

Leadership and Media Literacy for Girls

The National Girl Scout Leadership Experience

invites girls from kindergarten through high school to Discover who they are and what they stand for, Connect with others locally and globally, and Take Action to make a difference in the world!

Girl Scouting gives girls a fun and relevant way to develop leadership skills they can use in their daily lives and as they grow. Girls of all ages are bombarded with media, so leaders in today's world must be media savvy. Media literacy is a key component of Girl Scouting's newest leadership journey series, *It's Your Story—Tell It!*

Daisies (K-grade 1) take a close look at animals in food advertising and think about whether they are attracted to the food (which they taste, too!) only because of the appealing animals.

Brownies (grades 2-3) think about the stories—both real and fictional, and sometimes stereotypical—that ads tell about girls. Then they get to create their own advertisements about the kinds of girls they know.

Juniors (grades 4-5) challenge the assumptions about boys and girls that they see in advertising and think about how certain images help advertisers sell. Then they alter those images to better match the real world.

Cadettes (grades 6-8) explore media all around them—in their lives and in their world. They look critically at what they find and develop media skills to remake media to reflect their reality.

Seniors (grades 9-10) take a critical look at how girls' relationships are portrayed in media. They are invited to write to media makers to share concerns or praise, and advocate for accurate and positive depictions.

Ambassadors (grades 11-12) come to realize the power of media to shape and reinforce their values and standards about beauty, and what they can achieve in life!

