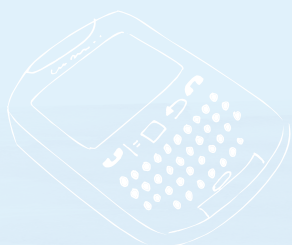


Media

Media Remake Project Ideas

STEREOTYPE-FREE TV OR MOVIE



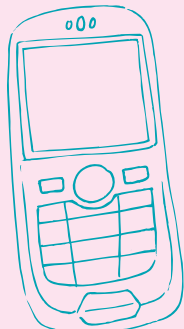
If girls think there's too much stereotyping in what they see being made in Hollywood, you might suggest that they turn media stereotypes and negative images from a TV show or movie into positive images of diverse individuals. The girls could cooperate as a group to draft a "story treatment" (media speak for "summary") of a scene or scenes, and alter characters or situations to be positive, realistic, and relevant. Then, they could write, edit, and polish a script. And finally, operating as a production crew, they could cast, rehearse, perform, and record it. Or they might create a slide show with stills of the girls in costume, acting out scenes from the storyboard. Perhaps a local expert can work with them to animate their stills or storyboards, or edit their video.

THE ANTI-AD



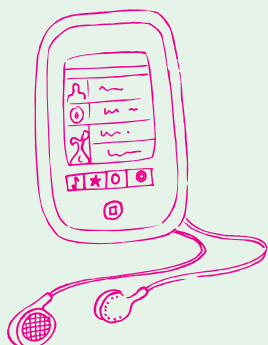
Many girls say they are worried about body and media image. If this is a big issue for the Cadettes, they might want to expose false claims or address stereotyping or the lack of diversity in advertising. They might choose an ad or ad campaign in any format (radio broadcast, TV spot, bus placards, billboard, magazine ad, or direct mail) that they see as harmful. Then, as a team, they remake it, either to debunk the myths, recast people as individuals with greater potential, or to present the facts about false promises. Guide the girls to identify the original ad's target audience and, if possible, suggest that they get their remake ad seen by that audience. For example, if the target audience was Cadette-age girls, then they might show their remake to girls of the same age. Or they might reach a wider circle of girls by e-mailing or posting the ad online.

FOUR STARS: AN UNDER-CELEBRATED HERO



The celebrity spotlight often leaves deserving individuals in the dark. Encourage the girls to choose an under-celebrated hero (local, global, or historical) and act as "buzz agents" (PR professionals whose job is to generate hype), remaking a specific news story or ad campaign to focus on this individual. The girls could use lines from the Girl Scout Law when describing their hero or in creating their campaign messages. Or they might think about news stories worth remaking. They might also consider what complaints about celebrities, if any, their survey revealed, or whether the survey turned up any mention of leaders deserving attention. Or they could check the theme for this year's "World Thinking Day," and choose a hero to publicize. Once the girls have chosen a subject, remind them to seek out a professional publicist for expert tips on creating a successful press release or publicity campaign.

MORPH A STEREOTYPE



The girls have read about the power of logos and emblems to convey a message. A simplified drawing that “morphs” before the viewer’s eyes might have the power to turn a negative or stereotyped media image into a positive and individualized one. For this Remake, suggest that the girls team up to choose an appropriate symbol of a negative stereotype, then transform it into something positive through an animation technique called “morphing.” For example, they might start with . . .

- a girl holding a hand mirror and turn the image into a girl paddling a kayak
- lipstick being applied and turn that into a mouth speaking into a microphone
- a scale, representing weight obsession, and turn that into a skateboard

If equipment is available, invite the girls to form a film crew to record the creation of the morphing image, shooting each page two to three times for a smooth transition. If time allows, they might combine several 24-page books into a longer piece. Or, if an animator or videographer is available in the community, the girls might seek guidance in moving their morphed image into an electronic format.

PSA (PUBLIC SERVICE ANNOUNCE- MENT)

Challenge the girls to create a stereotype-shattering PSA in audio, video, or print, that counteracts a detrimental advertisement they’ve found. The girls’ PSA could identify the harmful ad—the offending product and its message—then turn it around into something surprising and new. Or they might do a makeover on a comic-book superhero who embodies one or more stereotypes, and present it as a PSA. For inspiration, the girls might view a range of PSAs, including “Uniquely Me!” on the Girl Scout website.

NEW LYRICS, NEW IMAGES

Many popular songs with upbeat rhythms contain negative messages about women and girls. The girls might want to remake a song that has offensive lyrics or video images to correct the issue they’ve found. They could polish their new lyrics to match the beat of the original song. They might even involve a community chorus or band in their production and record their Remake!

REMAKE A WHOLE NETWORK

If the girls decide that a TV network or cable station presents a view that needs changing, they might want to brainstorm a new season of shows, writing titles and summaries. And if time and interest allow, they could create a short commercial for the network, taking on the various roles of a production crew.