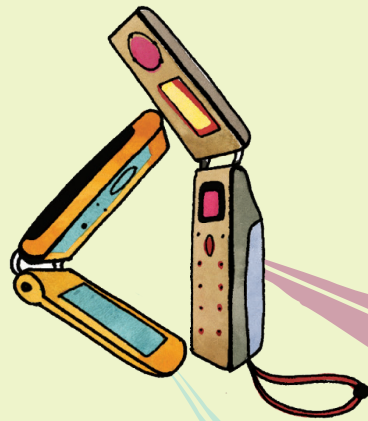
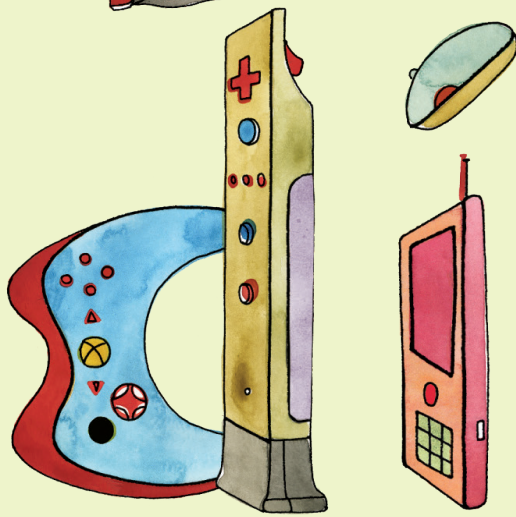
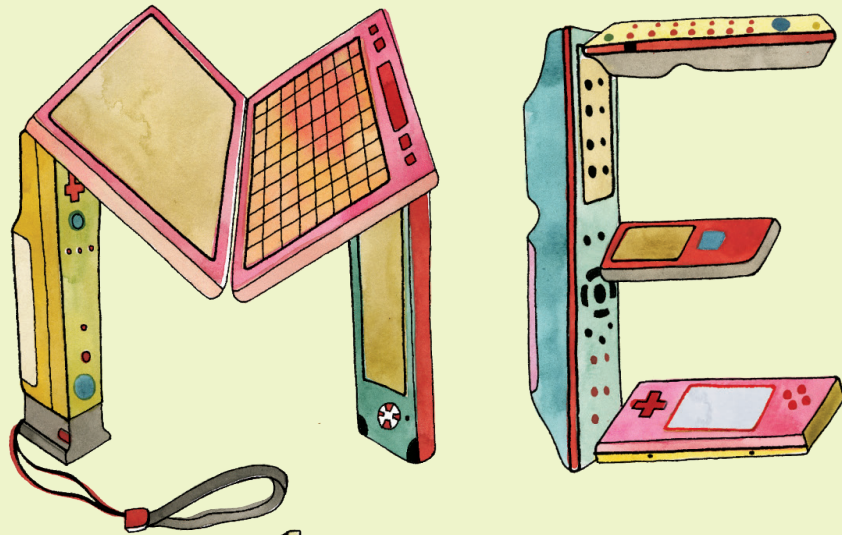


It's Your **Story**  **Tell it!**




girl scouts
nation's capital

GADETTE
GRADES
6-8

Journey Planner

MEdia

Journey Planner for Leaders

Guide girls to complete a Journey while still participating in traditional Girl Scout events and earning badges. These activities are categorized by:

Traditions—Combine Girl Scout traditions throughout the year with Journey activities.

Earn It!—Earn the Journey awards by completing these activities.

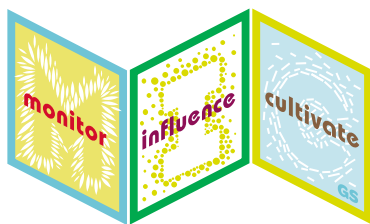
Badge Connections—Complement the theme and lessons of the Journey.

Enrichment—Add value to the experience.

This information is divided into seasons to help you plan your year with your girls. Read through the entire booklet before you mark your calendar. Some activities may take longer than one meeting, and some activities are to be done outside of the troop meeting. Check with your girls as you get ready for each activity. See if they have already done something similar in school. If they have, encourage them to reflect on it with the troop, count it towards their requirements, and move on to the next part of the Journey.

The best tools for girls and adults on their Journey adventure are *How to Guide Girl Scout Cadettes On MEdia** (adult guide) and *It's Your Story-Tell It! A Leadership Journey MEdia** (Journey book). The adult guide has prompts to help leaders guide their troop, and the Journey book has stories, activities, and space for girls to add their reflections as they progress along the Journey.

**Have a
wonderful
Journey!**



To complete the *MEdia* Journey, girls must earn three awards: Monitor, Influence, Cultivate. The Influence Award is the Take Action Project. The requirements for each award can be found on p. 12 in the adult guide and p. 8 in the Journey book. Girls can record their progress using the Award Tracker found on pp. 92-95 in the Journey book.

In this booklet you will find the requirements for each award on the following pages:

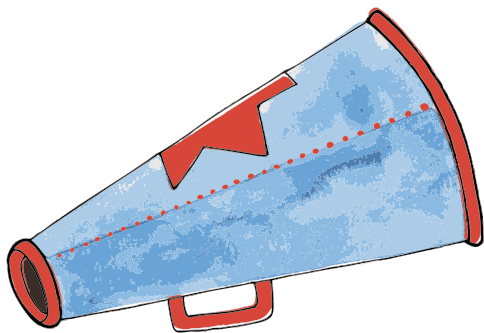
Monitor Award—p. 3 & 5

Influence Award—p. 6

Cultivate Award—p. 6

Be sure to attend your monthly service unit meetings. These meetings are an opportunity to learn how other troops use the Journeys. Consider celebrating Girl Scout traditions together as a service unit.

*Girl Scouts of the USA on an ongoing basis reviews the content of the Journey books. Please check the GSUSA Program Section online (<http://www.girlscouts.org/program/journeys/>) and select the Journey series to see if there are any updates. Corrections or changes will be noted in the "Resource Box." Please note that the majority of Journey books have no corrections.



Dear Girl Scout Cadettes,

This Journey Planner has been designed for you and your leader to plan your year. As Cadettes, you are encouraged to lead this Journey with your troop leader acting as an advisor as needed. Your Journey book and the adult guide have everything you need to complete the Journey.

You will start by reading an introduction to the Journey found on pp. 4-7.

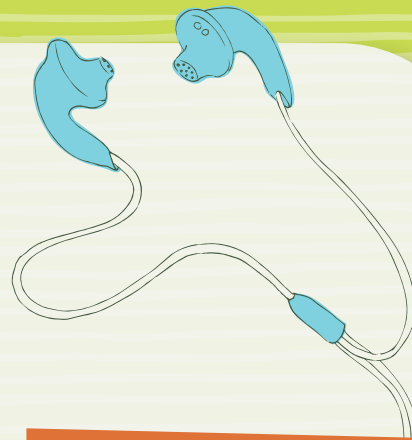
There are three awards you can earn. To learn about each award and the requirements for completing each one, refer to p. 8. You will be able to track your progress using the Award Tracker found on pp. 92-95. This is an excellent tool to help you stay focused and manage your time.

As you complete your Journey, you will develop skills that can help you earn the Silver Award and Leader in Action (LiA) Award. To earn the Silver Award, you must first complete a Journey and plan and execute a Take Action Project that meets the needs of your community. This does not count as your Take Action Project for the Silver Award; you must have two separate projects. Visit <http://www.gscnc.org> to learn more about the Silver Award requirements. To earn the LiA Award, you will assist a Brownie troop on their Journey. Refer to p. 30 in the *Cadette Girl's Guide to Girl Scouting* for more information on earning this award.

If you think you won't have time for everything, think again! This planner is designed to help you earn badges and celebrate Girl Scout traditions while also finishing the Journey. Read through this planner carefully before you begin to plan your year. Decide what is important to you as a troop and develop a plan that will allow you to do everything you want. Be sure to take your leadership responsibilities seriously as you collaborate with your troop to complete the Journey. Your troop is counting on you!

