

CADETTE MEDIA JOURNEY – MEETING 2

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
5 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
10 minutes	Survey Results <ul style="list-style-type: none"> Review the results of the media survey that you designed and completed in Meeting 1. 	<input type="checkbox"/> Survey results
60 minutes	Truth in Advertising <ul style="list-style-type: none"> Use your survey results and your own influence to remake an ad to bust stereotypes and cultivate more media positivity. 	<input type="checkbox"/> Varies based on choices
10 minutes	Snack Chat <ul style="list-style-type: none"> While having a healthy snack, explore strategies for sharing your MEdia Remake. 	<input type="checkbox"/> Healthy snack
5 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

Getting Started

Time: 5 minutes

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

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

Activity #1: Survey Results

Time: 10 minutes

Award Connection: Session 4 – Remaking Media: Getting Started

Materials Needed: survey results from Meeting 1

Prep Needed:

- Design and complete the media survey from Meeting 1 of this Journey Award Activity Plan.
- Share the results of the media survey you designed and completed from Meeting 1 of this Journey. Review the multiple viewpoints and comments you received.



2. Have a discussion:
 - What are the diverse concerns with media that the community identified? Is there one clear common need?
 - What are some holes in the media that community members would like to see filled?
 - Did anyone express a need for more diversity in how people are portrayed in the media?
 - How would you put these comments to use in remaking a form of media?

Activity #2: Truth in Advertising

Time: 60 minutes

Award Connection: Sessions 5 – 7 MEdia Remake

Materials Needed: Varies, depending on choices

1. To earn the Influence award (the second award in the MEdia Journey), brainstorm ways you can remake an existing ad or ad campaign to expose false claims or stereotyping. Choose which format your ad will be:
 - Print (flyers, posters)
 - Social media (posts on Facebook, Instagram, Twitter, or other social media sites)
 - Audio (radio spot, podcast)
 - Video (YouTube or Vimeo video).
2. Start by finding an ad that needs some reworking—check online, in magazines, or on TV/radio. Notice stereotypes in ads. Start looking for underlying messages or myths that the ads are conveying. Pay attention to who is *not* in the ad too (representation matters!).
 - If there are kids in the ad, are they only shown playing or having fun? Is that how you see them in real life?
 - Does the ad claim to make your life better if you buy the product? Can it really do that? What can you do for yourself to improve your life instead? (Walking the dog, talking with friends, riding a bike...)
 - Ads often depict mothers worrying about their kids and fathers worrying about work. Do you think this is true? Do you think parents of all genders equally worry about kids and work?
 - What stereotypes about beauty can you bust in the ads you see?
3. Who is your target audience for your MEdia Remake? What is the best way to reach them?
4. Create your MEdia Remake with your new media influence!
 - Print ads: come up with a slogan and/or logo that improves the ad; make posters or flyers
 - Social media posts: take photos or create images to share on a computer; write copy (text) about your new social media campaign; create a hashtag for your campaign (don't share the campaign online yet, and be sure that you have a trusted adult with you when you go online)
 - Audio: use online recording software to create a podcast about your new ad campaign or make a 30-second radio spot about it
 - Video: write, act out, and record a commercial for your campaign

Activity #3: Snack Chat

Time: 10 minutes

Award Connection: Sessions 5 – 7 MEdia Remake

Materials Needed: Healthy snack

1. While having a healthy snack, fill in the blanks on the topics below:
 - I could live without seeing _____ any more on TV, in movies, in social media, or in magazines.
 - I want to see more _____ on TV, in movies, in social media, or in magazines.
 - Wouldn't it be great if there were a TV show or a movie about _____?
 - Wouldn't it be great if ads _____?
 - After what I've learned today about remaking media, I will _____.



Wrapping Up

Time: 5 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 a radio or TV production studio to go behind-the-scenes.
 - Host a movie night with your group to watch movies with a new media-savvy lens; see if you can find stereotypes to bust.
- Speaker Ideas:
 - Invite an advertising professional to your meeting to talk about how ad campaigns are created.
 - Invite members of your target audience to come in for a focus group as you create your MEdia Remake. Learn the best ways to reach that group with your campaign.

