



Girl Scouts – North Carolina Coastal Pines
6901 Pinecrest Road Raleigh, NC 27613
919-782-3021; 1-800-284-4475



Media Savvy

A patch program designed to encourage Girl Scout troops to demonstrate what Girl Scouting has to offer both girls and adults in their communities.

Media Savvy Patch Program

This patch program was designed to encourage troops to demonstrate what Girl Scouting has to offer both girls and adults in their communities. By increasing visibility of Girl Scout troops throughout our Council, communities will know the value and contribution Girl Scouts make each and every day.

FOR: ALL GRADE LEVEL TROOPS

Instructions:

- A. Troops will work closely with their Media Coordinators to earn this award.
- B. In order to earn this patch, Girl Scout Daisies must complete 4 activities (including one starred), Girl Scout Brownies must complete 5 activities (including one starred), Girl Scout Juniors must complete 7 activities (including two starred), Girl Scout Cadettes, Seniors, and Ambassadors must complete 8 activities (including four starred).

Activities:

(Date of Completion)

___/___/___ *1. Prepare a brief story or press release telling of an activity in which your troop participated for submission to your local newspaper (include photo), contact your Area Media Coordinator.

___/___/___ 2. Find Girl Scouts in the paper! Submit any articles you find about Girl Scouting to your Area Media Coordinator.

___/___/___ 3. Promote Girl Scout holidays such as Juliette Low's birthday, Thinking Day, Girl Scout Week or Leader Appreciation Day on community bulletin boards, in the local newspaper, or place of worship bulletin; provide a photo of your display to your Area Media Coordinator.

___/___/___ *4. Create a Girl Scout display, poster board or other visual element AND place it in a prominent place in your community (school, library, fair, place of worship, or community building); it must be visible for at least two days. Provide a photo of your display to your Area Media Coordinator.

___/___/___ *5. Participate in a community service project in your community; then provide an account of what your troop did along with a photograph to your Area Media Coordinator.

___/___/___ 6. Serve as a hostess at an event for another organization and submit a photo and story of your participation to your Area Media Coordinator (PTA meeting, place of worship, town meeting, etc.); hosting may consist of greeting guests, serving refreshments, passing out programs, helping with set-up/clean-up. For example, bring a treat to the parishioners of the church that hosts your troop on Girl Scout Sunday. Another example would be to host a local Girl Scout area meeting or Service Unit meeting. (Bring punch and cookies to the meeting and clean up afterwards).

___/___/___ 7. **For Junior Level and Older** Contact your local newspaper regarding a feature news story about a girl or adult member for unique involvement, awards received or highlights of other Girl Scout achievements. ***You must work with the GSNCCP Communications Department and your Area Media Coordinator before you contact your local paper.***

___/___/___ 8. Host one event for non-Girl Scouts in the community for Girl Scout Week, Girl Scout Sabbath/Sunday, Thinking Day or Juliette Low's birthday; check with your Membership Director or Area Media Coordinator for more information. An example would include spending a few hours in a nursing home visiting the residents or working with another youth volunteer group, such as 4-H or Boy Scouts.

___/___/___ 9. Host a recruitment event designed to bring in new girls and adults to Girl Scouting (i.e. Parent Information Night, Bring-A-Friend, Teddy Bear Tea for Daisies or another Girl Scout event open to non-Girl Scouts with the option of becoming members); work closely with your Membership Director and your Area Media Coordinator.

___/___/___ 10. Create your own activity. This activity must be newsworthy, initiate publicity or at least make Girl Scouting visible in a positive light within the community. An example would be creating and/or participating in a local parade or community celebration.

___/___/___ 11. Take a tour at your local TV, radio or newspaper and see what it is like “behind the scenes”. You could either organize a tour as a group/troop or go on your own! Work with your Area Media Coordinator to schedule this event.

___/___/___ *12. Watch a newscast and find the same story in the newspaper and compare what is similar and different in their coverage. Write a paragraph or two and turn telling the differences and explain why you like one media over the other regarding the specific story. Turn your findings into your Area Media Coordinator.

___/___/___ *13. With an adult’s help, search the internet for a popular story of the day. Write a paragraph about what sites you found the news story on and explain the difference between a legitimate news site and a blog site (someone telling their own thoughts about the news story).

