

MEdia

The Scoop on Journey Awards

You'll have the chance to earn three prestigious leadership awards along this journey:

MONITOR, **INFLUENCE**, and **CULTIVATE**.



To earn the **MONITOR** award, you will complete three activities that get you to hone in on the role media plays in your life and the lives of those around you, plus one that considers media in your community.



To earn the **INFLUENCE** award, you will—you guessed it!—influence people in positive ways by teaming with your sister Cadettes to change media for the better through a MEdia Remake. This is your chance to put some real ME in media.



The **CULTIVATE** award is all about you cultivating a new perspective on media. To earn it, you'll challenge yourself to make a positive change in the way you use media in your life—a change that you Cultivate so it grows into full-fledged inspiration for others.

The Scoop on Scoop
 “Scoop” is a journalism term meaning an exclusive—news that is reported first by one person or news organization.

If you haven’t already noticed, these awards—Monitor, Influence, and Cultivate—come together to spell MIC (short for microphone).

Together they give you a way to broadcast—to amplify—your own story. Each award gets you one step closer to the **MIC!**



Setting Your Sights on Silver?

Earning these MEdia journey awards will give you the skills you need to plan and carry out a Silver Award project that moves you up the Girl Scout leadership ladder!



Want to Earn a LiA?

Earn a Leader in Action award by giving an assist to a Brownie group taking a Girl Scout leadership journey. You’ll boost your leadership skills and share your knowledge.

Ask an adult volunteer for assistance locating a Brownie group that would love to have your unique talents and skills on tap!



Slice the Media Pie

Think about how much media you consume each day. Do you swallow it in bits or take huge bites? If the pie below represents your daily media intake, how would you slice it? If you're a big-time Web surfer, the largest piece might go to the Internet. TV will get a sizable chunk of your pie if you spend hours in front of the tube.

Toward
the Award



Messages and Their Meaning

Lots of people make money by delivering “messages” that are meant to sell you products or services.

People also create messages to sell you on the idea of something, like what’s good to think or do (in their opinion), or the kind of image you should present to others (again, in their opinion).

Think about all the advertising messages you’ve seen today.

Keep in mind that all media messages aren’t bad. Media messages do a world of good—raising awareness of worthy causes, alerting people to dangers, and getting the word out about all kinds of important things.

Sound Bite

Public service announcements, or PSAs, are basically ads designed to raise awareness about important issues—like telling people about health risks.

Fliers on a bulletin board.

Ads on the radio, billboards, placards on a subway or bus, TV jingles you can’t get out of your head.

Ads that pop up on Web sites or play before a movie...well, you get the picture.

The shopping cart handle (“grab-ertising”) and the store intercom telling you about the latest deal—those are messages, too!

My Day of Message OVERLOAD!

Toward
the Award

monitor

All the junk mail
in your snail
mailbox—those
are messages.

For one day, track all the ad messages you see, from when you wake up to when you go to sleep. Then take a long look at your (long!) list. What exactly are all these messages trying to sell you or say to you? How do you feel about what the ads show as “desirable”—what success or popularity or beauty looks like? And how would you feel about what the ads show if you were another type of girl from another background?

Write what you think
about the **number** of messages
you see in a day, too. How has your
view of those ads changed now
that you’ve taken time to think
about their messages?

Post a Comment

Close X

Size: 12

B I U A

SEND

Advertising in disguise? Watch one TV show or movie. Count every time you see or hear something meant to make you buy, want, or believe something.

