

# New In 2007: Beacon Award For Unit Flags

The strategic plan called for a new initiative to enhance Scouting's image. The Beacon Award — a ribbon for your unit's flag — was established for this purpose. The award is limited to one per unit, per year. There are two ways for your unit to earn the award:

- Send in a newspaper clipping of an article or photograph that shows your unit completing an activity that positively displays the Scouting program to the general public.
- Plan and complete a simple activity that positively displays the Scouting program to the general public. Here are some examples:
  - Provide a uniformed color guard for a civic ceremony, such as a parade or other public event.
  - Have your Scouts present a brief annual report to your chartering organization's governing body.
  - Perform a flag raising and/or flag retirement ceremony, or lead the Pledge of Allegiance at a public meeting.
  - Provide service to an outside organiza-

tion, such as staffing an information booth at a county fair or assisting with logistics at a community event.

Take a photograph of your Scouts in action at the event. Scouts should wear as complete a uniform as they possess, unless the event calls for work clothes or "grubbies." Complete the form below, or send an e-mail with the information to [jmueller@stlbsa.org](mailto:jmueller@stlbsa.org). The information also can be sent to a local community newspaper or a school or church bulletin for possible publication. If a photograph or an article is published, include a copy of the page with your application form.

Photographs can be mailed or digital photographs can be e-mailed. Include the names of Scouts or leaders in the photograph. The photographs will be published in the *Duffle Bag* and on the council's website with limited identification for privacy and safety.

For more information or assistance, contact Joe Mueller, director of public relations, or your district's public relations chairman.

## Beacon Award for Units

Circle one: Pack Troop Crew Team Post No. \_\_\_\_\_

District \_\_\_\_\_

Chartering Organization \_\_\_\_\_

Leader Name \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: Home (\_\_\_\_\_) \_\_\_\_\_ Work (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Attach a brief description and the date of the event your unit conducted to earn the Beacon Award along with a photograph.

Return this form and photograph to: Public Relations Department  
Greater St. Louis Area Council—Boy Scouts of America  
4568 West Pine Blvd.  
St. Louis, MO 63108-2193

Or e-mail information and photograph to [jmueller@stlbsa.org](mailto:jmueller@stlbsa.org)