

CADETTE MEDIA PROGRAM INFORMATION PACKET

**STABLER-LEADBEATER APOTHECARY MUSEUM
105-107 S. FAIRFAX STREET
ALEXANDRIA, VA 22314**

Please read this Packet thoroughly and share it with the parents of your troop. It contains important information about your upcoming program and will answer many of the questions commonly asked by leaders and parents.

**Patch order form is at the end. Please pre-order as a Troop.
Girls can purchase patches individually at the end of the program.**

What is the Stabler-Leadbeater Apothecary Museum?

The Stabler-Leadbeater Apothecary Museum, which now is run by the staff of Gadsby's Tavern Museum, was originally opened as a family business in 1792 by Edward Stabler which operated in this location from 1796 until 1933. It represents one of Alexandria's oldest continuously run businesses, run by the same family until its closing in 1933. The business retailing, wholesaling, and manufacturing, and the collection reflects the full 141 years of operation. Products included tinctures, elixirs, potions, talcs, lotions, syrups, teas, paints, cleaning products, food items, wines and confections. As a museum today, the Stabler-Leadbeater Apothecary offers a look at this unique family enterprise and the life of the Apothecary's employees and customers.

What Girl Scout Award will the girls complete?

Cadette Girl Scouts complete almost all of the *It's Your Story—Tell It!* leadership journey, *Media*. Through discussion and examination of our historic collection of advertising girls will learn how to “read between the lines” of the messages media tells and then have their chance to make a mark on media by creating a Public Service Announcement.

Leadership Journey Award Tracker

Monitor: Girls take stock of media in their world and the influence it has

- 1) Ice Breaker discussion that emphasizes how much media is a part of their lives and the variety that exists.
- 2) Take it Apart—breaking down how advertising tries to persuade you
- 3) Stereotypes—through examination of ads and discussion

- 4) Understanding that messages are often communicated by a company/organization in multiple ways (seven layer dip, demonstrated on the tour through variety of advertising for one product and the PSA with its many components)
- 5) Survey the impact of your PSA through a focus group (completed after event)

Influence: Girls understand the importance of having media reflect the realities of their world

- 1) Understanding gained through discussions during and after the tour
- 2) Act of creating a Public Service Announcements to get a message of their own out to a group of their choosing.

Cultivate: Girls make a personal commitment to cultivate a new perspective on media.

- 1) Each girl fills out a pledge sheet challenging herself to make a positive change in how she uses media. They need plan how they will make this happen (cultivate this change) and follow through.

*Troop leaders will need to check with girls to see if they followed through on their commitment.

Is there anything we need to do to prepare?

To get your girls thinking about media, take a cue from the journey and have them track all the ad messages they see in a day, from when they wake up to when they go to sleep (Message Overload, page 27 in the girls' journey book if they have it). It's a great way to get them thinking about how large a part of life media is. Since girls will need to show their PSA to a group outside of the event, knowing who that will be (a parent night, sister troop...) in advance will help them target their message and write effect survey questions.

Do the girls need to purchase/bring their journey book?

Girls do not need to bring their books. While the program activities reference what is covered in the book, the Museum will provide everything needed. As for purchasing the book, there are additional activities in the book the girls may enjoy doing outside of the event. The Museum does not offer these books for sale. Please check with the Girl Scout Council of the Nation's Capital for the closest retail location.

One of my girls has food allergies...

During the program we serve gold fish crackers (Pepperidge Farm) and lemonade. If there is a girl in your troop with a food allergy, they are welcome to bring their own food. We do have refrigeration available. Except in the case of food allergies, we ask that no outside food be brought to the event.

What about Accessibilty/Special Needs?

If a member of your group has a special need, please contact the Curator of Education at 703.746.4242 at least a week prior to the event. We truly wish to make the experience enjoyable for every girl, and the more we know in advance the better prepared our museum teachers will be to ensure each girl is fully included throughout the evening. Please be aware that the Museum is not wheelchair accessible beyond the first floor.

Is there a shop?

Yes. Girls may want to bring money for the Museum Shop. After the program girls are welcome to browse the shop and make purchases. Items range from \$.50 and up and include a variety of educational and souvenir items. Troop leaders can pre-purchase patches for their girls or purchase them in the gift shop at the end of the program. Please be sure your girls know if a patch has already been purchased as they are also available in the gift shop.

What happens if the weather is bad?

In the event of inclement weather, we may cancel your program. This decision will be made by noon the day of the program if not sooner. The contact for each troop will be notified by phone and email. Parents should contact their troop leader instead of the museum.

