

CADETTE MEDIA JOURNEY – MEETING 1

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
10 minutes	Getting Started <ul style="list-style-type: none"> Begin the meeting by reciting the Girl Scout Promise + Law. 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
20 minutes	Who Decides What’s Beautiful? <ul style="list-style-type: none"> Analyze media representations of beauty, and talk about your own definitions of beauty. 	<input type="checkbox"/> Sticky notes <input type="checkbox"/> Writing utensils <input type="checkbox"/> Fashion magazines
15 minutes	A Look Behind the Filters <ul style="list-style-type: none"> Discuss real vs. Photoshopped images in the media. 	<input type="checkbox"/> Phone or computer with internet access
15 minutes	Sound Bite Snack Chat <ul style="list-style-type: none"> Learn about the power of words while having a healthy snack. 	<input type="checkbox"/> Slips of paper <input type="checkbox"/> Writing utensils <input type="checkbox"/> Healthy snack
20 minutes	Survey Says... <ul style="list-style-type: none"> Develop a media survey to collect data on media usage from friends and family. 	<input type="checkbox"/> Phone or computer with internet access <input type="checkbox"/> Journal or notebook <input type="checkbox"/> Writing utensils <input type="checkbox"/> Sample Survey handout
10 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

Getting Started

Time: 10 minutes

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

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

Activity #1: Who Decides What’s Beautiful?

Time: 20 minutes

Award Connection: Session 2 – Busting Media Stereotypes

Materials Needed: Sticky notes; writing utensils; fashion magazines

Prep Needed:

- Gather fashion magazines that can be ripped and taken apart.



1. Pass out the sticky notes. Write one word per sticky note that describes beauty to you (other than *pretty* or *beautiful*). Come up with as many sticky notes to describe beauty as you can.
2. Pile the notes in the center of the room. Choose objects from around the room (plant, furniture, picture, etc.) and give the object a word from the sticky notes pile to describe it. Write the name of the object on that sticky note and hang it on the wall. Have everyone repeat the process until you have a list of things on the wall.
3. Arrange the sticky notes from least to most beautiful. Talk about any disagreements you have about ranking the items. Beauty is a word that's applied to many things—people, art, clothing, housewares. It's easy to think that we all agree on what beauty means, but don't forget that everyone can have their own ideas about what makes something—or someone—beautiful.
4. Next, look at the fashion magazines that were collected for the meeting. Take just three minutes to quickly rip out all the ads for beauty products (hair, skin, face, fashion, etc.). Put the ads on the floor together and talk about what you see.
 - What are these products telling you about beauty?
 - Are they claiming you will be more beautiful if you use them? Or are they implying that you'll *feel* more beautiful if you buy the product?
 - What about the ads that show picture-perfect people happily using or wearing the product? Do those ads make you feel like you will *become* that person if you buy the product? (i.e. an ad for a clothing line with tall, slim models) Why or why not?
5. If time allows, create something—trash-to-treasure!—from your torn-out pages. You can further rip the pages and make a statement about how you think the media is representing one kind of beauty by putting the pieces back together in a new way.

Activity #2: A Look Behind the Filters

Time: 15 minutes

Award Connection: Session 2 – Busting Media Stereotypes

Materials Needed: Phone or computer with internet access

1. Many of the images you see in the media are heavily re-touched to portray a narrow standard of beauty. When you're shocked that a model looks too perfect, it's usually because the image isn't true. That is, it was Photoshopped or re-worked to take out the perceived flaws, and highlight—or flat-out add—desired elements.
2. With a trusted adult, do some online research to see real photos of celebrities, side-by-side with their Photoshopped images. Some celebrities have started to speak out against the image-altering, and have proposed a mandatory label for excessively Photoshopped images so that readers can better understand what they are seeing. Social media photo filters have allowed everyone to edit their photos and present a highly specific view of themselves to the world, not just celebrities with professional photographers.
3. Split up into pairs and discuss the following questions:
 - Do you think Photoshopped images can have a negative affect on how a person views their own body image? Why or why not?
 - Do you support a mandatory label for excessively Photoshopped images?
 - Do you filter your own images on social media? Why or why not?
 - Think about messages that you promote on social media. Do you leave comments that promote a positive body image? If not, what are some ways that you can flip the negative script?
4. Come back together as a group and share what you learned. For more exploration, read this article about a 14-year-old girl who started a petition against Seventeen Magazine's use of Photoshopped photos: <http://bit.ly/NoPicturePerfect>

