



Girl Scout Photo Opportunity

“Council Shout-Outs”

ARE YOU CRAZY ABOUT YOUR COUNCIL?

WOULD YOU LIKE A CHANCE TO BE FEATURED IN THE FIRST EVER VIRTUAL NATIONAL COUNCIL SESSION THIS FALL ?

If you answered yes to either question above then we'd love a video from you!

As you know, for the first time ever Girl Scouts National Council Session (NCS) will be held virtually this year. As part of providing the most fulfilling, inspirational, and memorable experience possible we're going to create a Council Shout-Out video that will play during NCS. This video will be seen by thousands nationally and will set the tone for the entire event.

What will the Finished Video look like?

The final video will be a photo montage of 112 Girl Scouts portraits, one from each council and from USAGSO. Girl Scouts are encouraged to find a creative, visual way to represent their council. It could be choice of background or holding an object that represents something special about your council. The 112 most creative, interesting and appealing photos will be chosen.

Is this activity safe?

Yes! You can make the video safely at home or outside while social distancing.

Will there be compensation for participating?

Unfortunately, we're not able to provide compensation. However, you will have the chance of being part of an important tradition and proudly helping to make Girl Scout history.

What's the dress code?

You can choose to wear your Girl Scout uniform or you can dress to represent what you love about your Council.

What do I need to take the photo?

All you need is a phone or camera and a stable place to put the phone HORIZONTALLY. Once you've taken the photo, you'll need an internet connection to send the video.

What do I do once I've taken the photo?

Send it to us! To be considered, you have to send us two things: 1) your full resolution photos and 2) a completed materials release, signed by your guardian. Because photo files can be big, you'll need a special link in order to upload both of these to us.

Who can participate?

Any active Girl Scout can participate of any age, from Daisy to Ambassador. Parents are welcome to help behind the scenes.

I'm Interested! What should I do?

Dream up an interesting way to take a portrait of yourself while also representing your council. Think about what backgrounds, objects, props, and uniform elements can best represent your particular council. Find a bright room or spot outside, and take a HORIZONTAL shot of yourself standing about three feet away from your camera. Take as many photos as you want, then choose the best two (2) photos and send us those.

How can my photo look awesome?

We've included guidelines for taking great photos for this project. Please read them carefully. It'll increase the chances your photo gets selected!

How do I send the video and signed release?

To get the special upload link to upload your photos and the signed release, email Morgan, mrobinson@girlscouts.org, with the subject "GSSHOUT" or text "GSSHOUT" to (929) 277-7947. Please also include your council name, Girl Scout's full name, guardians full name in the email or text. We will then send you the upload link. Once you have the link, just follow the instructions to upload both your photos and the signed release.

When are they due?

Get your submissions in ASAP! The sooner we get your photos, the more likely we are to use it. No videos will be accepted after Friday, August 21.

What if I have a question or problem?

Contact us! You can email Morgan, mrobinson@girlscouts.org, or call or text (929) 277-7947, M-F 9:00 a.m. – 6:00 p.m. ET.

Thank you so much for helping us with this project.

We are SO looking forward to seeing your photos!

GSUSA Council Shout Out Video for NCS

Photography and Uploading Guide

GENERAL

When using a smart phone, shoot your photo HORIZONTALLY, not vertically like you normally hold the phone.



Make sure your camera is at eye-level to your subject.

Get CLOSE! The camera should be 3 feet away from your Girl Scout. Your Girl Scout's upper body should take up most of the photo's frame, like the example below.



ATTIRE

All Girl Scouts must be in uniform for this photoshoot.

Note: If any non-uniform clothing must be worn, solid colors tend to look best on camera. Avoid clothing with stripes, checkered patterns, busy patterns (e.g. polka dots).

Avoid any third party logos of any kind.

LIGHTING

Take the pictures during daytime in a bright room. Avoid bright windows *behind* your Girl Scout which make her look like she's in shadow. Bright windows should be behind the camera.

BACKGROUND

We want the emphasis to be on your Girl Scout, so keep your background very simple.

A clean room or a blank wall is just fine. If it's a wall, she should stand five feet off the wall if possible so as not to cast shadows on it.

Check your scene: Is your environment Girl Scout-brand appropriate? AVOID details like wall art, magnets, and other things that can appear in the background.

