

## CADETTE MEDIA JOURNEY – MEETING 3

**Award Purpose:** When you’ve earned this award, you’ll be able to recognize the influence of media on your everyday life, and make a commitment to cultivating positive change in how you use media.

**Activity Plan Length:** 1.5+ hours

Time	Activity	Materials Needed
5 minutes	Getting Started <ul style="list-style-type: none"> <li>Begin the meeting by reciting the Girl Scout Promise + Law.</li> </ul>	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
15 minutes	MEdia Remake Strategy <ul style="list-style-type: none"> <li>Strategize ways to get your MEdia Remake out to your target audience.</li> </ul>	<input type="checkbox"/> Journal or notebook <input type="checkbox"/> Writing utensils <input type="checkbox"/> (Optional) Phone or computer with internet access
Varies	Lights, Camera, ACTION! <ul style="list-style-type: none"> <li>Share your MEdia Remake and get feedback.</li> </ul>	<input type="checkbox"/> Your MEdia Remake
15 minutes	Be the Change <ul style="list-style-type: none"> <li>Make a commitment to positive change in your media use, and spread the word.</li> </ul>	<input type="checkbox"/> Journal or notebook <input type="checkbox"/> Writing utensils <input type="checkbox"/> Media Commitment handout (at the end of this activity plan)
15 minutes	Snack Chat Celebration <ul style="list-style-type: none"> <li>Revel in your positive media accomplishments!</li> </ul>	<input type="checkbox"/> Healthy snack
5 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

### Getting Started

Time: 5 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.

### Activity #1: MEdia Remake Strategy

Time: 15 minutes

Award Connection: Sessions 5 – 7 MEdia Remake

Materials Needed: Journal or notebook; writing utensils; (optional) phone or computer with internet access



1. In Meeting 2, you created your MEdia Remake and decided on its target audience. Now it's time to figure out the best way to reach that audience.
2. What do you know about the target audience? What kind of media do they use? When and where are you most likely to reach them?
3. Work together and make a plan for the best way to get your MEdia Remake out there.
  - If it's a social media campaign, coordinate who is going to post on what sites to avoid duplication (and be sure to have a trusted adult when you're sharing online).
  - For print materials, where should they be posted or distributed? Decide who is going to hang posters or pass out flyers.
  - For TV or radio commercials, will you share them online or can you get some "air time" for real? Contact a local TV or radio station to find out!
  - For a podcast or video, do you plan to post them online? (Get that trusted adult again!)

## Activity #2: Lights, Camera, ACTION!

Time:

Varies

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Award Connection: Session 8 – Our Premiere: This Is It!

Materials Needed: Your MEdia Remake from Meeting 2

1. It's go time! You've done the research and development, now get out there and share your MEdia Remake!
2. Track feedback on your MEdia Remake, if possible.
  - Collect online comments.
  - Stand near your print posters with a clipboard and ask passersby a few questions.
  - Talk to a TV or radio station to find out how they collect feedback on their media spots.
  - Talk to your target audience! See if your remake changed their minds or gave them something to think about.

## Activity #3: Be the Change

Time: 15 minutes

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Award Connection: Session 9 – The ME in Media and Session 10 – A Better Media Reality

Materials Needed: Journal or notebook; writing utensils; Media Commitment handout (at the end of this activity plan)

Prep Needed:

- Print copies of the Media Commitment handout before the meeting.
1. To earn the Cultivate award (the final step in the MEdia Journey), you'll need to choose a clear and passionate goal for positive media use. How can you challenge yourself?
  2. As a group, talk about ways you can:
    - Continue to "talk back" to media makers about community issues
    - Tackle stereotypes head-on
    - Change your media-consuming habits for the better
    - Try new types of media
  3. Individually, complete the Media Commitment handout. Then come together to talk about your commitments to cultivate a better media reality.
  4. Share your Media Commitment with friends and family to keep the positive media change going!

## Activity #4: Snack Chat Celebration

Time: 15 minutes

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Award Connection: The Final Celebration



Materials Needed: Microphone, or something that resembles a microphone (hairbrush, paper towel tube, etc.); healthy snack

1. Now that you've worked hard to earn all three awards for the MEdia Journey, it's time to celebrate! Pass the "mic" and have everyone share something that they learned while earning the Monitor, Influence, and Cultivate (MIC) awards.
2. Enjoy a healthy snack.

## Wrapping Up

Time: 15 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.

## More to Explore

- Field Trip Ideas:
  - Visit a TV or radio station to learn about how they create and produce ads and collect feedback.
  - Host a focus group of your target audience to see if your MEdia Remake messaging made a difference to them.
- Speaker Ideas:
  - Invite an older Girl Scout troop to share their social media experiences with you.
  - Talk to a younger Girl Scout troop about healthy media use (or, "screen time").

## NOTE TO LEADERS

Take Action projects are an important part of the Journey process and can seem intimidating. This activity plan is a suggestion (with instructions) of a project that your troop can do.

The most important part of a Take Action project is that girls are involved in doing something to make a difference in their community.

Other ideas for Take Action projects for MEdia:

- New Lyrics: Re-write lyrics to popular songs that have negative or offensive messages about women.
- Underdog PR: Choose an under-celebrated hero (local, global, or historical) and act as "buzz agents" to get a story out there focusing on this individual and their accomplishments.



# Media Commitment

How can you challenge yourself to create a better media reality? What can you change to add more positivity into your media usage?

I can commit to using media in a new way by...	To show my commitment, I'll...
<i>Example: Not having magazines around that poorly influence my younger siblings.</i>	<i>Example: Make a fun magazine for them as a gift.</i>
<i>Example: Not watching TV shows that show girls in stereotypical ways.</i>	<i>Example: Do more than change the channel! I'll create a Stereotype Alert contest and make it "go viral."</i>
<i>Example: Calling out anti-girl lyrics in music, instead of just listening to anything.</i>	<i>Example: Create an ad for magic earbuds that change anti-girl lyrics to pro-girl lyrics.</i>

## Media Watchdog Pledge

I pledge to monitor the following types of media:

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I pledge to watch for harmful or misleading images and ideas such as:

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I pledge to create more responsible media in my life by:

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