Activity #3: Sound Bite Snack Chat

Time: 15 minutes

Award Connection: Session 1 – ImMEdiate Action



Materials Needed: Slips of paper; writing utensils; healthy snack

1. The world is bombarded with blips and blurbs of information from the media every day. Increasingly, people are getting their news from social media or from friends reporting it in “sound bites.” A sound bite is a brief catchy comment or phrase.
2. While having a healthy snack, take a slip of paper and write a sound bite that says something about your likes or skills. Examples: “plays piano,” “allergic to peanuts,” “loves camping,” “always smiling.”
3. Put all the slips of paper in a container. Ask each girl to pick out a slip and read it aloud. Then try to guess who the person is from their sound bite.
4. Questions to discuss:
 - Do you think that your sound bite represented everything about you?
 - How did you craft your sound bite to capture your best self? Did you “filter” it?
 - Did hearing the sound bites from the group leave you wanting to know more about that person?
 - Talk about how the media uses sound bites to “grab” audiences and pull them in for more information.
5. Before the next meeting, spend some time thinking or journaling about these questions:
 - What viewpoints does media give you?
 - Whose reality is being presented in the media you see?
 - Does the media you see make it harder or easier to face your own reality?

Activity #4: Survey Says...

Time: 20 minutes

Award Connection: Session 2 – Busting Media Stereotypes and Session 3 – “Today’s Top Stories”

Materials Needed: Phone or computer with internet access; journal or notebook; writing utensils; Sample Survey handout (at the end of this activity plan)

Prep Needed:

- Print copies of the Sample Survey worksheet before the meeting.
1. To earn the Monitor award (the first step in earning the MEdia Journey award), find out how your community is using media. Decide as a group who you want to survey. Friends? Family? Teachers and school administrators?
 2. Brainstorm questions for your survey and try to come up with at least five questions focused on:
 - Needs the community may have that are currently unmet by media
 - Issues in the community that media may contribute to
 - Aspects of media the community (and the girls) want to see changed
 - Hurtful or harmful stereotypes in media
 - Ways that media can be used to encourage healthier living
 3. Use the Sample Survey handout as a guide when you design your survey.
 4. Make a plan and work as a team to divide up the tasks:
 - Who will ask the survey questions?
 - When will the survey be conducted?
 - Who will compile the results?
 5. Ideally, this survey would happen between Meetings 1 and 2 of this Journey.

Wrapping Up

Time: 10 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 an ad agency to learn how sound bites are turned into clever catchphrases to be used in marketing campaigns.
 - Visit a news organization for a behind-the-scenes look at how media gets produced.
- Speaker Ideas:
 - Invite a media expert to talk to your group about responsible use of media.
 - Invite older Girl Scouts to share their experiences with social media.



Sample Survey

Community Survey on Media by _____

Help us explore how our community uses and thinks about media! Is there something needed that media can provide? Are there harmful aspects, such as stereotyping, that need to be improved? By answering the questions below, you can let us know what you think. Thanks!

1. On a scale of 1 to 10, how would you rate the quality of media in your life, day to day? (10 = great!; 1 = ugh!)
2. What kinds of media play the biggest role in your life? Put a number next to at least 5 items. (1 = the biggest role, 2 = the second biggest, and so on)

Television _____

Newspapers/Magazines _____

Books _____

Movies _____

Internet _____

Music (radio, downloads) _____

Phone _____

Games (on phones, computers, video) _____

3. What kinds of media would you like to see more in the community? Why? _____

4. What kinds of media would you like to see less of? Why? _____

5. What issues do you think media contributes to? Why? _____

6. If you could make ONE significant change in the media in your community, what would it be? _____

7. Do you have any ideas for media professionals in the community who might be interested in supporting a media project made by our Girl Scout Cadette team? _____

Your age: _____

Your gender: _____

We appreciate your taking part in our survey. Please return it to: _____