RELEASE

In order for a video to be considered for use, it must be accompanied by a completed materials release, signed by the legal guardian of the Girl Scout. You can find the release template in the same folder where these guidelines were posted. If you don't have access to a printer or can't complete the release online, contact us at mrobinson@girlscouts.org or call or text (929) 277-7947, M-F 9:00 am – 6:00 pm ET, and we can help.

UPLOADING YOUR PHOTO AND SIGNED RELEASE

Once your photos are complete and your release is filled out, you'll need a special link in order to send them to us.

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DO NOT attach your photos to an email.

Once we receive your email, we'll send you the upload link. Just follow the link instructions to upload your full resolution photos AND the signed release. Be sure to send us the original full resolution photos (do NOT email or text it to us, as those programs compress content and lower the quality of the assets when doing so).

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TIMELINE

Get your submissions in ASAP! The sooner we get your photo, the more likely we are to use it. No photos will be accepted after Friday, August 21, 2020.

VIDEO DEBUT DATE

- The final video will be shared during the 55th National Council Session, October 23-25, 2020



Girl Scout Video Opportunity

55th National Council Session

Virtual Flag Ceremony

DO YOU LOVE GIRL SCOUT TRADITIONS?

WOULD YOU LIKE A CHANCE TO BE FEATURED IN THE FIRST EVER VIRTUAL NATIONAL COUNCIL SESSION THIS FALL ?

If you answered yes to either question above then we'd love a video from you! As you know, for the first time ever Girl Scouts National Council Session (NCS) will be held virtually this year. As part of providing the most fulfilling, inspirational, and memorable experience possible we're going to create a virtual flag ceremony video that will kickoff NCS. This video will be seen by thousands nationally and will set the tone for the entire event.

What will the finished video look like?

The final video will consist of approximately 30 Girl Scouts of all ages and backgrounds, each reciting a portion of the Flag Ceremony Commands, Pledge of Allegiance, and the Girl Scout Promise and Law.

Is this activity safe?

Yes! You can make the video safely at home.

How can my video look and sound great?

We've included guidelines for making great videos for this project. Please read them carefully. Doing so will increase the chances we'll select your video!

Will there be compensation for participating?

Unfortunately, we're not able to provide compensation. However, you will have the chance of being part of an important tradition and proudly helping to make Girl Scout history.

What's the dress code?

You must be wearing your Girl Scouts uniform to be considered.

What do I need to make the video?

All you need is a phone or camera that shoots video and a stable place to put the phone HORIZONTALLY. Once you've recorded, you'll need an internet connection to send the video.

Who can participate?

Any active Girl Scout can participate of any age, from Daisy to Ambassador. Parents are welcome to help behind the scenes.

I'm Interested! What should I do?

We want you to record a video of yourself reciting the Pledge of Allegiance plus the Girl Scout Promise and Law. Videos should be around three minutes long (five minutes maximum). There's no need for any editing. Just find a bright room and set up a stable HORIZONTAL shot of yourself standing about three feet away from your camera. Look right into the camera, press record, and go for it! If you make a mistake, don't worry...you can just redo that one part and keep going with the rest. *All submissions must include the Pledge of Allegiance and the Girl Scout Promise and Law.* Optional: if you wish, you can also do the Flag Ceremony Commands!

What if I don't know the words by heart?

No problem. We've included a script with all the words for the Pledge of Allegiance and the Girl Scout Promise and Law (and the optional Flag Ceremony Commands, too).

What do I do once I've made the video?

Send it to us! To be considered, you have to send us two things: 1) your full resolution video and 2) a completed materials release, signed by your guardian. Because video files are big, you'll need a special link in order to upload both of these to us.

How do I send the video and signed release?

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We are SO looking forward to seeing your video!

GSUSA Virtual Flag Ceremony Video for NCS

Shooting and Uploading Guide

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TIMELINE

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VIDEO DEBUT DATES

Final videos will be shared during the following NCS events:

- Stewardship Report Webinar: September 9, 2020
- Kathy Hannan and Sylvia Acevedo Keynote, Dianne Belk Presentation: October 3, 2020
- 55th National Council Session: October 23-25, 2020

GSUSA Virtual Flag Ceremony Video for vNCS

Pledge of Allegiance, The Girl Scout Promise and Law, and Flag Ceremony Commands

SCRIPTS

The Pledge of Allegiance, the Girl Scout Promise and the Girl Scout Law are required. The Flag Ceremony Commands are Optional. Girls Scouts should deliver their lines looking directly at camera. We encourage them to memorize as much of each passage as they can so they aren't looking down to read their lines. Encourage them to have fun, speak clearly, and deliver their lines just as they would in an actual Girl Scout Flag Ceremony.

Pledge of Allegiance

I pledge allegiance
to the Flag
of the United States of America,
and to the Republic
for which it stands,
one Nation
under God,
indivisible,
with liberty
and justice
for all.

Girl Scout Promise

On my honor, I will try:

To serve God* and my country,

To help people at all times,

And to live by the Girl Scout Law.

* Members may substitute for the word God in accordance with their own spiritual beliefs.

Girl Scout Law

I will do my best to be

honest and fair,

friendly and helpful,

considerate and caring,

courageous and strong, and

responsible for what I say and do,

and to

respect myself and others,

respect authority,

use resources wisely,

make the world a better place, and

be a sister to every Girl Scout.

OPTIONAL: Flag Ceremony Commands

"Girl Scouts, attention."

Used to announce that the flag ceremony is to begin.

"Color guard, advance."

Signals the color guard to advance with the flags or advance to pick up the flags.

"Color guard, post the colors."

Directs the color guard to place the flag in flag stands or to attach the grommets to a flagpole rope.

"Color guard, honor your flag."

Signals the color guard to salute the American flag.

"Please join us in saying the Pledge of Allegiance."

Followed by an appropriate song, quotation, or poem, if so desired.

"Color guard, retire the colors."

Color guard removes the flag from stands or to lower the flag, detach it from the rope, and fold it prior to being dismissed.

"Color guard, dismissed."

Prompts the color guard to leave in formation, with or without the flag.

"Girl Scouts, dismissed."

Indicates girls may leave in formation or be at ease where they have been standing.



Girl Scouts of the USA
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girlscouts.org

MATERIALS RELEASE FORM – PHOTOS/VIDEOS/TESTIMONIALS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,
_____ (“the Owner”) affirms):

1. Full ownership of all right, title and interest in and to the copyrights in the materials identified herein:
 photographs (the “Photographs”) video footage (the “Footage”) Written Testimonials
Any checked-off materials collectively or individually are hereafter referred to as **Materials**.
(Please attach a photo thumbnail sheet and/or a list Materials in **Schedule A**.)
2. If applicable, Owner represents and warrants that it has the necessary signed photo releases for each person or entity, if brand, depicted in the Materials (the “Photo Releases”).
3. That the Photo Releases and ownership of the copyrights in the Materials grant the Owner unlimited right and permission to use, distribute, publish, exhibit, digitize, broadcast, display, reproduce or otherwise exploit the name, picture, likeness and voice of the persons or the brand photographed and/or videotaped, or to refrain from so doing, in any manner or media whatsoever (whether now known or hereafter devised), anywhere in the world, by any persons or entities deemed appropriate by the Owner, for any purpose including, without limitation, any use for educational, advertising, non-commercial or commercial purposes. If submitting written testimonials, the Owner hereby affirms all of the aforementioned rights as applicable to the written materials submitted.

The Owner hereby consents and agrees to the following:

1. That Girl Scouts of the USA (“GSUSA”), its affiliates and its successors and assigns, is granted in perpetuity the non-exclusive right and license to use, modify (at GSUSA’s sole discretion), distribute, publish, exhibit, digitize, broadcast, display, reproduce, print or otherwise exploit the Materials identified herein for the following purpose(s), including national press, if applicable:

2. The Materials will be used solely for the purpose specified above. GSUSA has no right to use any other Materials owned by the Owner, other than the Materials described on the attached Schedule A, unless Owner agrees in writing to the additional uses.
3. The Owner has the legal right to enter into this agreement and to grant all rights granted under this agreement, and the permission of no other party is necessary for the Owner to exercise its rights hereunder.

Signature of Owner or Authorized Representative
(adult must sign for minor)

Company or Girl Scout Council (if none, write N/A)

Printed Name of Owner Authorized Representative
(adult name if signing for minor)

Date Signed

SCHEDULE A