___/___/___ *14. Take a photo of a Girl Scout event. Learn about photo cut lines by writing a description of what is happening in the photo. Remember to include what, when, where, why and how. Turn this into your Area Media Coordinator.

___/___/___ 15. **For Junior Level and Older** – Create a one-page newsletter about your troop using a program such as PageMaker or Microsoft Publisher. Incorporate photos and headlines.

___/___/___ 16. Find out what a Journalist does. What is the difference between a journalist, reporter, TV anchor, Editor and Producer. Write about your findings and turn into your into your Area Media Coordinator.

___/___/___ 17. What is the difference between a “feature story” and a “hard news” story? Write about your findings and turn into your into your Area Media Coordinator.

___/___/___ 18. At a Girl Scout Troop meeting, play a game where one person makes up a story to include when, where, why, and how and this information is whispered to another girl. The story is whispered around the circle from one girl to the next. The last girl tells everyone the story. The Scout explains the important of communication and getting the facts correct. Write about the results of the game and turn into your into your Area Media Coordinator.

___/___/___ 19. Stage a newscast at a Girl Scout Troop Meeting. Break into smaller groups if necessary and write a three-minute newscast and perform in front of the group. Give a summary to your Area Media Coordinator.

___/___/___ 20. Write an article about earning this badge and everything that went into earning the badge. Work with your Area Media Coordinator.

Media Savvy Patch Program Evaluation

Please have each girl who worked on this patch program complete this evaluation form. Your comments are invaluable to Girl Scouts - North Carolina Coastal Pines. Thank you for taking the time to fill out this form.

<p>Tell us about you: Please place a check next to which best describes your nationality:</p> <p> <input type="checkbox"/> African-American <input type="checkbox"/> White <input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Other <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> Hispanic (regardless of race) </p>	<p>Place the number of girls and adults who worked on this patch program on the appropriate line:</p> <p> <input type="text"/> Girl Scout Daisies <input type="text"/> Girl Scout Brownies <input type="text"/> Girl Scout Juniors <input type="text"/> Girl Scout Cadettes <input type="text"/> Girl Scout Seniors <input type="text"/> Girl Scout Ambassadors <input type="text"/> Adult </p>
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Tell us about the patch program:

Please check the response that best describes what you think.

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
The topic and activities in this patch program gave me and my troop the opportunity to participate in Girl Scouting together.					
The activities in this patch program were fun!					
The patch program taught me more about Girl Scouting.					

What else do you think?

Please complete the following questions.

What did you really like about this patch program?

What did you not like about this patch program?

What could be added or changed to make this patch program better?

Other Comments?

Please return to the Raleigh Service Center, Attn: Program Department,
6901 Pinecrest Road, Raleigh, NC 27613



MEDIA SAVVY PATCH PROGRAM: PATCH ORDER FORM

Please send me _____ of the "Media Savvy" patches.

Troop # _____ Grade Level _____

Total # of Patches _____ x \$1.75 = _____

NC Sales Tax (6.75% of subtotal) = _____

Shipping and Handling = _____
(see chart below)

Total Amount Enclosed = _____

Patches are available at the Fayetteville, Goldsboro, and Raleigh Council Shops. Mail and phone orders are also accepted. For Mail Orders, send order form with check to:

Girl Scouts - North Carolina Coastal Pines
6901 Pinecrest Road
Raleigh, NC 27613
Attn: Council Shop

Make checks payable to: Girl Scouts – North Carolina Coastal Pines

Mail patches to:

Name: _____

Address: _____

_____ Zip _____

Phone: (H) _____ (W) _____



Shipping & Handling Charges

Purchase Amount	Shipping Charge	Purchase Amount	Shipping Charge
Up to \$25.00	\$ 5.95	\$100.01 to \$200.00	\$ 14.95
\$25.01 to \$50.00	\$ 7.95	\$200.01 to \$300.00	\$ 20.95
\$50.01 to \$75.00	\$ 9.95	\$300.01 to \$500.00	\$ 25.95
\$75.01 to \$100.00	\$ 11.95	Over \$500.00	\$ 45.95