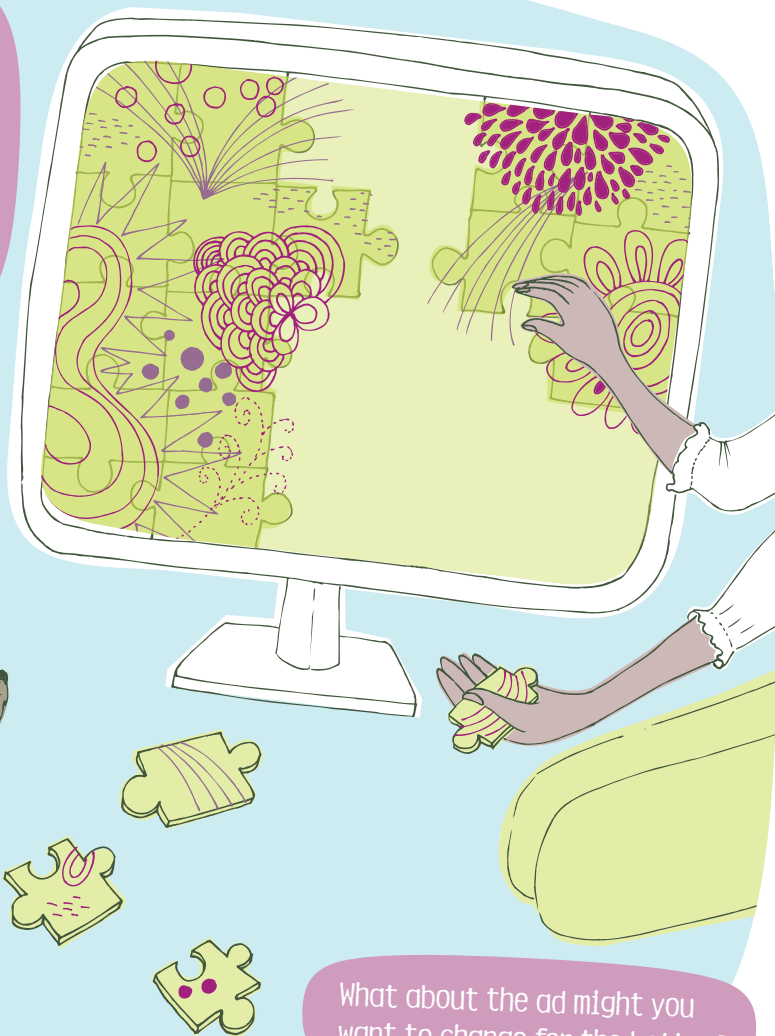
Take It Apart

Toward
the Award



Next time you're hooked by an ad or commercial, take a closer look. What exactly do you like about it? What persuasion technique is being used? How does it play on your desires or fears?

Now that you've analyzed its persuasion technique, do you see the ad and its product in a new way?



What about the ad might you want to change for the better?

Media Job
Listing

Advertising Copywriter

A person who writes the copy for advertising. Her job is to persuade people to purchase products or services, or support political candidates or ideas.

Be a Spam Blocker!



Don't you wish you had a spam folder built right into your brain? You'd never have to see another annoying ad or commercial.

Unfortunately, blocking media and its messages requires a bit more effort. But it can be fun, too.

Try one of these "blocking" activities:

Trash to Treasure:

Go through an old magazine or newspaper and clip anything meant to get you (or anyone) to buy or believe something. Then decide which of the clippings you would want to "trash." Go ahead—cut them up, shred them! Put them back together in a new way. What kind of statement can you make? Or what object can you build? Create something you'd want to archive forever. (This is definitely one way to turn trash into treasure!)

Blocked a pile of ads?

How many? _____

Turned them into a message to keep:

(Describe it!)

Toward
the Award

Keyword

Stereotype Search

- Find two ads for the same kind of product (razors, shampoos, shoes, medicines), one with a man, another with a woman. Compare the ads.
- Find two ads that portray people from various social classes—drill down a little and look at professionals (doctors, scientists) versus “blue collar” workers (construction or maintenance workers). Compare the ads.
- Find two ads that feature people of various races or nationalities. Again, compare ads for a similar product.
- And finally: Who isn’t being portrayed at all in advertising? Who can’t you find? Why?

Post a Comment Close X

Size: 12 ▼ **B I U A** SEND

What does media mean to you? How does it sway you?

Background Music, Anyone?

Music is used in different ways in different places.

Toward
the Award



Think of commercials, ball games, and shopping malls.
What is music meant to do or accomplish for each?

Track when and
where you hear
music—on a
weekday, then on
a weekend day.
How do you react
to it? Is the music
working on you
the way it's
supposed to?
Why or why not?

A Girl Scout Melody

Music has always been an integral part of the Girl Scout experience. Sheet music was printed in handbooks, and then entire songbooks were published. Then came CDs and online music files. Remember the “Brownie Hiking Song”? Bet you can still sing every line of that! It’s no surprise that so many Girl Scout songs celebrate the fundamental ideals of Girl Scouting! Some songs speak of working together; others bridge language barriers to cement the truth of universal sisterhood. And they all lighten the load on a long hike. So sing strong, sing long! (And maybe even put some singing in your MEdia Remake for the Influence award on this journey!)



Community Counts!

If you could take action in your community just by hitting a key on a computer keyboard, what issue would you choose to tackle? What cause touches your heart the most, and why?

If you surveyed your community to find out what bothers people about media—and what they'd like to change—what did they say? How can you work together to make these changes take root?

Your MEdia Remake!

