



A cross section challenge to promote the use of media in Girlguiding.

Developed by the GENE (genie) team, Girlguiding Essex North East's media team.

www.girlguidingessexne.org.uk

The team broadcast a two hour long monthly radio programme called "The GENE radio show" on Chelmsford Community Radio, part of 'Community Matters'. They also regularly photograph, video and report on Guiding events and stories.



GENE Media Challenge

Finish the required number of tasks from each section to complete the GENE media challenge.

Each task has a suggestion indicating which membership section it is most suited to. Please note that this is a general guide and members of any section can complete any task!

R Rainbows

B Brownies

G Guides

SS Senior Section

ALL Rainbows, Brownies, Guides, Senior Section, Adult Leaders and Trefoil members

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Photography

Complete at least 3 challenges.

(Rainbows can complete 1+ / Brownies can complete 2+)

1. Learn how to use a camera. ***All sections***
2. Take a photo of something you like. ***R/B***
3. Take a photo and write a caption in a speech bubble for it (this can be done on a computer). ***R/B***
4. Make a story either by printing out your photos or by using photo story type software on your computer. ***All sections***
5. Design and make a photo presentation (this could be for a guiding event eg: camp or an issue that feel strongly about). ***G/SS***
6. Submit a photo to a photo competition. ***All sections***
7. Hold a unit photo competition. As a unit, choose a theme of what your photos are going to be on. ***All sections***
8. Send a photograph with a short description to Guiding Magazine, Seaxe or your local Guiding newsletter. ***G/SS***
9. Submit a photo to a Guiding website or Guiding Facebook group or page. ***G/SS***
10. Go to a photographic exhibition. ***All sections***



Reporting

Complete at least 3 challenges.

(Rainbows can complete 1+ / Brownies can complete 2+)

1. Submit any of the following to be published in a Guiding or local magazine or newspaper. **All**
2. Write an article suitable for a local community newsletter. **B/G/SS**
3. Write a letter or article suitable for a Guiding newsletter/magazine.
(Seaxe) **B/G/SS**
4. Write your own profile (See GENE profiles <http://www.girlguidingessexe.org.uk/GENE+Radio/Presenters+Profile/>). **All**
5. Draw a picture to show something you have done at Rainbows. **R**
6. Create a unit or patrol/six newsletter. **R/B/G/SS**
7. Write a letter suitable for a local newspaper on an issue you feel strongly about. **G/SS**
8. Design and write your own blog. **G/SS**
9. Contribute to a blog **B/G/SS**
10. Use the hashtag #generadioshow or tweet a 160 character report to the show on @GENEradioshow. **SS**
11. Comment or share a Guiding issue on Facebook. **SS**
12. Be a critic! Write an article about a film you have recently seen. **All**
13. Record a sound trail (eg: around your unit place, local park, shops etc). **All**
14. Create a display telling everyone about Guides which can be put up in the place where you meet. **B/G/SS**
15. Invite someone along to your meeting and interview them. In your patrols then write an article which can be sent off to Seaxe. **G/SS**
16. Write a story about an adventure you went on with your Rainbows. **R**

Radio

Complete at least 1 challenge from each of the four headings

Listening

1. Listen to a GENE radio show! **All**
2. Visit the GENE radio page on www.girlguidingene.org.uk for details on how to listen to the GENE radio show. **All**
3. Listen to a radio play or feature (Radio 7 /4/ local) **All**



Planning

4. Design your own radio feature or play. **B/G/SS**
5. Design a set of questions to ask your favourite pop star. **All**
6. Chose 5 songs suitable for the GENE radio show and submit them to the team. All (gene.radio.team@googlemail.com) **All**
7. Make your own radio show including music and guests, use the above planning to help you make the show. **G/SS**
8. Hold a “be a DJ” evening in your unit, borrow a karaoke machine or microphone. Share your music with the unit. **All**

Interviewing

9. Interview another member of your unit. **All**
10. Interview an adult about their guiding experience. **B/G/SS**
11. Choose a current issue and interview a member of the community (eg: MP, Mayor, Councillors, Librarian etc) **SS**
12. Listen to 3 different radio presenters interview someone. What style do they have? Did they interview the person well? What would you have done differently? Did they ask the right sort of questions? What questions would you ask if you were in the presenter's shoes?
G/SS

Recording

13. Record any of the radio challenges on voice recorder, sound facility on laptop or digital camera and send them to the GENE Radio show.
All



Video

1. Watch a Girlguiding you tube video
<https://www.youtube.com/user/girlguiding>. **All**
2. Make a constructive comment on a Girlguiding you tube video.
B/G/SS
3. Make a moviemaker film using stills and/or video on a guiding event. **G/SS**
4. Make a moviemaker film using stills and/or video advertising your section or guiding in general. **G/SS**
5. Contribute to above and have an adult make the video. **R/B**
6. Help a Rainbow or Brownie unit to make a video. **SS**
7. Learn how to use a video camera or video facility on a digital camera. **All**
8. Send GENE a link to you video
generadio@girlguidingsexsexne.org.uk , we may be able to use it for Guiding publicity! **G/SS**
9. Make an animation film using drawings or modelling. **B/G/SS**
10. Create your own 2 minute news report about something going on in Guiding. **G/SS**



Useful links

Take a look at the websites below for useful ideas and information:

<http://www.girlguidingsexne.org.uk/The+G.E.N.E.+Radio+Show%21/>

<http://www.youtube.com/user/GirlguidingUK>

<http://www.bbc.co.uk/blast/>

<http://www.youngreporters.org/>

<http://www.firstlightonline.co.uk/>

<http://www.freesound.org/>

The GENE team are always looking out for interesting and useful sights, please email generadio@girlguidingsexne.org.uk and we will include your ideas in the next edition of our challenge pack.

Important Leader Notices

Internet safety

Using the internet and Social Networking sites can be a fantastic experience providing you use your common sense and follow some simple guidelines. Check out the web sites below for information:

www.safekids.com

www.ceop.gov.uk

www.nspcc.org.uk

www.nch.org.uk

www.kidscape.org.uk

<http://www.bbc.co.uk/cbbc/topics/stay-safe>

Leaders should also read the Girlguiding Social Networking Guidelines in this pack.

Please check www.girlguiding.org.uk for regular updates.

Parental permission

Leaders should ensure that appropriate permissions have been granted by parents/guardians before any material/images is published on any websites or printed publications.

Personal details

Personal details such as private addresses, telephone numbers, email addresses or meeting place details with day or time should NEVER be disclosed on any publication.

Social Network Guidelines

Using the internet and Social Networking sights can be a fantastic experience providing you use your common sense and follow some simple guidelines. Please take time to read the Girlguiding UK Social Networking Online Safety Guidelines below.

The internet is changing the way we live. Young people have taken to technological advances very quickly, taking advantage of the opportunities they provide to socialise, communicate and learn. However, new technologies bring new risks that we need to be aware of and manage in order to safeguard the welfare of our members.

These guidelines are intended to help Leaders ensure that we make the best of new technologies while protecting both the young people in our care and preventing ourselves from being placed in a vulnerable position. Leaders are encouraged to share the guidelines with girls in their units to ensure that they are also aware of the risks involved in using new technologies and to encourage good practice in managing these.

The General Guidance section provides good practice guidance covering all online activity. There are also some specific points to note in relation to unit websites, social networking sites, and email.

GENERAL GUIDANCE

Contacting young people by email or online

- Girls under 16 cannot give permission themselves for their contact details to be shared. Parents and guardians must give written permission on their behalf. This means that if you email or text anyone under the age of 16 you should have written permission from their parent or carer to do so.
- Think about the content of any message that you send – ensure that you use appropriate language; try not to include any words or phrases that could be misinterpreted; if you are sending images, make sure that they are appropriate; ensure that any external hyperlinks you include do not lead to inappropriate content.

- Always copy another adult into any message that you send to a member under the age of 18.

Sharing information online

- Avoid mentioning the specific time and place of your meetings on websites, social networking sites, or in chatrooms. Provide some way for people to contact you if they would like this information. You can then use your own judgement to decide whether this person is legitimate.

Sharing photos and/or video

- Think carefully before sharing photos or videos of girls in your unit on websites, general social networking sites or specialist media-sharing sites like YouTube.
- If you do want to share photos or videos of girls in your unit make sure you have written permission from their parent or carer before going ahead and avoid mentioning their full names or including other information that could inadvertently reveal their identities.
- Make sure girls are aware that they shouldn't share photos or videos of their friends online without permission from their parent or carer.

Making and communicating with friends online

- Ensure that girls are aware that new friends who they meet online are really strangers so they need to be careful who they trust.
- The only way someone can physically harm you is if you're both in the same location, so – to be completely safe – encourage girls not to meet friends they have met online in person. If they do decide to meet someone who they've contacted online it is important to tell a parent or guardian and take them along. Meet in a public place in daytime.
- Encourage girls to look out for their friends too and tell a responsible adult if they think a friend is at risk.
- Encourage caution when using chatrooms. It is possible to get away from an unpleasant situation in a chatroom by logging out or by changing your screen name.
- Make sure your girls know how to save a copy of their conversation. This may help if they want to report something they feel uncomfortable about to the chatroom provider or moderator.

ADDITIONAL GUIDELINES

Unit Websites

- Make sure you follow the general guidelines above – particularly those which relate to sharing information and photos/videos online.
- If you are planning to include a guestbook on your site make sure that you have good security measures in place. In particular, make sure that every message is checked by an adult prior to publication and any unsuitable messages are removed immediately.
- Protect yourself legally too - if you have taken any text, images, or code from any other website, make sure you have permission from the website owners. The Clipart and photo library images featured on this website are copyright cleared for your own use, but the majority of photos are not licensed for use outside of this website. If you would like to use any information or imagery from the Girlguiding UK website please contact us first.

Social networking websites

A social networking website is an online community where members interact with their friends and can make new friends. Members can chat, message, email, video, voice chat, share photos, download images and applications, blog, start discussion groups, share their interests and activities and explore new ones. Facebook, Twitter and Myspace are all examples of social networking sites.

- Make sure you protect your personal details. The default is often set to disclose all information to others in your network. It is safer to limit access to people you know personally or who belong to any closed groups you join. It is also safer not to add your address/telephone number to your online profile.
- Remind girls that that new friends they meet online are really strangers. Suggest that they only accept people as 'friends' who they know already.
- If setting up a group for girls from your unit, District etc, set it up as a 'secret' or 'closed' group. Ensure that girls are aware of the status of any groups they join. Some groups are 'open' to anyone who chooses to sign up. None of the open guiding groups currently in existence have been officially endorsed by Girlguiding UK and there is no guarantee that all

members of an open guiding group will be genuine members of Girlguiding UK.

- Think carefully before accepting girls as 'friends' on social networking sites. Is all the content of your profile page appropriate? Are you sure that this won't give girls access to discussions you would rather keep private?
- If you are concerned about a guiding group that you come across or have any other child protection concerns please report your concerns to Girlguiding UK's Membership Support Services Manager on 020 7592 1730 or email confidentialrecords@girlguiding.org.uk

Email

- When emailing a group of people use the bcc (blind carbon copy) box to enter the distribution list. This will ensure you don't share anyone's contact details without their permission. It will also help to protect everyone against spam.
- Be aware of the possibility of your contact details being 'sold' to another party.
- Do not forward chain emails to young people.
- If you receive an email from a young person that causes you concern, refer to your District or Division Commissioner or designated person. For more information, please refer to our Safe from Harm guidelines.



Badge Order Form

Once you/your unit has completed the GENE media Challenge, please complete and return this badge order form to the Girlguiding Essex North East County Office.

Unit:

Leader's Name:

Address where badges should be sent:

Postcode: _____

Tel. No. (in case of queries): _____

Email (in case of queries):

Number of badges required at £1 each: _____

Please add postage of £1.50 to your order.

Total amount enclosed: _____

All cheques should be made payable to 'Girlguiding Essex North East PR'.

Please return form and cheque to: GENE media challenge, Girlguiding Essex North East, Unit 7, Park Farm Kelvedon Road, Inworth. CO5 9SH