Your troop leader is there to guide you, but it is up to you where you want to go. Enjoy the adventure!

FALL



Introducing the Journey's Theme

On this Journey, girls explore media all around them—in their lives and in the world. To kick off this Journey, girls conduct a media walkabout where they discover how much media surrounds them. Directions for this activity can be found on pp. 28-29 in the adult guide.

After introducing the girls to the Journey and awards, consider hosting a “movie night” and invite other Cadettes embarking on this same Journey. This activity introduces girls to the different kinds of media through the use of movies. This is a great opportunity for girls to network with other Cadettes and exchange ideas regarding the Journey. Refer to p. 9 in the adult guide for some movie suggestions.

Media Extras for the Journey! *Enrichment*

There are several activities that girls can do to enhance their Journey experience. The activities are ongoing and should be started at the beginning of the Journey. These activities allow girls to capture their Journey and share with others at the end. Refer to p. 9 in the adult guide for a list of activities.



Monitor Award *Earn It!*

To earn the **Monitor Award** girls must complete three out of eight activities plus a community media activity. For a list of the activities refer to pp. 92-93 in the Journey book. As a troop, decide how the activities will be completed: as a troop, individually, in small groups, etc. These activities can be completed during troop meetings or at home. All of the activities examine a different type of media and

how stereotypes are used to depict certain groups of people.

Screenwriter *Badge Connection*

To earn this badge, girls examine what makes a movie or TV script work for a certain audience. Girls come up with a story idea for their own script, develop their characters, and build a plot. The final product is a 12-page script that can be shared with an audience. This badge can be done before or during the **MEdia Remake Project**. Refer to p. 74 in the adult guide for more tips on screenwriting.

Investiture or Rededication Ceremony *Tradition*

This ceremony (usually held in October or November) is a time to welcome new members, girls or adults, into the Girl Scout family, and to allow current members to renew their commitment to the Girl Scout Promise and Law. New members receive their Girl Scout pin at this time.

For the ceremony, consider focusing on the law “responsible for what I say and do.” Refer to p. 56 in the adult guide for guided questions to help girls understand the importance of being responsible for what they say and do when it comes to media. Girls can complete the activity “Toeing the Line” found on p. 38 in the Journey book to help prepare for the ceremony. If girls have completed the Screenwriter badge, consider writing a script about the law and performing your story during the ceremony.

Attend a service unit meeting and talk with other leaders about how they did an investiture or rededication ceremony. Consider planning a service unit-wide ceremony. Read pp. 3 and 15-16 in the *Cadette Girl's Guide to Girl Scouting* to learn more about Girl Scout traditions and ceremonies.

Fall Product Sale Program *Tradition*

The Fall Product Sale program is a Council-sponsored program that combines educational activities with money-earning opportunities for troops. Troops can earn startup money by selling magazine subscriptions, nuts, and candy to family and friends. The program runs from mid-September to mid-October.

Budgeting *Badge Connection*

Participating in the Fall Product Sale program is a great way for girls to begin learning about budgeting. As girls plan out their year, they can make a list of activities they need to do to earn Journey awards and badges, and a list of activities they want to do. Some of these activities require money so girls will have to prioritize and decide how to spend their money wisely. Girls learn about different ways to save money and research ways to give back to the community.

Encampment or Fall Camping Trip

Tradition/Badge Connection

Wrap up the fall with a troop camping trip or an encampment with other troops in your service unit. Check with your fellow leaders or service unit manager to see if an encampment is planned in your area. If not, consider teaming up with other troops to plan one. Camping trips are a great opportunity to work on Journeys and badges.

Consider working on the Trailblazing badge, which requires a hike and overnight stay at a backwoods or primitive site. Girls research and talk to others who have hiked and stayed overnight in a primitive site to prepare for their trek. They choose where they want to go, decide on food, and prepare physically for their adventure. During evening campfire, girls can discuss how it feels to not have access to any media for one day. Do they miss it, can they go one day without it? Is media important?



Founder's Day *Tradition*

Juliette Gordon Low's Birthday (October 31)

The founder of Girl Scouts, Juliette Gordon Low, was born on October 31. Celebrate Juliette Low's birthday by watching "The Golden Eaglet," a silent film produced by Low showing Girl Scouts camping, fire-starting, and performing first aid. More information on this film can be found on p. 81 in the adult guide and p. 22 in the Journey book. The film can be found on You Tube at the following address:

<https://www.youtube.com/user/girlscoutvideos/videos>. You will need to use the search feature to find Part 1 and Part 2 of the film. If your troop does not have time to make this a standalone event, you could do this during your troop meeting closest to the birthday. Consider having a celebration with other troops in your service unit.



WINTER

Cookie Program *Tradition*

The Cookie program takes off in the winter and is a wonderful opportunity for girls to make their Journey efforts public. Not only does good customer service mean girls interact with new people, it also means that girls develop leadership skills by learning about their products and making decisions about customizing their sale. Cookie booth sales can be a time for girls to share how their cookie proceeds can support their Journey **Take Action Project**.

See if there's an opportunity to volunteer at a *Cookie College* or *Cookie Rally* event happening in your area. These events are a fun way to get together with other troops in the community to help younger girls practice sales presentations and build excitement and confidence.

Prepare to be a leader by attending a Program Aide training. Program Aide training gives girls the skills and confidence to work with younger girls at events like Cookie College. Requirements for earning the Program Aide pin can be found in the *Cadette Girl's Guide to Girl Scouting* on p. 30. Service units can host their own Program Aide training by using the facilitator guide and toolkit materials found on Rallyhood in the Teen hub files section under Teen Mentoring Awards.

Marketing *Badge Connection*

Marketing uses all kinds of media to persuade you to consider a product. To start working on this badge, girls can complete the activity, Spot the Product, found on p. 30 in the Journey book. This activity allows girls to discover how name-brand items are advertised throughout TV shows and movies, not just commercials. Girls use this knowledge as they begin to prepare for their cookie business. Who are their customers? What is the best way to market your business? Girls develop a marketing message through a slogan, poster, video, or presentation and create a marketing campaign to get the word out.

Spot the Product *Enrichment*

This is an enlightening activity for girls to do as they work on the Marketing badge. Companies use "product placement" to advertise their products. Have girls keep a record of all the products they see advertised in their favorite TV show or movie. Directions for this activity can be found on p. 30 in the Journey book.

Media and Your Community *Earn It!*

This is the community media activity that must be completed to fully earn the **Monitor Award**. There are two parts to this activity: Designing a Survey found on pp. 42-46 in the adult guide; and Conducting the Survey found on pp. 53-54 in the adult guide. This survey is a team activity for girls to monitor their community's perspectives on media. Consider surveying your cookie customers. You can also use data from the Fall Product Sale Program to see what kinds of magazines (sports, cooking, health, beauty, etc.) people in your community are reading.



DC Step Showcase *Tradition*

Tell your story through the art form of step. Stepping can be used as a type of media. Do you have a message for your sister Girl Scouts? Choreograph a show to get your point across. The DC Step Showcase is usually held in late winter or early spring; be sure to sign up and start practicing early. If you would like to learn more about the style of step and get some ideas for routines, check out videos from past years' shows on the Girl Scouts Nation's Capital YouTube channel—<https://www.youtube.com/user/GSCNC>.

World Thinking Day *Tradition*

(February 22)

Team up with your service unit to celebrate World Thinking Day together. Video games can be a form of media, too. Consider focusing on how video games can change the world. Read about Susanne Seggerman, founder of Games for Change, on p. 73 in the Journey book. Girls could visit her website, www.gamesforchange.org, to play some of the games people are creating to address big issues like poverty, human rights, education, and climate change. Encourage girls to brainstorm ideas for a game that addresses a worldwide issue.

SPRING

Healthy Habits and the Journey

Spring into some fun and healthy living!

There are many ways to introduce active healthy living into your troop meetings and Journey. Providing healthy snacks is already part of MEdia. Read pp. 49, 58, 62, and 89 in the adult guide and p. 19 in the Journey book for healthy snack ideas.

Media and Your Community: Analyzing the Survey and Choosing the Remake

Earn It!

To earn the **Influence Award**, girls will analyze the results of their survey and use the knowledge gathered to Take Action and influence others by creating a MEdia Remake. This is the Journey **Take Action Project**. Refer to the following pages in the adult guide for project ideas, getting started, and staying focused: pp. 63-66; 68-75; 78; 82-83; and 85-86. Girls can refer to pp. 74-77 and 78-79 in the Journey book for ideas and tips as well.



Comic Artist Badge Connection

To earn this badge, girls choose a story to tell and draw it out as a cartoon, comic book, or graphic novel. Girls can use the script they wrote for the Screenwriting badge and present their story in picture form. Consider using this method as a way to present the **MEdia Remake Project**.

A Commitment to Cultivate Earn It!

Once girls have presented their **Take Action Project** and earned the **Influence Award**, they can begin to work on the **Cultivate Award**. To earn this award girls make a commitment to using media in a new and positive way. Refer to pp. 95-96 in the adult guide and p. 90 in the Journey book to get started and for examples of commitments. Girls are required to present their commitment and share how they plan to carry it out. Ideas for ways to present their commitments can be found on p. 101 in the adult guide.



Digital Movie Maker

Badge Connection

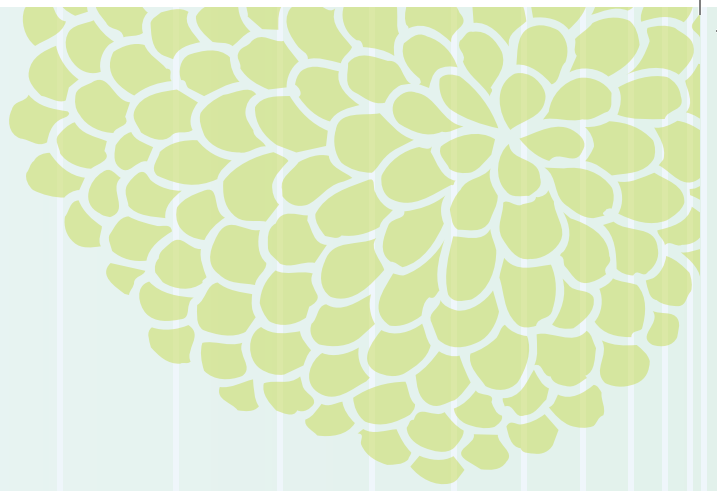
To earn this badge, girls learn the basics of using a digital camera and editing software to make a movie. If girls have earned the Screenwriter badge, they can turn their script into a movie. As girls put their movie together they can read p. 61 in the Journey book on how music can enhance the mood of a story. Girls can also earn this badge by making a movie to present their **MEdia Remake Project**.

Anim-8 Enrichment

Read 'Animation Then and Now' on p. 20 in the Journey book to get an idea of how making movies has progressed over time. There are three activities in the Journey book girls can complete to make a moving picture the old way: 'Moving Pictures' found on p. 21; 'Spin It' found on p. 47; and 'Morphing' found on p. 67. Consider using these methods as a way to present the **MEdia Remake Project**.

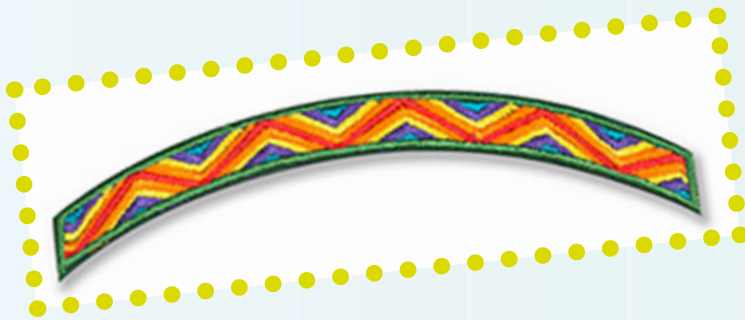


SPRING



Girl Scout Week *Tradition*

Girl Scout Week is celebrated each March, starting with Girl Scout Sunday and ending with Girl Scout Sabbath on Saturday. The week includes the Girl Scout Birthday, March 12. Girl Scout Sunday and Girl Scout Sabbath give girls an opportunity to attend their place of worship and be recognized as Girl Scouts. Girls can host an informational table and talk about Girl Scouts and their Journey. Girls can earn the My Promise, My Faith pin by completing the steps listed on p. 32 in the *Cadette Girl's Guide to Girl Scouting*. Other religious recognitions can be earned through faith-based programs. Visit http://www.praypub.org/partner_gsusa.htm for a list of programs that correspond with each girls' faith.



Bridging *Tradition*

As your Girl Scout year comes to an end, it is time to celebrate all of your troop's accomplishments. By combining a bridging ceremony with a Journey award ceremony, girls can share with friends and family members their Journey experiences from the year. Check with your service unit team to see if other troops would be interested in having a joint awards ceremony.

A bridging ceremony celebrates the progress from one level in Girl Scouts to the next. Cadettes who have completed eighth grade can bridge to Seniors. Requirements for the Bridge to Girl Scout Senior award can be found in the *Cadette Girl's Guide to Girl Scouting* on pp. 34-35.

Girls can share their commitment to use media in a positive way as part of the bridging ceremony. Creative ideas for sharing can be found on pp. 101 and 103-104 in the adult guide.

Want to know some of the reasons to bridge to Seniors? Here are a few! Girl Scouts in high school can attend national and international travel opportunities, participate in leadership trainings such as Counselor in Training and Junior Counselor, and join unique Girl Scouts Nation's Capital programs like Congressional Aide and the Dine-Around Series hosted by local women executives. And of course, once you are a Girl Scout Senior or Ambassador, you are eligible to earn the highest award, the Girl Scout Gold Award, and be eligible for Council and college scholarships.

Take pictures of your celebration. You can post your photos and a short description on the Girl Scouts Nation's Capital Facebook page: [Facebook.com/GSCNC](https://www.facebook.com/GSCNC).



SUMMER



Sleep-Away Camps and Day Camps

Tradition

Our Council offers many opportunities for girls to enjoy sleep-away camp and day camps. Camp registration opens up in January, so let your troop parents know about the option early! While at camp, girls can earn badges, learn songs and games, and discover new stories and friends. Find out what girls did at camp to see how they grew as leaders, and compare their completed camp activities with those in the Journey. Have them talk about their experiences at your first troop meeting in the fall.

Getting girls together over the summer can be tricky. But if you are able to meet, consider working on a badge and other activities from the Journey.

Using Your Passion to Lead *Enrichment*

Knowing your talents and what you are passionate about helps to make a great leader. Take some time to discover who you really are, not who the media says you are. Begin by reading p. 63 in the Journey book and then complete the activities found on pp. 64-66 to discover your talents and how you can use them to positively influence and inspire others.

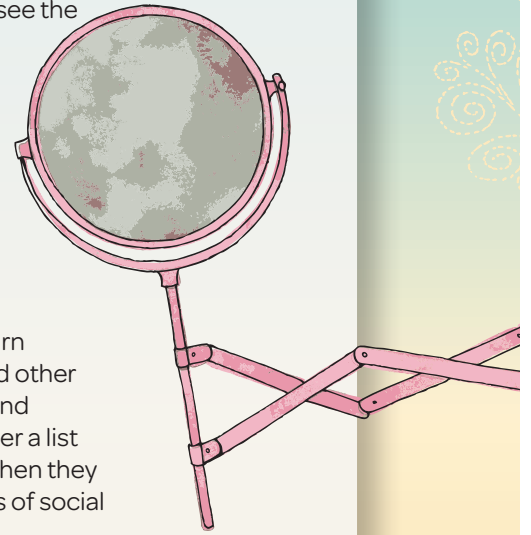
Book Artist *Badge Connection*

To earn this badge, girls explore the art of bookbinding and try out book artist techniques to make their own books. Once the book is made, girls can use it to record their memories of their Journey from their script to any comics they drew and experiences they encountered. They can also make a scrapbook of their Journey to give to a younger girl to help prepare her for the Journey. Handmade books also make great gifts and could be a great money-earning activity.

Time to Talk Back *Enrichment*

Girls have learned a lot about media and how it is used. A lot of time young girls are the target of beauty ads and other products that claim to make you something other than you are.

This activity allows girls to see the beauty in themselves and the world around them without the media being involved. Directions can be found on pp. 50-51 in the Journey book.



Netiquette

Badge Connection

To earn this badge, girls learn how to use the internet and other social media in a positive and appropriate way. Girls gather a list of tips, or rules, to live by when they use e-mail and other forms of social media.

Power Down *Enrichment*

Summer is the perfect opportunity to take time for yourself. Hide the newspaper, shut off the TV, power down your cell phone, and log off the computer. Take a break from media to see just how important it is to you. For ideas on how to power down, refer to pp. 54-55 in the Journey book.



Community Journey Resources for *ME*dia:

- ♥ **Newseum:** <http://www.newseum.org/>
This museum presents a wonderful opportunity to see how the media affects our shared experience of important moments. Get up close and personal with historical artifacts.
- ♥ **Advertising Agencies:** <https://thecreativeham.com/agencies/washington-dc/>
Consider contacting an advertising agency to talk to your troop about marketing strategies. This website has a list of agencies in the Washington, DC metro area. It is not a comprehensive list.
- ♥ **WTOP – News Radio:** <http://wtop.com/>
WTOP is a news radio station featuring local and national news stories. Tours are offered for school groups and Girl Scout troops (not individual girls). Contact Molly Welton at mwelton@wtop.com to request a tour.
- ♥ **Radio Locator:**
<http://www.radio-locator.com/cgi-bin/locate?select=city&city=washington&state=dc&x=0&y=0>
This website has a list of radio stations in the Washington, DC metro area. Consider contacting one to see if there is someone who can talk to your troop about the use of media through music.
- ♥ **Newspapers and Magazines:** <http://www.rawdc.org/dc/newspdc.html>
This website has a list of newspapers and magazines published in the Washington, DC metro area. Consider contacting one to see if someone can talk to your troop about journalism and how a newspaper is put together for maximum effect.
- ♥ **TV News Stations:** <http://www.stationindex.com/tv/markets/washington,+dc>
This website has a list of news channels in the Washington, DC metro area. Consider contacting one to see if someone can talk to your troop about how the news is put together as a show to attract more viewers.
- ♥ **Gadsby’s Tavern Museum and the Stabler-Leadbeater Apothecary Museum:**
<http://www.alexandriava.gov/GadsbysTavern>
Gadsby’s Tavern Museum offers programs for Cadettes working on the *ME*dia Journey. Girls will use the collection of the Stabler-Leadbeater Apothecary Museum to examine types of media, persuasion techniques, and stereotypes in media over the past 200 years. Then, using their new media savvy, they’ll take action and create a Public Service Announcement to get the real message out about a topic that’s important to them.
- ♥ **School of Communication, American University:** <http://www.american.edu/soc/>
College of Humanities and Social Sciences, George Mason University: <http://communication.gmu.edu/>
College of Arts and Humanities, University of Maryland: <http://www.comm.umd.edu/>
Reed College of Media, West Virginia University: <http://reedcollegeofmedia.wvu.edu/>
These universities offer degrees in communications and media. Browse their websites to learn more about the type of classes students take. Consider contacting the schools to see if students could speak at your troop meeting about their classes and projects.

Now What?

Now that you have completed a Journey you are eligible to start working on the Silver Award. This is the highest award you can earn as a Girl Scout Cadette. There are many perks to earning the Silver Award ranging from developing leadership skills to earning college scholarships and preparing for the Gold Award.

To learn more about the Silver Award process, visit our website at <http://www.gscnc.org> and download a copy of the Silver Award Guidelines.