Now's your chance to create the MEdia reality —*the story*—you want for yourself and other girls.

So ... first things first. In what way do you most want to inspire others? That will help determine what you want to remake and why.

Look all around and decide on a media issue you want to tackle. Maybe it's something that turned up when you surveyed your community. Maybe it's something you've noticed that others have ignored.

Only you know what's bugging you about the media all around you. So think hard, and think smart!

Maybe you want to...

...ban stereotypes in a popular prime-time TV show.

You could storyboard or script your own episode and you could share it with students in a media studies class at your school or a local college. And you could also try sending it to the original producers.

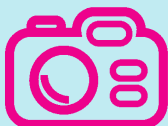


...change an ad or ad campaign to debunk unhealthy body-image myths, expose false claims and useless products, or address a harmful advertising-related issue you've found in your community. You could create a PSA to counteract any of the above and get it aired on your local TV station.



...stop fashion spreads of unrealistic models.

You could create your own real-life spread using real-life models, and share it with a group of younger girls so they can gain a better view of what "beautiful" really means. And then you could send it to the magazine's fashion editors, too.



...rewrite a popular song that's loaded with negative or anti-female lyrics.

You could write your own version and get some airtime for it or pass it around online, and send it to the original writer and performer.



Or maybe...

...a blockbuster movie is way too violent or sexist, or just doesn't show women in real-life ways.

You could use the "movie trailer" format, remake the story line, and then post it online for others to see!



...create a new soundtrack for an existing movie, TV show, or commercial because you think the original sends the wrong message. You could combine various kinds of music (classical, techno, pop, country) to create your new soundtrack, one that changes the mood entirely.





Now, it's time
to challenge yourself to
Cultivate better use of media in your
own life. There are plenty of ways to do it.

You can commit to saying no to TV
stereotypes (and shutting off the
TV whenever they appear).

You can keep making media
yourself that reflects your
values.

You can keep talking back to
media makers about what
matters to you.

But what exactly will be your personal ongoing commitment? To figure that out, jot down what has inspired you most along this journey. What opened your eyes, surprised you, made you mad, or made you think, and made you want to create?

1. _____
2. _____
3. _____

So what ended up on your list? And what on that list speaks to you the most? Just remember: No matter where your ideas come from, this challenge is for you, so the choice is up to you.

1914

The first transcontinental telephone call. It would be another 65 years before telemarketers started bugging people in the middle of dinner!

1974

The word "Internet" enters the lexicon, although most people won't be surfing the Web for another 20 years.

Zeroing in on Your

Cultivate Commitment

Toward
the Award

Once you've decided, write your commitment in one clear sentence:

I commit to _____

Now, figure out how you will get that commitment started!

Keep in mind that as you Cultivate this personal media commitment, you may actually be cultivating change in the world around you. Your actions can inspire others to act, too! Inspiring others—that's exactly what leaders do!

To get your commitment going, use your media talents (you know best what they are!). Express what you want to change in a creative way, maybe even through new media you've learned about on this journey.

Say you've committed not to having magazines around that will send unwanted messages to your younger sister. You might create a fun magazine for her as a gift!

Suppose you want to speak up when movies depict girls in a way that's hurtful. You might design an invitation for girls to join a movie critique group.

Suppose you've committed to finding a way to be healthy and more active instead of sitting in front of the TV or computer so much. You might make up an "I'm not sitting in front of the TV or my computer" dance!

Using your talents to Cultivate change is just one more great way to be a media leader. Fill in the blanks on the last page of this packet and make your commitment official! Then start cultivating! Spread your story!

Share your commitment with your Girl Scout friends and others. You'll grow as a media leader as you inspire others to follow in your footsteps and make changes in their use of media, too. And maybe you can get that MIC of yours blasting so that your story will go viral and inspire even more people!

For the Influence Award

Toward
the Award



Now that you've investigated the media that's all around you, you have plenty of ideas—positive and negative—about the media, and probably some ideas about the story you'd like to change through your MEdia Remake!

The media issues I identified:

My media interests/talents-in-the-making are:

My interests/talents could be used to inspire and lead others by:

MEdia Remake

The media my team and I chose to remake is

My team and I are remaking it by

I am using my talents by

The impact I hope to have is

What I hope to learn is

We shared our MEdia remake with

Here's what happened

For the Cultivate Award

Toward
the Award



I, _____, as a media lover and media maker, will Cultivate the following MEdia challenge for the good of myself (and maybe even the world!):

This represents my ongoing commitment to being a media leader!

I have shared my commitment by:

