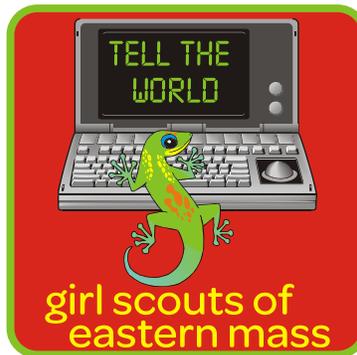


# Tell the World

## A GECCo Patch for Cadettes



This patch is about “telling the world” how to save energy in order to help the environment. The more people who take action, the larger the impact will be in the fight against climate change.

To earn this patch, you will plan, make, and then share a *technology-based product*:

- a live-action video,
- a still-frame video,
- an animation, or
- a video game

that tells your audience (1) one specific thing that they can do to use less energy, and (2) why they should take this action.

### Time

Planning and making your media product may take a lot of time. Schedule accordingly.

### Computers

This patch requires regular access to computers. Choose your meeting place accordingly.

### Materials

- Computer(s) with access to the GECCo Web site
- 1 copy of the following for each girl: *Tell the World Check List* and *Girl Scout Internet Safety Pledge*
- Copies of the other sheets in this guide as needed
- Pencils and pens
- Equipment and materials necessary for creating and posting your product

## Step 1—Get Inspired

Using the *Tell the World Check List*, begin by getting inspired by products others have created.

1. Check Out Some Examples
  - a. See some example projects on the GECCo Web site under the *Tell the World* patch.
  - b. Read the *Example Stories: Some GECCo Troops' Experiences with Tell the World* on page 7 of this guide.
  
2. Make Connections to Your Project
  - What did you like about these examples? Anything you did not like?
  - Are there any specific ideas from the examples that you want to try to include—or avoid—in your product?
  - What ideas do you have for possible audiences?
  - How might you share your product with your audience?

### About GECCo

The Girls' Energy Conservation Corps is an energy conservation program for Junior and Cadette Girl Scouts funded by the National Science Foundation and developed by TERC, a nonprofit education research and development organization in Cambridge, MA, in collaboration with the Girl Scouts of Eastern Massachusetts and 360KID.



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## Step 2—Choose a How, Who, and What

Start your *Tell the World* project by making some decisions.

### Media Examples

**Jill's Troop:** An animation, because Jill knew how, enjoyed it, and could help the rest of the troop.

**Mrs. Summer's Troop:** A live-action video PSA, because Mrs. Summer wanted to connect with the local cable station and her girls enjoy acting.

### Audience Examples

**Jill's Troop:** Seniors, because the troop was already volunteering at the local Senior Center.

**Adriana's Troop:** People who buy their Girl Scout cookies, because it was a way to reach more people easily.

### Topic Examples

**Mrs. Summer's Troop:** Using public transportation, because it fit their audience and was convenient for filming.

**Adriana's Troop:** A *Power Down* message from their previous GECCo patch, pitched with a strong Girl Scout presence, because of their cookie audience.

#### 1. Choose Your Media

Decide which is appropriate for you—a live-action video, still-frame video, animation, or video game. Consider:

- Your available technology and other resources
- Your interests
- Your topic and audience

#### 2. Choose Your Audience

Consider:

- Whom you'd like to reach, being focused but not too narrow
- How you will share your product with that audience
- What kind of message is appropriate to that audience

#### 3. Choose Your Topic

To make a clear message, identify ONE energy-saving action you want to encourage your audience to take. See the *How to Save Energy* sheet for ideas.

#### 4. Identify Possible Helpers

Consider who in your community (parents, relatives, neighbors, friends, local cable station) might be able to help you.

## Step 3—Prepare Your Message

Figure out exactly what you want to say and how you want to say it. You'll save time in the long run, and you'll end up with a better product.

### A Good Message

A good message should:

- Use language and media appropriate for the people receiving the message.
- Look like the person who prepared the product cared about what she was making and saying.

#### 1. Write It Down, Make a Sketch, Plan It Out!

Using the *Support* sheet for your chosen media and multiple copies of the *Storyboard* sheet, take some time to write your message, sketch your ideas, and otherwise plan your project. Be sure to include:

- A clear statement of ONE energy-saving action that is easy to understand
- At least one reason why taking this action and using less energy is important (See the *Why Save Energy?* sheet.)
- Details on how you are going to present the action and reason(s) in your product

#### 2. Get Feedback

Ask a friend or adult to review your message and plan using the *Prepare Your Message—Feedback Sheet*.

#### 3. Revise

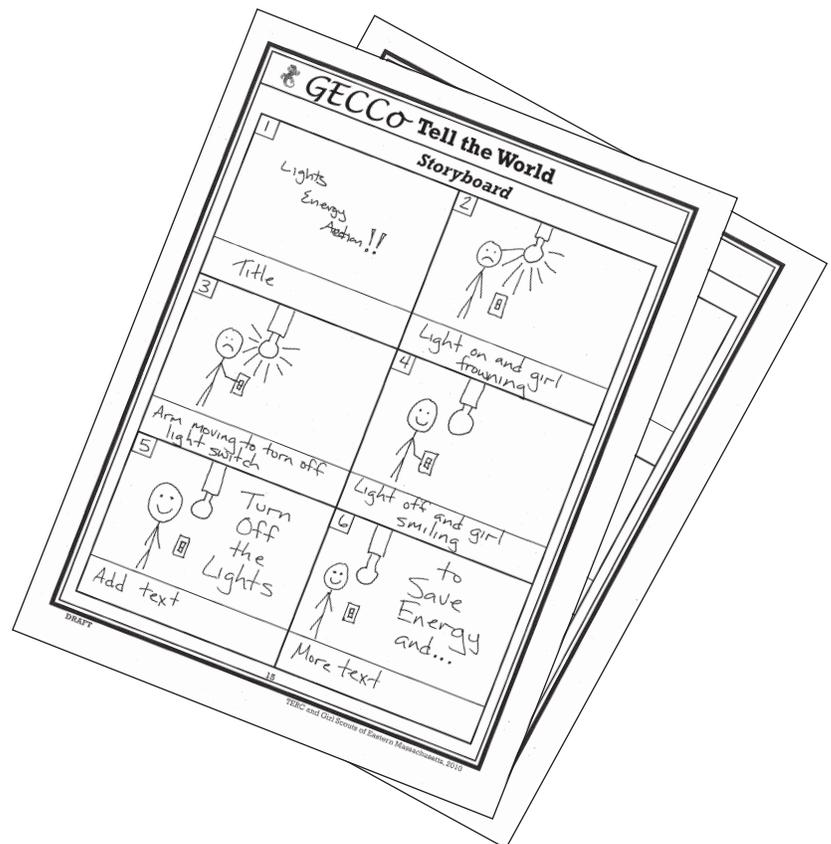
Improve your message and plan using the feedback.

### Plan Examples

**Mrs. Summer's Troop:** Wrote a script and a simple take-away statement to include at the end of their PSA. After practicing, they simplified their script and made cue cards.

**Adriana's Troop:** Each pair of girls drew their own storyboard. Pairs provided feedback to each other, and in a couple of cases, pairs combined into larger teams.

As a troop, they decided that voice-overs would be too difficult, so they'd go with text and music.



## Step 4—Make Your Product

### Making-Product Examples

**Jill's Troop:** At first, Jill—who was familiar with the animation-creation Web site—took the lead on making the product, but with some encouragement, other girls started taking more ownership.

**Mrs. Summer's Troop:** One girl in the troop who didn't want to act did more of the behind-the-scenes work. Three girls, who had the time and interest, took the lead on doing the editing of the PSA.

1. Take the Internet Safety Pledge  
Read and sign the *Girl Scout Internet Safety Pledge*.  
Note: If you are using photographs, video, or audio recordings of troop members, you may also need the Girl Scout permissions form, available on the national Girl Scouts Web site.
2. Make Your Product  
This is the big one: Turn your message into a product to share with others.
3. Get Feedback on Your Product  
Ask a friend or adult to review your product using the *Make Your Product—Feedback Sheet*.
4. Revise  
Make edits and improve your product using the feedback.

## Step 5—Tell the World!!!!

Share your message and get more people involved in saving energy as part of fighting climate change. Every person can help change the world—and if lots of people join in, we can really make a difference!

1. Share Your Product with Your Audience

2. Share Your Product with GECCo

If you post your product on a safe Web site, you can share it with GECCo. Send the URL to <GECCo@girlscoutseasternmass.org>. A link to your product may be added to the GECCo Web site.

3. Report Your *Tell the World* efforts to the *GECCo Challenge*

If you are participating in the *GECCo Challenge*, report your efforts in the ‘Spreading the Word’ section and earn Energy-Saving points toward your troop’s goal and the collective GECCo Challenge goal!



### Sharing Examples

**Jill’s Troop:** Jill’s troop presented their animation at the local Senior Center on their volunteer day. To do this, they put the animation onto their troop leader’s laptop and borrowed a projector from a parent’s workplace. They tried the setup ahead of time, which was a lucky thing, because at first, they had the wrong adaptor for connecting the computer and projector.

At the Center, they projected the animation in the gathering room. A few of the girls also used the laptop to show the animation to seniors who couldn’t come to the gathering room.

**Mrs. Summer’s Troop:** Mrs. Summer coordinated with the local cable station, not only for the troop’s tour of the station, but also for requirements on the PSA. When the video was done, Mrs. Summer and two of the girls “burned” it to DVD and brought it to the station.

The station let Mrs. Summer know when the PSA was going to be broadcast. She set up her own TV to record, and she e-mailed all the girls in the troop with the details, encouraging them not only to watch but to let friends and family know.

Mrs. Summer also mailed a DVD copy to the Girl Scouts of Eastern Massachusetts.

**Adriana’s Troop:** From the beginning, the girls had wanted to post to YouTube. A few had done this before, and with the help of a parent, they saved their videos in an appropriate format and posted them on a YouTube channel.

The girls then made slips that read, “Girl Scouts Care. Help Save Energy to Help the Planet. Learn More at...” and gave the URLs. They taped these to their Girl Scout cookie boxes.

In addition, the troop sent the URLs to the contact link on the GECCo Web site.

## Example Stories: Some GECCo Troops' Experiences with *Tell the World*

### Example 1: Jill's Troop

Jill's troop decides to make an animation because Jill has made animations before and says it's really fun. Also, she can help the rest of the troop learn to use the Web site. Because they are currently planning their volunteer day at a local Senior Center, the troop decides to make the seniors their audience.

Sharing the animation at the Center poses some challenges. The troop leader brings her laptop, one of the girls asks her father to borrow a projector from work, and they set it all up to project in the gathering room. The seniors clap afterward, compliment the girls on their work, and share stories. Later, when thinking back, Jill most remembers a comment made by Mrs. Sally that went something like this, "Thanks for including us in GECCo. People forget that we seniors can help and that we care about the future too."

### Example 2: Mrs. Summer's Troop

Mrs. Summer's troop is really into skits and acting, so when Mrs. Summer learns about GECCo's *Tell the World* patch, she thinks that this might be a chance to connect the troop with the local cable station. One Saturday, the troop visits the station, where they are shown the television cameras and editing room, sit on set and try reading from cue cards, and learn about the role of community cable and the purposes of Public Service Announcements, or PSAs.

Excited by the visit, the troop begins planning their GECCo PSA. They'll do a live-action video for their local community, and they settle on the message—use public transportation—because their neighborhood has public transportation options, including one just down the block, where they can film.

It takes the troop several meetings to script and practice their PSA and another Saturday afternoon to actually film it. Three of the girls meet that Sunday at Mrs. Summer's home to edit the video and put it together. At first, they are a bit embarrassed by watching and listening to recordings of themselves, but as the PSA comes together, they become really proud of it. The troop is even more proud when, a week later, their PSA is broadcast for the first time on the local cable channel.

### Example 3: Adriana's Troop

Having just finished the *Power Down* patch, Adriana's troop is really excited to continue with GECCo. They watch the *Tell the World* examples online, and they just know that they can create great still-frame videos.

They want to post their videos on YouTube, but aren't certain what this means about their audience. If anyone can see the videos, who should they be designed for? Their troop leader suggests thinking about who they can tell about the posted videos: parents, friends, teachers. The breakthrough comes when Adriana suggests that maybe they can direct folks who buy their cookies to the videos, "share the URLs with them, you know." The troop agrees and decides that, given this audience, they want to make a "Girl Scouts are helping... you can too" type of message.

When the videos are complete, one of the troop mothers helps get them into the proper format and uploaded onto YouTube. The girls then print and cut out slips of paper with the videos' URLs and tape them to their cookie boxes.

## Tell the World Check List

This patch is all about “telling the world” how to save energy in order to help the environment. The more people who take action, the larger the impact will be in the fight against climate change.

To earn this patch, you will plan, make, and then share a **technology-based product**: a live-action video, a still-frame video, an animation, or a video game that tells your audience (1) one specific thing that they can do to use less energy, and (2) why they should take this action.

### Step 1—Get Inspired

- Check out some example projects on the GECCo Web site under the *Tell the World* patch.
- Check out the *Example Stories* of troops’ experiences with *Tell the Word*.

### Step 2—Choose a How, Who, and What

- Select one of the four media options. Keep in mind:
  - Your available technology and other resources
  - Your interests
  - Your topic and audience
- Identify the audience and how you will reach them.
- Select ONE energy-saving action.
- Identify people who might be able to help .

### Step 3—Prepare Your Message

- Write your message:
  - ONE specific energy-saving action
  - At least one reason why using less energy is important
- Sketch your ideas and otherwise plan your project.
- Get feedback. (See the *Prepare Your Message—Feedback Sheet*.)
- Revise your message and plan.

### Step 4—Make Your Product

- Read and sign the *Girl Scout Internet Safety Pledge*.
- Make your product!
- Get feedback. (See the *Make Your Product—Feedback Sheet*.)
- Revise.

### Step 5—Tell the World!!!!

- Share your product with your audience.
- Share your product with GECCo.
- If you are participating in the *GECCo Challenge*, report your *Tell the World* efforts there.

## Girl Scout Internet Safety Pledge

(Revised for 2009)

- I will not give out personal information such as my address, telephone number(s), parents' or guardians' work address/ telephone number(s), and the name and location of my school without the permission of my parent or guardian.
- I will tell an adult right away if I come across or receive any information that makes me feel uncomfortable.
- I will always follow the rules of Internet sites, including those rules that are based on age of user, parental approval and knowledge, and public laws.
- I will never agree to get together with someone I "meet" online without first checking with my parents or guardians. If my parents or guardians agree to a meeting, I will arrange it in a public place and bring a parent or guardian along.
- I will never send a person my picture or anything else without first checking with my parent or guardian.
- I will talk with my parent or guardian so that we can set up rules for going online. We will decide on the time of day that I can be online, the length of time that I can be online, and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.
- I will not use the Internet to collect money for Girl Scout products, and I will follow all safety guidelines related to Girl Scout product sales.
- I will practice online "netiquette" (good manners) at all times when online.
  - + I won't spam others.
  - + I will not bully, nor will I tolerate bullying (and I will always tell a trusted adult if this is a problem).
  - + I won't use bad language.
- I will be guided by the Girl Scout Promise and Law in all that I do online.

Signed,

Girl Name \_\_\_\_\_ Date \_\_\_\_\_

Parent or Guardian \_\_\_\_\_ Date \_\_\_\_\_

The GSUSA Internet Safety Pledge is based upon the Online Safety Pledge developed by the National Center for Missing and Exploited Children.

## How to Save Energy

Here are some ideas for how people can save energy. You can probably think of others! Be creative.

### Electricity

- *Turn off lights every time you leave a room.*
- *Keep the TV (DVD player, computer, or other) off except when actively watching or using it.*
- *Unplug chargers (for game systems, cell phones, and other) when they are not being used.*

### Hot Water

- *Take a shorter shower or a shallower bath.*
- *Don't partially drain and refill a bath in order to warm it up.*
- *Turn off the water while you are soaping your hands.*
- *Turn off the water while you are washing dishes.*

### Heating and Cooling Your Home

- *On hot sunny days, close the shades or curtains to keep the room cool.*
- *On cold sunny days, open the shades or curtains to help make the room warm.*
- *In the winter, keep your home a bit cooler and wear a sweater or sweatshirt.*
- *In the summer, keep your home a bit warmer and wear lighter clothing.*

### Transportation

- *Walk or ride a bike when possible.*
- *Take public transportation when possible.*
- *Carpool when possible.*
- *Ask the driver to turn off the car when waiting.*
- *Buy locally so that goods don't need to be shipped as far.*

## Why Save Energy?

GECCo is all about saving energy in order to help fight climate change.

### The Story of Energy and Climate Change

We use energy every day to power our lights and TVs, heat our homes and our water, drive our cars, and more. This energy comes from taking fossil fuels from the ground and burning them, which is a problem for the environment. Burning fossil fuels puts more and more carbon dioxide into the atmosphere. The extra carbon dioxide traps extra heat energy from the sun, causing Earth's average temperature to go up. This upsets the balance of Earth's climate system, resulting in climate change.

Why is it upsetting the balance? It takes a VERY LONG time for nature to make fossil fuels...

Fossil fuels were formed a long time ago from the remains of dead plants and animals. Over millions of years, through natural processes, these remains were buried, compressed, and transformed, eventually forming oil, coal, or natural gas.

...and it takes a VERY SHORT time for us to burn those fuels.

Until recently, the carbon in fossil fuels was "locked" away. Then, about 200 years ago during the Industrial Revolution, humans began to greatly increase the burning of fossil fuels for energy to power our machines.

As we burn fossil fuels, we're putting extra carbon dioxide into the atmosphere faster than the natural cycle can take it back out. Too much carbon dioxide in the atmosphere means too much energy trapped from the sun, an increase in Earth's average temperature, and climate change!

### Little Things Add Up

The story of energy and climate change is a global one, and sometimes it seems like the things each individual can do are too small to make much difference. However, little actions taken by many people can add up to big results in the world. By working together, each of us doing our own part to save energy, we can achieve much bigger goals than we can achieve alone.

### Your Audience

For GECCo, the reason to save energy is to help fight climate change, but your audience may have different motivations. For example:

- By saving energy, one is also saving money.
- Saving energy can help the environment in other ways, such as reducing air pollution.
- Climate change is causing specific problems here on Earth, such as melting the polar ice caps and threatening many species of animals, from polar bears to geckos.

## Prepare Your Message—Feedback Sheet

To help make a strong product, show your plan and message to someone and ask that person to give you feedback.

Your Name(s): \_\_\_\_\_

Reviewer's Name: \_\_\_\_\_

### The Basics

What media will be used? \_\_\_\_\_

Who is the audience? \_\_\_\_\_

What energy-saving action is the focus? \_\_\_\_\_

### The Audience

Is the audience focused, but not too narrow?  Yes  No

Do you think your troop will be able to effectively share the product with this audience?  Yes  No

### The Message

Does the message focus on ONE specific action people can take to use less energy?  Yes  No

Does the message include at least ONE reason why using less energy is important?  Yes  No

Does the message seem appropriate for the audience?  Yes  No

Is the message clear?  Yes  No

Is the message free of spelling and grammar mistakes?  Yes  No

### Comments and Suggestions

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Make Your Product—Feedback Sheet

Show your product to someone and ask that person to give you feedback.

Your Name(s): \_\_\_\_\_

Reviewer's Name: \_\_\_\_\_

Does the product focus on ONE specific energy-saving action?  Yes  No

Does the product include at least ONE reason why using less energy is important?  Yes  No

Are the visuals clear?  Yes  No

Do the visuals fit with the text and/or audio?  Yes  No

Is the text, if any, clear and easy to read?  Yes  No

Is the text, if any, free of typos and spelling mistakes?  Yes  No

Are all spoken words, if any, easy to hear and understand?  Yes  No

Do the sound effects and/or music, if any, add to the product?  Yes  No

Video Game: Can the player easily figure out how to play the game?  Yes  No

### Comments and Suggestions

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

## Storyboard

## Live-Action Video Support

### Materials

- Video-recording device such as a cell phone, camera, or camcorder; possibly separate microphone(s)
- Computer(s) with video-editing capabilities
- Props, costumes, images required for the video
- Girl Scout permissions form, available on the Girl Scout Web site

### Get Ready

- **Practice using your recording device.** Check the sound quality. Figure out how to zoom in and out. Find ways to keep your camera steady.
- **Practice using your editing software.** Find out if you can reorder segments, remove parts you don't like, and add titles and other effects.
- **Storyboard your video.** Figure out each scene of your video—the setting, the props, the costumes, the people, and the script. Think about close-ups vs. mid-range views vs. large-field shots.

For Each Scene:

- **Practice your lines.**
- **Set up each scene**, including props and costumes.
- **Check your lighting and audio** by recording and reviewing some video.
- **Do a walk-through**, including everything that needs to happen both in front of and behind the camera.

### Record Your Video

- **Record each scene.** If possible, record each more than once so you have choices when editing.

### Edit Your Video

- **Assemble your scenes into a video.** Select the best versions of scenes, fix audio levels, and otherwise edit until you are happy with your video.
- **Add elements** such as a title, scene-change graphics, audio and visual effects, and/or end information, as appropriate. (Be sure you have permissions to use any music or graphics.)
- **Save and/or output your video** in a format suitable for sharing.

## Still-Frame Video Support

### Materials

- Computer(s) with movie and/or slideshow software; possibly a microphone and audio-recording tools
- Photos, graphics, music, and anything else needed for the video
- Girl Scout permissions form, available on the Girl Scout Web site

### Get Ready

- **Explore the software.** Learn what you can do with the software. Check for information on appropriate file formats, image dimensions, and output options.
- **Storyboard your video.** Figure out what you want for each image of your still-frame video. Plan what you want to say with each image in text and/or voice over.
- **Look for photographs and images you can either use in your video or reference as you create your own graphics.** (Be sure you have permissions to use any graphics.)
- **Identify music and/or other audio files you can use in your video.** (Be sure you have permissions to use any music.)
- **Practice your lines**, if applicable.

### Make Your Video

- **Create and/or assemble the graphics** for your video.
- **Record your voice-over**, if applicable.
- **Assemble your graphics into a slide show.** Adjust the pacing of the graphics to match with the voice-over. Add text elements and allow enough time for them to be read.
- **Add elements** such as a title, audio and visual effects, music, and/or end information, as appropriate.
- **Save and/or output your video** in a format suitable for sharing.

## Animation Support

### Materials

- Computer(s) with Internet access. Links to animation-creation tools are available on the GECCo Web site under *Tell the World*.

### Get Ready

- **Practice using the tools.** Register to use the animation Web site, if necessary. Watch some of the animations already there. Learn what you can do with the tools.
- **Storyboard your animation.** Figure out each scene of your animation—the introduction, the scenes, and the actions. Plan and draft your text.
  - **Include a title.**
  - **Keep your animation brief.**
  - **Focus your animation efforts on the elements most important to your energy-saving message.**
  - **Think about what text and/or image you want to end with.**

### Make Your Animation

- **Make your animation.** How you do this will depend on the tools you use.
- **Save your animation and make sure you can access it later** so you can share it with others.

## Video Game Support

### Materials

- Computer(s) with Internet access. Links to video-game-creation tools are available on the GECCo Web site under *Tell the World*.

### Get Ready

- **Practice using the tools.** Register to use the Web site, if necessary. Play a couple of the games already on the site. Learn what you can do with the tools.
- **Plan your game.**
  - **Decide upon a story or context for your game.** What's the game about? What's the setting? What's the player's role? How does this all relate to the energy-saving message of your game?
  - **Identify the task(s) of the player.** What can the player do? What is the player trying to achieve? Ideally, what the player is doing should be tightly linked to the energy-saving point of the game.
  - **Consider the advancement structure.** How will the player know if she is doing well or poorly? What will encourage her to keep playing?
  - **Plan the end-game.** Can a player win and/or lose the game? What happens when a player wins? The end-game should reinforce the energy-saving message.

Note: Creating a good game can be challenging. Consider starting small and focused.

- **Storyboard your game.** Present how you are going to:
  - Introduce the game
  - Give instructions
  - Set the scene(s), including visually letting the players know where they are, what they need to do, and how well they are doing
  - End the game

### Make Your Game

- **Make your video game.** How you do this will depend on the tools you use.
- **Save your video game and make sure you can access it later** so you can share it with others.