



A YEAR IN THE LIFE OF JULIETTE

Promote Our Promise

Month of January



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Juliette Low helped to create one of the first public service announcements. The Golden Eaglet was written by Josephine Daskam Bacon (who was also a Girl Scout) and it was a recruitment film for Girl Scouts. Juliette even acted in the film (she pinned the Golden Eaglet pin on Margret, the main character in the film). When the film was made, there were no color movies or even sound in films (a pianist would accompany the film with music). World War I was ongoing and Juliette knew that Girl Scouting was what girls were looking for to help make a contribution to their country. Juliette made sure the film was shown around the county and it helped the Girl Scout movement grow.

This patch was designed to help the girls learn about making a great Public Service Announcement (PSA) by choosing a topic they want to promote and finding the media to get their message out to others. Each activity level has its own requirements. Please be sure to read which requirements match your Girl Scout's level.

Patches and arcs are available for purchase at the Girl Scouts of Central California South Goldmine stores.

<https://www.girlscoutshop.com/CENTRAL-CALIFORNIA-SOUTH>

Questions: customercare@girlscoutscs.org or (800) 490-8653

Find your Girl Scout's Level below and complete the activities to earn this month's patch.

Daisy and Brownie Requirements:

- Pick one LEARN option and complete.
- Pick one CREATE option and complete.
- Pick one SHOWCASE option and complete.

Junior and Cadette Requirements:

- Pick two LEARN options and complete.
- Pick one CREATE options and complete.
- Pick one SHOWCASE option and complete.

Senior and Ambassador Requirements:

- Pick two LEARN options and complete.
- Pick two CREATE options and complete.
- Pick one SHOWCASE option and complete.

-LEARN Options-

-LEARN about the Golden Eaglet and how Girl Scouting is different now and how it is the same. Watch this PSA and ask yourself if it makes you want to join Girl Scouts.

<https://www.youtube.com/watch?v=k5UBGJAeDFM>

-LEARN about what it takes to be a director. Go to <http://bethedirector.girlscouts.org/> and try your hand at making decisions about wardrobe, lighting, music and scripts. Now share what you learned with others.

-LEARN by watching two cookie PSA's, one from the 1970's <https://www.youtube.com/watch?v=jbHGjgQFcpg> and one from 2015 <https://www.youtube.com/watch?v=1ALsnAjhdaU> What are the common themes in each PSA? How are those themes important to share with audiences? Create your own story board for a cookie PSA you would like to produce.

-LEARN by visiting a television or radio station. Learn how they provide information to the public. Go prepared with questions about how they support the creation and marketing of PSAs. Learn about how their media reaches their audience and what careers are involved in their business.

-LEARN by visiting a newspaper. Talk to a reporter about what they look for in stories to print. Talk about any upcoming Girl Scout event in your community that they may be interested in sharing with the public.

-CREATE Options-

Create A PSA

Decide on a topic you would like to promote through a PSA.

Visit <https://www.youtube.com/watch?v= J85cXpDtMQ> for ideas on how to make a PSA. Your PSA can be about one of the product sales (and how it supports your troop), encouraging new girls to join Girls Scouts, highlighting the great things you have done in Girls Scouts or choose another topic that you feel is important for your group to promote through a PSA. See PSA examples in the resources list. Choose from the activities below to create your PSA.

-CREATE a poster and/or handouts that your Girl Scout Troop can display that promotes a topic that you feel it is important to communicate to others. If you are using photography, make sure that all your subjects have given written consent for their picture to be taken and used (use the annual permission slip if needed).

-CREATE and record a PSA that can be used on the radio. Work as a group to decide on sound effects, choosing who will speak and who will be doing the recording. Remember radio manners: no gum, be exited, no rattling papers, no leaning/kicking the wall.

-CREATE a PSA with your Girl Scout Troop and use a public access TV channel or other community organization to record it. Learn what types of equipment they have for organizations to create and promote their PSAs.

-CREATE a PSA or skit about a topic. Write up your script, working to make sure that everyone has a part. Practice your skit and make sure you are performance ready.

-SHOWCASE Options-

-SHOWCASE your PSA. To complete this patch program, attend a community event, Girl Scout event, school event or other gathering where you can present your PSA. Create an evaluation to ask the audience for feedback about your PSA. Did your PSA inform them of the topic you presented? Did it inspire them to take action about the topic you presented? What other comments do they have to help you make your PSA even better?

If your Girl Scouts are interested in sharing your PSA through GSCCS's social media or other communications, please contact customercare@girlscoutscs.org for more information.

Additional Resources

Online Safety Pledge:

<http://www.girlscouts.org/en/help/help/internet-safety-pledge.html>

Storyboard Resource: <https://www.wikihow.com/Create-a-Storyboard>

Examples of PSAs:

<https://www.youtube.com/watch?v=omDZvVGt-Ow>

<https://www.youtube.com/watch?v=jE0z4tcyNpc>

https://www.youtube.com/watch?v=yTNt8zn_IBg

https://www.youtube.com/watch?v=TEwwAJR_ilo

<https://www.youtube.com/watch?v=DQlu3aYbfSo>