The Museum will make every effort to reschedule the cancelled program. If the Museum is unable to find a date suitable for you group, you will receive a full refund. If you cannot attend due to weather in your area but the program is not cancelled, the Museum will make every effort to reschedule your troop and you will receive all but a \$25 (registration fee) refund if we are unable to find a suitable date for your group. Please call the museum no later than noon the day of your program if you are cancelling due to weather.

Dine Before Event

Please make sure your troop has had dinner before arrival. There are a number of quick restaurants on King Street, including Subway, Buggy's (pizza buffet), and La Madeline. Other restaurants suitable for groups in the area include Hard Times Café and King Street Blues. Visit www.visitalexandriava.com for a complete list of Alexandria restaurants. Outside food is **not** permitted in the Museum except in the case of allergies. An evening snack will be provided.

Parking

The Museum recommends using a parking garage during the program. Metered parking is strictly enforced, is only for two hours, and does not turn off until 9 p.m. It is disruptive for adults to leave during the event to feed meters

The nearest parking garage is the Market Square Garage, located under Market Square by City Hall, 108 N. Fairfax Street. Cost is \$5 for unlimited time.

Please plan time to park into your plans for prompt arrival.

Check-In

Upon arrival, there will be a Program Coordinator waiting to check-in troops at the Apothecary Museum. Ideally, groups should check-in together so the troop can start the program as soon as they arrive. Some troop leaders arrange a meeting place prior to coming to the museum to help with this. If dropping your girls off before parking, please make sure an adult from your troop is

present at all times, even if it means taking turns parking. Smaller troops are often combined with another troop, so please make every effort to be on time so another troop isn't delayed.

If you know a member of your group is running late, please let the Program Coordinator know; typically if most of the troop is here, the Program Coordinator gets your troop started and catches up the late member of your group when she arrives.

The Museum's phone number is 703.746.3852 if you need to call.

Chaperone Responsibilities

Each troop will be assigned a trained museum teacher for the evening's programs; however, we expect the adult chaperones to participate in the activities with the girls. Scouts must be under chaperone supervision at all times while participating in the event and will be expected to behave safely and with courtesy. Chaperones are not allowed to leave the building for coffee or other personal errands during the event. Please be sure all cell phones are either turned off or to vibrate during the program. While the program is targeted to the girls, chaperones set the example for how to behave and participate respectfully and will be invited to engage in the activities as well. As the troop leader, please be sure all chaperones understand their responsibilities and are prepared to fully participate.

Directions to the Apothecary Museum

Address: 105 S. Fairfax Street, Alexandria, VA 22314

From Washington DC:

Take the George Washington Parkway south into Alexandria. The Parkway becomes Washington Street in the city. Go about a mile, past Queen Street, and turn left on Cameron Street, opposite Christ Church. Go four blocks and turn right onto Fairfax Street. The Apothecary Museum is located on the right just after you cross King Street.

From I-95/I-495 (Capitol Beltway):

Take the US Route 1 North exit (first exit on the Virginia side of the Woodrow Wilson Bridge). Please note the ramps may change due to the construction of the Woodrow Wilson Bridge. Follow Route North to 1 (Patrick Street) about one mile. Turn right on King street, go seven blocks, turn right onto South Fairfax Street. The Apothecary Museum is located on the right.

Items to complete after event

Troops will receive a copy of the PSA in the mail approximately two weeks after the event. In order to complete the survey portion of the journey, girls need to show the PSA to a group of their choosing (hopefully selected in advance) and ask the survey questions developed during the program.

Troop leaders should also check-in to see if girls followed through on their Media Pledges. As part of their pledge, girls are writing how they plan on demonstrating their commitment to you as the leader. In the event a troop runs out of time, the Media Pledge activity will be sent home with the troop to complete at a later time.

Event Schedule

- 7:00 p.m. Check-in at the Apothecary
- 7:10—7:25 p.m. Intro: *What is Media?*
- 7:25 – 7:40 p.m. *Persuasion Techniques*
- 7:40 – 8:15 p.m. *Media then and now*: Explore media through tour of historic space
- 8:15 – 8:30 p.m. *Positive messages?* discussion
- 8:30 – 9:30 p.m. *Creating a counter-message: Your Own Media Campaign*
Includes selecting a topic, filming a Public Service Announcement (PSA), and creating additional media materials as time permits. Will break into teams according to skills and interests.
- 9:30-9:45 p.m. *Measuring your Impact*: Developing a survey/focus group questions
Snack
- 9:45-10:00 p.m. Media Pledge

Note: Gift shop will be open *after* the program for patch purchases and individual shopping