rExiH8
   b. Collins Key: 7 Insane Life Hacks + Funny TikTok Pranks!! How To Make The Best New Candy Art & Ball Pit Challenge. https://youtu.be/t5ci74tWOdY
   c. Mark Rober: Building the Perfect Squirrel Proof Bird Feeder https://youtu.be/hFZFjoX2cGg
   d. MrBeast: I went back to Boy Scouts for a day. https://youtu.be/ol6aXhowFDY
10. **Cub Scout Uniform Information**: https://www.scouting.org/programs/cub-scouts/cub-scout-uniform/
11. **Scouts BSA Uniform Information**: https://filestore.scouting.org/filestore/pdf/510784(19)_Scouts_Uniform_Inspection_Sheet_WEB.pdf
12. **Scout Leader Uniform Information**: https://mediafiles.scoutshop.org/m2pdf/50015_Leaders_Unif_InspFNL.pdf
14. **Sea Scout Uniform Information**: https://seascout.org/uniforming/#:--text=The%20Official%20Sea%20Scout%20Uniform%20is%20equivalent%20to%20the%20BSA,FAQ's
Scouting Out of the Box
Cub Scout Summer Program & Video Contest

When:
June 1, 2020 - July 31, 2020

Who:
We need **Content Creators** to create videos and **Video Editors** to make the videos great!

**Event Details:**
The Cub Scout Camp Directors of East Carolina Council need your help creating content videos that can be placed on the East Carolina Council YouTube Page and shared through social media for our Cub Scout summer program! These videos will be targeted to Cub Scouts (boys and girls between the ages of four and eleven) to watch at home this summer. We will also sell activity kits for some of the videos. Our goal is to keep our Cub Scouts engaged throughout the summer!

**Judging Categories:**
- Cub Scout Pack with the most videos submitted
- Unit (all others) with the most videos submitted
- District with the most videos submitted
- Content Creator of the most “Liked” video
- Editor of the most “Liked” video
- Content Creator of the most “Viewed” video
- Editor of the most “Viewed” video

**Video Content Categories**

**Ranks**
- Lions
- Tigers
- Wolves
- Bears
- Webelos
- AOL

**Age Groups**
- K-2
- 3-5

**All Cub Scouts**
- General Scouting Information

**Eligibility:**
Everyone is invited to participate! Anyone on camera must submit a BSA Talent Release Form. All videos must adhere to Youth Protection Policies. All participating units will receive a flag ribbon.

**Registration:**
To participate, email us at ScoutingOutOfTheBox@gmail.com and we will send an invite to you for our informational meetings every Monday night at 7 PM via Zoom.

**Video Content:**
Most of the videos should only require that the Cub Scouts find items around the house. Some of the videos will require parents and guardians to obtain materials, either by purchasing kits of materials from ECC or some other way, in order for the Cub Scouts to participate. Our goal is to present a well-rounded program that includes both rank advancement opportunities and simple fun throughout the summer. See our Guide for more details.

**Editors:**
If you have any interest in video editing or know someone who does, please reach out to us! As long as you have a little bit of experience, access to high-speed internet, and video editing software, you can be an editor.

**Points of Contact:**
Erica Wilson, Director
c: (910) 372-2992
Texts welcome

Cassie Young, Program Director
c: (928) 261-6742
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#ScoutingOutOfTheBox #EastCarolinaCouncil #Cub Scouts #ScoutingAtHome