

## Cadette Journey Guide

It's Your Story—Tell It!

### MEdia

#### 1. The Purpose of MEdia

**i** Through the *MEdia* Journey you will gain the skills to put the ME back in media. As you go through the Journey, you'll identify the ways media positively and negatively effects society. After identifying these you will have the understanding of how to create impactful change through a take action project.

#### 2. Take Action Project

**i** To complete *MEdia*, finish the Journey and complete a take action project.

Time to create the positive and sustainable change in media you think is necessary!

**Examples:**

- Create a podcast dedicated to encouraging girls to pursue different career options—from artist to engineering, showing girls possible careers inspires thoughtful insight into the big picture of life!
- Debunk stereotypes—create an online campaign that tackles negative stereotypes of women in media and replace them with positive and uplifting facts!
- Learn how to confirm the story before you spread it. Plan a workshop on identifying misinformation in the media.
- Create a short film showing the history of media and its influence on girls!
- Does the media uplift girls? Organize your team to visit a local radio station to ask for a thirty-minute (or even fifteen minutes!) timeslot for some tunes that lift girls' spirits, and then write a letter to your school or local newspaper about the results.

### 3. Monitor, Influence, and Cultivate Awards

**i** In this Journey you have the opportunity to earn the Monitor, Influence, and Cultivate awards, or MIC awards, which gives you a way to broadcast your story. Each action puts you one step closer to the MIC!

- **Monitor:** Scattered throughout the Journey Book are Monitor award icons which signify an activity you can do towards your Monitor award. Complete three and fill in your Award Tracker on page 92 to earn this award.
- **Influence:** Influence girls in positive ways by teaming up to change media for the better. Starting on page 74 you can find the tools to complete your Influence Award and put the ME back in *MEdia*.
- **Cultivate:** Cultivate a positive change in perspective towards media in your life through a *MEdia* Remake. Starting on page 74 see how to launch your Remake.

### 4. Field Trip Ideas

**i** The media influences the world around us—get out and see just how influential it can be!

**Examples:**

- Visit a local park and observe how much time people spend on their phones while out in nature.
- Go to a local news station and see how they vet the information that comes in.
- Visit an art museum and see the changes in style throughout time.
- Host a no-media dinner party to see if you connect even more with your guests.
- Interview girls in local areas to see how they think media changes perceptions on women's issues.

### 5. MEdia Ending

**i** Once you've envisioned your perfect world and taken a step towards making it a reality through your take action project (and possibly earned your MIC awards too), and have completed the self-reflection questions in the *MEdia* Journey—you have accomplished *MEdia*. Congratulations! Hopefully you have gained the skills necessary to identify a need and be a change-maker.