



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 photo or two 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 photo(s).

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 photos 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 photos 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 or in clothing that represents something special about her council for this photoshoot.

Note: 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 photo 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.

To get the link you can either:

- 1) Email mrobinson@girlscouts.org with the subject "GSSHOUT" or
- 2) Text "GSSHOUT" to (929) 277-7947.

IMPORTANT: whether you email or text us, please also include your council name, Girl Scout's full name, and guardian's full name in the email or text.

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).

If you have any problems, you can email Morgan, mrobinson@girlscouts.org, or call or text (929) 277-7947.

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