

Have We Got a Deal For You!

MONKEY CITY Creative Expression



The Adventure:

What do you love about Cub Scouts? What would you like others to know about Scouting? It's time to advertise your Pack! As a Lair, create a television or radio commercial about Cub Scouts. Have a premiere with your Pack to show off your work!

Online Resources:

- KNW Cub Trailer
- Cub project
- KNW Cubcast

Safety note:

You may want to share your commercial online, but be careful not to include personal information like your full names. Make sure that every Cub in your commercial, and all of their parents, is fine with having the video posted.



Plan:

- Brainstorm ideas for the television (or radio) commercial.
- If possible, invite someone who creates advertising for a living to share ideas and experiences with your Lair.
- Decide on your idea.
- Write the script for your commercial. Will you use humour? How many actors/voices will be involved? What will be the final line that you want people to remember?
- Gather props, recording equipment, etc.
- Arrange for a quiet place to record your commercial.
- Rehearse the script until you are satisfied that you are ready.

Do:

- Record your commercial.
- Premiere your work!

Review:

- What do you know now that you did not know before?
- How did your team work together to create the commercial?
- Did everybody get along? Why or why not?
- What was challenging about making a commercial?
- How did you feel about this Adventure?
- Did you have fun? Why or why not?
- How would you go about making a commercial if you had to do it again?

Canadianpath.ca



It starts with Scouts.