

CADETTE MEDIA JOURNEY JUMPSTART

MOSS KENDRIX PROGRAM 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.

Patches will be available for purchase in the gift shop at the end of the program for \$3 each.

Event Schedule

1:00 p.m. promptly)	Check-in at the Alexandria Black History Museum (please arrive promptly)
1:10-1:25 p.m.	Intro: <i>What is Media?</i>
1:25 – 1:40 p.m.	<i>Advertising: Reading between the lines</i>
1:40 – 2:20 p.m.	<i>Media then and now:</i> Explore media through tour of Moss Kendrix exhibition
2:20 – 2:30 p.m.	<i>Positive messages?</i> discussion
2:30 – 3:30 p.m.	<i>Creating a PR Campaign: Under-celebrated heroes</i> Includes selecting a figure (local, national, or historical) and creating a PR campaign to get the word out.
3:30—3:45 p.m.	<i>Measuring your Impact:</i> Developing a survey/focus group questions
3:45—4:00 p.m.	Media Pledge

Note: Girls may purchase items from the gift shop after the program ends at 4 p.m.

Important Reminders for Parents and Drivers

1) Check-In:

- a. Check-in begins promptly at 1:00 pm.
 - b. **Check in is at the Alexandria Black History Museum, 902 Wythe Street.**
 - c. If you arrive early, please wait outside. Please wait for the rest of your troop to arrive and check-in together. If it is raining, the staff will open the museum earlier.
 - d. If you are running late, please notify your troop leader. If you are the troop leader, call the Museum at 703.746.4356.
 - e. *Please note that Cadette troops share a museum teacher and late arrivals do not only impact your troop.*
- 2) Everyone should eat lunch before they arrive. No outside food is permitted in the Museum.
- 3) Street parking is free.
- 4) The gift shop will be open at the end of the event (4pm). At this time, troops are welcome to shop and purchase the museum's activity patch (\$3) if interested.

Thank You Chaperones!

We know parents have a lot going on and appreciate you are spending 3 hours at the Alexandria Black History Museum for this special event. 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.

Alexandria Black History Museum

The Alexandria Black History Museum enriches the lives of Alexandria's residents and visitors, fosters tolerance and understanding among all cultures, and stimulates appreciation of the diversity of the African American experience. For more information, visit AlexandriaVa.Gov/Apothecary.

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 Alexandria Black History Museum's Moss Kendrix 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?

- 1) Girls will create a PR campaign during the event. Knowing who you plan on showing it to after the event will help them craft a message that targets their audience. Suggested audiences include parents or a sister troop.
- 2) 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 off 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 (complete after the event)

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) Girls need to share their PR campaign (DropBox link will be emailed to troop leaders the week after the event). Girls should lead a conversation to assess if their audience understood the campaign's message, information they took away from the campaign, and how memorable they found it.
- 2) The troop should have a re-cap conversation about 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.
- 3) 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.
- 4) 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.

Other Important Notes:

Accessibility/Special Needs Requests

If a member of your group has a special need, please contact the Assistant Director at 703.746.4239 as soon as possible, but no later than two weeks prior to the event. We truly wish to make the 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 the Museum is not wheelchair accessible beyond the first floor, but we can make some adjustments to the program for your group with notice.

Inclement Weather Policy

In the event of inclement weather, we may cancel your program. This decision will be made by noon the day of the program if not sooner. The contact for each troop will be notified by phone and email. Parents should contact their troop leader instead of the museum.

The Museum will make every effort to reschedule the cancelled program. If the Museum is unable to find a date suitable for your group, you will receive a full refund. If you cannot attend due to weather in your area but the program 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 no later than noon the day of your program 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. Guests and staff are required to wear masks if the City of Alexandria is experiencing high transmission.

Food Options in Old Town

Please make sure your troop has had lunch before arrival. Visit www.visitalexandriava.com for a complete list of Alexandria restaurants.

Outside food is **not** permitted in the Museum except in the case of allergies. Girls are encouraged to bring a reusable water bottle and a refill station is available during the event.