

Cadette Media Journey Jumpstart

Tavern Overnight Information Packet

Please read this Packet thoroughly and share it with the parents of your troop. It contains important information about your upcoming program and will answer many of the questions commonly asked by leaders and parents.

Event Schedule

7:00 -7:15 p.m.	Check-in at Gadsby's Tavern Museum, 134 N Royal Street , walk to the Apothecary with museum staff
7:15 – 7:30 p.m.	Intro: <i>What is Media?</i>
7:30 – 7:45 p.m.	<i>Advertising: Reading between the lines*</i>
7:45 – 8:30 p.m.	<i>Media then and now:</i> Explore media through tour of historic space*
8:30 – 8:45 p.m.	<i>Positive messages?</i> Discussion*
8:45 – 9:45 p.m.	<i>Creating a counter-message: Your Own Media Campaign</i> Includes selecting a topic, filming a Public Service Announcement (PSA), and creating additional media materials as time permits.
9:45-10:15 p.m.	<i>Measuring your Impact:</i> Developing a survey/focus group questions
10:15-10:30 p.m.	Media Pledge
10:30 p.m.	Return to Gadsby's to get ready for bed
10:45 p.m.	Lights Out
7:15 a.m.	Everyone gets up Breakfast (bagels and cream cheese, fruit, and apple juice)
7:30 a.m.	Conduct focus group surveys with a Junior Troop as you show your PSA Clean up and visit gift shop as time permits
8:30 a.m.	Departure

Important Reminders for Parents and Drivers

1) Check-In:

- a. **Check in is at Gadsby's Tavern Museum, 134 N. Royal Street, Alexandria, VA 22314.**
 - b. Doors open and check-in begins promptly at 7:00 p.m. If it is raining, staff will open the doors early to allow groups to gather inside.
 - c. There is a loading/unloading zone directly in front of the museum. Parents may pull up to drop off girls and their things, but please make sure an adult from your troop is present before leaving to park. No girls may be left without at least one chaperone present.
 - d. The closest parking garage is the Market Square Parking Garage, 108 N. Fairfax Street. It is a \$15 overnight fee.
 - e. If you arrive early, please wait outside for the rest of your troop to arrive so you can check in together.
 - f. If you are running late, please notify your troop leader. Troops leaders should call the staff phone number sent in their email confirmation.
- 2) Everyone should eat dinner before they arrive. No outside food is permitted in the Museum. There will be an evening snack and light breakfast provided as part of the program.
- 3) The gift shop will be open Saturday morning beginning at 7:30 a.m. At this time, troops are welcome to shop. Troop leaders can purchase patches at this time as well. The shop is not open Friday evening.

Thank You Chaperones!

We know parents have a lot going on and appreciate you are spending 12 hours with us for this special event, even sleeping on a floor! Please bring a camera and take all the pictures you would like and participate in the activities. When our chaperones are excited to be here and participate, it helps the girls do the same. A few rules we ask chaperones to follow:

- 1) Be fully present with the group (please don't wander off)
- 2) Put the phone away, unless it's to take pictures.
- 3) Let girls speak first and take the lead but do feel free to participate in the discussion.

Together we can create a memorable experience that helps these girls develop into courageous, confident leaders.

Food Allergies?

During the event, the girls are offered Country Time lemonade, goldfish crackers, apples, grapes, mini-bagels, cream cheese, and apple juice. If your child has an allergy to any of these items, please feel free to send her with labeled containers of food. Refrigeration is available on site.

Details about the Journey

This program is designed to support the Cadette Girl Scout *It's Your Story—Tell It!* Leadership Journey, *MEdia*. Your museum teachers will use the Stabler-Leadbeater Apothecary Museum's historic collection to get the girls talking and thinking about media in a new way. By the end of the night, they should:

- 1) Understand that media is more than tv and the internet.
- 2) Be more prepared to critically evaluate media by asking the questions "Who's telling the story?" and "What are they trying to convince me of?"

Is there anything troop leaders/girls need to do to prepare for the event?

While not required, to get your girls thinking about media, take a cue from the journey and have them track all the ad messages they see in a day, from when they wake up to when they go to sleep (Message Overload, page 27 in the girls' journey book if they have it). It's a great way to get them thinking about how large a part of life media is. Slice the Media Pie (page 11) is another great activity because you can do it again afterwards to see how it's changed now that they are more aware of media and their interaction with it.

Leadership Journey Award Tracker

The museum's program is designed to play of the following portions of the journey. While the museum teacher will use discussions to touch on all of these topics, troops will likely want to continue the conversation as time permits outside of this program.

Monitor: Girls take stock of media in their world and the influence it has

- 1) Ice Breaker discussion that emphasizes how much media is a part of their lives and the variety that exists.
- 2) Stereotypes—through examination of ads and discussion
- 3) Understanding that messages are often communicated by a company/organization in multiple ways (seven layer dip, demonstrated on the tour through variety of advertising for one product and the PSA with its many components)
- 4) Spam Blocker—consider the source. This conversation is touched upon through the tour.
- 5) Survey the impact of your PSA through a focus group with the Junior Girl Scouts.

Influence: Girls understand the importance of having media reflect the realities of their world

- 1) Understanding gained through discussions during and after the tour
- 2) Act of creating a Public Service Announcements to get a message of their own out to a group of their choosing.

Cultivate: Girls make a personal commitment to cultivate a new perspective on media.

- 1) Each girl fills out a pledge sheet challenging herself to make a positive change in how she uses media. They need plan how they will make this happen (cultivate this change) and follow through. (Troop leaders will need to check with girls to see if they followed through on their commitment after the event)

Do the girls need to purchase/bring their journey book?

No. While the program activities reference what is covered in the book, the Museum will provide everything needed. To follow-up with further activities, at least the troop leader should have a copy to share with the troop. The Museum does not offer these books for sale. Please check with the Girl Scout Council of the Nation's Capital for the closest retail location if you'd like to purchase the book or the journey award.

What do we need to do after the event?

At minimum:

- 1) The troop should have a re-cap conversation of what they did, what they learned in the process, and how they could use what they learned to be better media influencers and consumers. Visit the Influence Award tracker on page 94 to help recap.
- 2) Troop leaders need to check in to see how the girls' media pledges are going. Even if they're struggling to keep their pledge, the discussion around media and their life will help wrap up the journey. This is required to complete the Cultivate portion of the journey.
- 3) Keep looking for media in your lives and keep the conversation going! Keep asking critical questions about messages/media—who is creating it and why? What is the source for the information?

Want to dive deeper? We suggest the following from the Media Journey book that will help drive home the message:

Monitor:

- 1) Slice the Media Pie (page 11): Hopefully the girls are even more aware of the media around them. If you did this before coming, girls can compare the two charts and consider how/why it has or hasn't changed.
- 2) Message Overload (page 12): The "How Much is Too Much" survey in the girl's book is a great way to loop back to the girls' Media pledge. Often they begin asking "what is the ideal balance?" when creating their pledge and this is a great conversation to continue.
- 3) Stereotype Search (page 42-46): Use this to recap and expand on what they discussed during the program. This is a great opportunity for the girls to create something visual—be it by cutting out images from magazines, printing things from online, or writing their thoughts to challenge the images around them.

Influence:

- 1) Have the girls create a "vision board" about their relationship with Media. They gather or create images and words that reflect what they love (or don't love) about media and their interests and talents connected to media. Remember, media is broad enough to include talents like "being persuasive" or "enjoys public speaking." While not in the journey book, this is a great, creative way to move beyond just talking while still recapping what they've learned through the journey.

Preparing for the Overnight

Overnight participants will be sleeping on the floor in on of Gadsby's Tavern Museum's two ballrooms. Your troop will be assigned a sleeping location when they arrive. Generally Junior and Cadette Girl Scouts sleep in different rooms, but for those with multi-level troops, we will do our best to accommodate sharing a space. Everyone will share the restrooms, located on the third floor.

Male Chaperones

Guys are welcome, but please let us know in advance so we can prepare a separate space as required by the Girl Scout Council. Since men must sleep in separate spaces, they cannot be the sole chaperone for a troop.

What should girls pack?

With limited bathroom space, please keep personal items to a minimum. Girls change where they are sleeping, so many find it easiest to sleep in what they wear and keep clothing changes to a minimum. Note, if items are not labeled with a troop number, we will not be able to help track the owner if it is left behind.

Basics to bring include: sleeping bag, pillow, sleeping mat (not bigger than a yoga mat), toothbrush, and toothpaste.

There's a lot to do and no scheduled free time. Girls will not need to bring journals, books, etc. Cell phones are allowed to take pictures but otherwise must be silenced or off.

Exceptions for adults

Adults are allowed to bring a twin-sized blow-up air mattress. Battery operated pumps are preferred as the electric outlets do not always work for newer plugs. Please, no cots—our stairwells often are damaged as cots make their way upstairs.

Lost and Found?

If a girl is missing something, please contact the museum. We save items left behind and are happy to help return them.

Other Important Notes

Accessibility/Special Needs?

If a member of your troop has a special need of which the Museum should be aware, please email Michele.Longo@alexandriava.gov at least two weeks prior to the event. We truly wish to make the overnight experience enjoyable for every girl and the more we know in advance the better prepared our museum teachers will be to ensure each girl is fully included throughout the evening.

Please be aware that neither museum is wheelchair accessible—sleeping rooms are on the second floor and restrooms are on the third floor.

Weather Cancellation Policy

In the event of inclement weather, Gadsby's Tavern Museum may cancel the Tavern Overnight. This decision will be made by noon the day of the program, likely sooner. The contact for each troop will be notified by phone and email. Parents should contact their troop leader instead of the museum.

Gadsby's Tavern Museum will make every effort to reschedule the cancelled Tavern Overnight. If the Museum is unable to find a date suitable for you group, you will receive a full refund. If you cannot attend due to weather but the Tavern Overnight is not cancelled, the Museum will make every effort to reschedule your troop and you will receive all but a \$25 (registration fee) refund if we are unable to find a suitable date for your group. Please call the museum at 703.746.4242 no later than noon the Friday of the overnight if you are cancelling due to weather.

COVID-19 Policy

Participants and staff are required to follow the same policies for isolation and quarantining as the school system. Tickets are fully refundable for anyone who has potential symptoms of COVID-19, has a positive test, or is a close contact who is required to quarantine.

If the City of Alexandria is in substantial or high transmission, masks are required indoors and the overnight portion of the event will be cancelled. The program will still be offered Friday evening 7 p.m. to 10:30 p.m. and include all journey-related activities. If we must cancel the overnight portion, we will refund \$10 per ticket for troops who choose to still participate and offer full refunds to troops who choose to cancel.

Emergency Preparedness Plan

The safety of our guests is our primary concern. Gadsby's Tavern Museum has a set of procedures and plans for scenarios ranging from severe weather to a terrorist attack. Prior to lights out, the museum staff on site will walk one adult from each troop through the emergency exit routes and answer any questions you might have. If you have any questions about our emergency plan prior to your visit, please contact the museum.

What safety precautions should troops take?

Each troop should include a first-aider with a general first-aid kit as outlined in the Girl Scout Safety procedures for overnights. Troop leaders are responsible for bringing all medical and

contact information for their group with them. If your troop does not have a first-aider for the evening, please let us know and another troop is typically happy to be listed as your troop's first aider for the evening in your Girl Scout paperwork.

Is there a shop?

The Apothecary Museum does have a shop, but we are so busy with the activities that we won't have time for shopping at the Apothecary; however, we do carry a few Apothecary items in the Gadsby's gift shop, which will be open Saturday morning for girls to browse and make purchases. Items range from \$.50 and up and include a variety of educational and souvenir items. The Apothecary re-opens at 11am if your troop would like to return to the shop on Saturday.

Also, Saturday mornings the Old Town Farmer's Market is taking place just across the street as girls are leaving the overnight. Some troops enjoy exploring the market after the event as well.

Early Departures

We understand that due to scheduling conflicts not all girls will be able to spend the night. If a girl needs to leave Friday evening, the parent should call the troop leader's cell when he/she arrives as Cadette troops move between the Apothecary Museum and Gadsby's Tavern. Cadettes will be at Gadsby's no later than 10:45 p.m., which is an ideal Friday pick up time.

Saturday morning, troops are able to leave earlier than 8:30 a.m., but may miss the opportunity to share their PSA with a Junior Troop. Remember, troops share sleeping spaces, so we ask that no one prepare to leave earlier than 7:30 a.m. so as not to disturb the others who are sleeping.

Directions to Gadsby's Tavern Museum

Address: 134 N. Royal Street, Alexandria, VA 22314

From Washington DC:

Take the George Washington Parkway south into Alexandria. The Parkway becomes Washington Street in the city. Go about a mile, past Queen Street, and turn left on Cameron Street, opposite Christ Church. Go three blocks and turn right on North Royal Street. Gadsby's Tavern Museum is located on the right.

From I-95/I-495 (Capitol Beltway):

Take the US Route 1 North exit (first exit on the Virginia side of the Woodrow Wilson Bridge). Please note the ramps may change due to the construction of the Woodrow Wilson Bridge. Follow Route North to 1 (Patrick Street) about one mile. Turn right on King street, go five blocks, turn left onto North Pitt Street. Turn right onto Cameron Street. Turn right on North Royal Street. Gadsby's Tavern Museum is located on the right.

Please note that routes avoiding highways will likely be faster on a Friday evening.

With traffic being so unpredictable, many troops arrive in Old Town early and eat dinner at a nearby restaurant. Subway, La Madeline's, Chipotle, and two pizza places are all within easy walking distance of the museum.

Map to the Grave of the Female Stranger

As time permits, we tell the story of the Female Stranger as a sort of bed-time story (don't worry, it's not a ghost story). Girls often ask where the grave is, so this offers directions if you wanted to drive by on Saturday morning. It is a short drive to the edge of the city and a fun way to end the overnight experience.

Driving directions: From the museum, go west on King Street (away from the water). Turn left onto S. Henry Street. Turn right onto Wilkes Street. Turn left onto Hamilton Lane and follow the directions on the picture below. There is a pin dropped on Google Maps to help locate the site.

