

A decorative graphic on the left side of the page consists of various colored circles (green, blue, yellow, orange, pink, purple) and icons. The icons include a wreath of daisies and strawberries, a lightbulb, a circular arrow, a profile of a woman in a hat, a speech bubble, a camera, a map of Savannah, a wreath of daisies and strawberries, and a pink ribbon with a green clover.

girl scouts 
of eastern
south carolina

A Year in the Life of Juliette *Patch Program*

Promote Our Promise

Learn all about The Golden Eaglet
and how you can make a great
public service announcement!

Choose a topic that you care
about and advocate to make
the world a better place.

July

Promote Our Promise



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 Low 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. Instead, 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 country and it helped the Girl Scout movement grow.

The goal of this patch program is to help girls learn about making a great PSA, choosing a topic they want to promote and finding the media to get their message out to others. The following activities are for all grade levels- Daisy to Ambassador. Always remember to follow safety activity checkpoints for all activities.

Learn About PSA's

(Complete two activities from this section)

1. Watch *The Golden Eaglet* <https://www.youtube.com/watch?v=k5UBGJAeDFM>. Talk about how Girl Scouting was different when *The Golden Eaglet* was filmed (uniforms, activities, etc.) and how it is still the same (earning badges, community service, etc.) Would watching this PSA make you want to join the Girl Scouts. Create a story board showing how you could recreate this public service announcement to reflect Girl Scouting today. See the Resources page for some advice on creating storyboards.
2. Explore 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.
3. Watching the following 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 storyboard for a cookie PSA that you would like to produce.
4. Visit a TV or radio station. Learn about 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 audiences and what careers are involved in their business.
5. Visit a newspaper. Talk to a reporter about what they look for in stories to print. Talk about any upcoming Girl Scout events in your community that they may be interested in sharing with the public.

Special thanks to the Girl Scouts of the Green and White Mountains www.girlscoutsgwm.org for creating the original badge program upon which this is based.

Create a PSA

Decide on a topic that you would like to promote through a PSA. Your PSA could be Girl Scout related (about product sales, joining the Girl Scouts, etc.) or about an issue that you care about (helping the homeless, preventing pollution, etc.) Complete one of these activities:

- ◆ Create a poster and/or handout that your troop can display that promotes a topic that you feel is important to communicate to others. If you use photography, make sure that everyone in the photo or video has given permission for their image to be used.
- ◆ Write and record a PSA that could be used on the radio. Work as a group to decide on sound effects, choose who will speak and who will do the recording.
- ◆ Visit your local public access TV channel. Learn what types of equipment they have for organizations to create and promote their organizations using a PSA. Create a PSA with your troop and record it to be shared with others.
- ◆ Create a PSA 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 Your PASA

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 which you presented? Did it inspire them to take action about the topic you presented? What other comments do you have to make your PSA even better.

We would love to share your PSA with the world. When you are finished, please share it with the Girl Scouts of Black Diamond marketing department at marketing@bdgsc.org.



Anchor

To order any of the rockers and anchor patches please email Courtney Hall at chall@gsesc.org, call (843)552-9910 x2000, or stop by the North Charleston shop!

**Main anchor patch: \$3
Monthly rocker patch: \$2**



Rocker



Promote Our Promise Program Evaluation

Troop Age Level: ☐ Daisy ☐ Brownie ☐ Junior ☐ Cadette
☐ Senior ☐ Ambassador

Troop Leader's Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone# :(day) _____ (evening) _____ (cell) _____

1. What did your girls discover about themselves during the activities?
2. What did they discover about others in their troop and/or community?
3. What did your girls gain from connecting with local organizations/resources?
4. How did your girls take action while earning this patch?
5. What activities did your troop/group enjoy the most?
6. Did you change or adapt any activities? In what way?
7. Would you suggest any changes?
8. Comments: