**Media Remake TAKE ACTION PROJECT (TAP) Plan** Guide for Leader with sample answers

 (to be used in conjunction with project planning tools on [www.workshops4girls.com](http://www.workshops4girls.com) and in the MEdia book)

 ***NOTE: This is not the only way to create a plan. This simply shows the level of detail you want to try to get from the girls***

**Our issue is :** - false advertising, exaggerated advertising, harmful, biased or unhealthy messages or images, lack enough diversity (racial, gender, body type) inappropriate lyrics, people spending too much time with Media

**The type of Media we chose to remake or address is:**

TV, commercials, ads, magazines, newspapers, music – Carl’s JR, fast food, shampoo, toy, household product,

**Project title –**

**Project Description (To be used as “elevator speech” or as YouTube description (if posted))**

During our MEdia journey we discovered that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (ads are misleading; etc.)

For our journey TAKE Action Project we decided to:

* make our own (video ad, magazine, presentation, or \_\_\_\_\_\_\_showing \_\_\_\_\_\_\_\_\_
* write to \_\_\_\_\_\_\_\_company to tell them \_\_\_\_\_\_\_\_\_or encourage them to\_\_\_\_\_\_\_\_\_\_
* start a club to promote \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prove that \_\_\_\_\_\_\_\_\_\_\_by testing the product to see if it does what it claims\_\_\_\_\_\_\_

Once we finish our project, we are going to spread the word about it by\_\_\_\_\_\_\_\_\_and through social media by \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The audience that we plan to reach is:** (be specific)

Adults – PTA at our school, girl scout leaders, teachers, church group

Kids – within scouts - 3 younger troops, 2 troops our own age, other troops our age, all the scouts in our area. Outside of scouts – kids club, soccer team, kids at school, church, community.

**Adults or experts will we need to contact for help or to obtain more information.**

**Name To assist with**

Dad/brother/friend editing video

Troop leaders or teachers help set up meeting with audience

People who work at magazine or in media jobs tips on making better video

**Steps to create our project**

**Steps to promote our project**

List research needed

Skills to learn, steps to creating

 project or presentation

for videos – film, edit etc

1) email target audience

2) set up event or presentation–find location, plan agenda, introductions, speeches etc

3) create social media campaign

**Each girl’s responsibilities & jobs on the project during creation of remake & promoting.**

**Girl Responsibilities**

All girls researching, writing script and filming, presenting, writing speeches

Girl 2 & 3 editing, emailing to Katie to post on Workshops4girls channel

Girl 3 buying product to test, creating blog or postings

Girl 4sending video to all girls in group including girls in other troops

**We will know our Cadette journey Media Remake TAP is complete when we have met the following measurable goals.. We would like to meet these goals within** 4\_\_**months.**

1. Post to YouTube and get 300 views
2. Show to 3 scout troops or at least 30 people
3. Get feedback from viewers through a survey

**The way we are planning to stay in contact after the journey to complete this project is:** emails, text & phone. This section is crucial for groups with mixed troops. Make sure they all have a plan to finish on their own if communication breaks down.