



MEdia

On his journey Girl Scout Cadettes explore media all around them—in their lives and in their world. They look critically at what they find! Is there any ME in their media world? Putting some real ME in media—that builds confidence!

On this journey girls have the opportunity to earn three awards, all of which build foundational leadership skills critical to moving up the Girl Scout ladder of leadership and becoming lifelong leader.

The MEdia Leadership Awards

Monitor Award: To earn this award:

- Girls take stock of media in their world and the influences it has
- Complete three activities that get them to hone in on the role media plays in their lives and the lives of those around them, plus one that considers media in their community

Influence Award: To earn this award:

- Girls understand the importance of having media reflect the realities of their world
- They team up on a **Media Remake Project** to make media that better represents their reality

Cultivate Award: To earn this award

- Girls have made a personal commitment to cultivate a new perspective on media
- They challenge themselves to make a positive change in the way they use media in their lives—a change that they **Cultivate** so it grows into full-fledged inspiration for others

Here are some ideas for sample sessions for **MEdia** journey. They are merely suggestions and are not meant to be the only way to take this journey. It is extremely important that you get girl input before making major decisions about the activities and steps to earn these awards. It is also very important to let the Cadettes take the lead whenever possible for ceremonies, presentations, meeting format and celebrations.

Page numbers in the headings refer to the page the session starts in the adult guide.

Session 1: ImMEdiate Action page 28. The Cadettes begin to explore their relationship with, and their view of, media. They could:

- Participate in a group discussion about what this journey is about and what they think the word “media” means.

(questions are on pages 29–31 in the adult guide)

- Learn what the awards are and how to earn them
- Talk about and plan how they will customize this journey with field trips, special expert guests, movie nights, etc
- Identify their friends and family network and write them down and what they can contribute to this journey
- Learn what the director of a movie does and the jargon she uses and try their hand at it themselves with a craft to make a viewfinder (pages 34 & 35 in the adult guide)
- Participate in viewfinder games
- Start to think about the story Media plays in their lives and bring back to the next session what that story might be like
- Gather media images that show a stereotype about girls or women for next session (pages 43–46 in the girl book)
- Participate in the Small Bites a Lot activity as a closing ceremony

Session 2: Busting Media Stereotypes page 40. The girls confront the media’s criteria for attractiveness and beauty and examine which criteria they may have internalized. They could:

- Participate in an opening ceremony they planned about what they do to focus or tune into themselves
- Participate in a discussion about what their community is, who is in it, who they see every day that uses media
- Design a survey as a step toward earning the **Monitor Award** (sample survey and questions are found on pages 43–46 in the adult guide)
- Share their media images and participate in a discussion about what these images are and how they make the girls feel
- Participate in the Quick Rip! Game (page 50 in the adult book)
- Read and discuss page 48 in the girl book “Your Body, Your Friend”
- Enjoy a healthy snack they make at the gathering (recipe on page 49 of the adult guide)
- Start work on their “Stereotype Search” on page 46 in the girl book
- Make the puffy-eye remedy on page 51 in the adult guide

Session 3: “Today’s Top Stories” page 52. The girls gain a better understanding of the “story” media use in their community and collaborate on what they might do to improve that story.

- Conduct their survey based on the plans they made last session

Session 3a: “Today’s Top Stories Part 2” page 52.

- Compile the results of the survey
- Create a “Media Pie” chart based on the survey results and discuss their findings
- Play the What’s Fame? What’s in a Name” game
- Share their Award Tracker to see how they are doing on their **Monitor Award** efforts
- Plan a field trip that will take them where they can see media being created (ideas on page 57 in the adult guide)
- Make and enjoy a “scoop able” snack (recipe on page 58 in the adult guide)

- Participate in a ceremony that includes a media watchdog pledge
- One girl could volunteer to bring a large full page image of what she considers to be beautiful

Session 4: **Remaking Media: Getting Started** page 60. The girls begin to use media to correct unrealistic media portrayals and to address a media concern of their community. They could:

- Read pages 68–81 in their girl book to get ideas, tips and examples of their **MEdia Remake Project**
- Receive their Monitor Award if they have completed all the steps
- Make and enjoy a healthy snack (recipe on page 62 in the adult guide)
- Look over the multiple viewpoints of their survey results and find any “standout comments” and start a discussion
- Use a brainstorming session to come up with possible **MEdia Remake** projects and the audience they will present to (ideas on page 64 and 65 in the adult guide)
- Make a decision on their **Media Remake Project**
- Participate in a closing ceremony where they each get a puzzle piece of the “beautiful image”

Session 5–7: **MEdia Remake: Rolling and Wrapping It** page 76. Girls team up to use media techniques and tools to “talk back” to the media with a powerful message of their own.

Note: This is the time the girls will plan and create their Media Remake Project. Planning guides and charts can be found on pages 68–75 in the adult guide

- Take a few minutes out of their planning and watch “The Golden Eaglet” a film made in 1918 to spread the word across the country about Girl Scouting (available on line using links on page 81 of the adult guide)
- Start thinking about and planning the ways their **MEdia Remake** can be advertised
- Fine tune their **MEdia Remake** project
- Plan the presentation of their **MEdia Remake project** deciding who the audience will be and when the presentation will take place (ideas on page 87 in the adult guide)

Session 8: **Our Premiere: This is IT!** Page 90. The Cadettes share their new view of media and address a community need with their **MEdia Remake**.

Note: **Show time!**

- At the end of the presentation when the audience has left and the equipment and supplies are all stowed take a moment and share what their favorite part was and why

Session 9: **The ME in MEdia** page 92. Building on what they learned from their **MEdia Remake** project, the girls take the next step and express their commitment to use media in a new way. They could:

- Participate in an opening ceremony where they receive their **Influence Award**
- Participate in a Media Dream Job activity to explore possible jobs in the media industry

cultivating their new media attitude and to spread the word (examples are found on page 96 in the adult guide)

- Start planning their final celebration

Session 10: **A Better Media Reality** page 98. The girls express their commitment to using media in positive new ways that involve their unique interests, perspectives, and experiences.

- Participate in an opening ceremony of their choice
- Visit our council web site or the GSUSA web site to see what messages Girl Scouts is sending about girls and women
- Participate in a discussion about what they find
- Create a Girl Scout PSA (public service announcement)
- Finish planning their final ceremony

Final Celebration: **“Mi Dia” of Media** page 106. The Cadettes share their **MEdia** commitments and celebrate the journey. They could:

- Each girl stands up and shares her Cultivate commitment
- Let the celebration begin

A good **MEdia Remake Project**:

- Is doable in the time the girls and the adult team have
- Meets a genuine need girls identify in their community
- Enables girls to use their information and talents to make a difference in their community
- Engages girls in understanding the difference between “one shot” and “sustainable” and striving toward some degree of sustainability
- Is exciting, fun and meaningful to do and to pass on to others

(examples on pages 64 & 65 in the adult guide)

To help customize this journey please visit the GSUSA web site at www.girlscouts.org/journeys where you will find journey maps. Badge Activity Sets and the Girl’s Guide to Girl Scouting are available at your local Girl Scout Shop or to purchase on line at www.girlscoutnorcal.org/shop.

