

SOPHIA'S SCHOOLHOUSE

Episode 001: Savannah's First Cookie Sales

Activity Overview: In 1937, the Institute of Propaganda Analysis identified seven techniques used by propagandists. While these techniques do not encompass all the ways advertisers and propagandists attempt to sway the public, they offer a great start for students in identifying and explaining strategies used in commercials, propaganda, campaigns and really any persuasive writing. In this activity, students will identify where these seven propaganda techniques are used in a radio commercial used by the Girl Scouts of Savannah in 1936 to promote their cookie sale. As an extension activity, students can recreate the commercial or write their own.

Procedure:

- Provide students with the seven techniques (see below) and discuss some examples of each. See if students can come up with their own examples from current commercials or political campaigns.
- Provide students with the radio script (see pgs. 2-9). You can put students in groups or have them work individually. Depending on your students you can provide them with the whole script or split it up into segments.
- Have students read the script through once on their own or in small groups.
- Next, have students go back over the script with highlighters or pencils to note every time they see a certain technique used.
- Have students write a few sentences explaining the type of techniques used in the script.
- Come back together as a class and have students share where they think the techniques are being used and defend why.
- As an extension activity you can have students act out the radio script. The Internet Archives has audio clips from the 1930s for students to get a feel for the era. Here is one example, but a search brings many more: https://archive.org/details/Old_Radio_Adverts_OI

Seven Techniques of Propaganda

Identified in 1837 by the Institute of Propaganda Analysis

For definition flashcards and examples visit Quizlet: <http://quizlet.com/5435505/7-types-of-propaganda-techniques-flash-cards/>

1. Bandwagon – most people have this or are doing this so you should too.
2. Loaded words – using words that have strong emotions: examples: peace, war, patriotism, freedom, hope.
3. Testimonials – using expert or celebrity to sell or support
4. Name calling – saying bad things about your competitor
5. Plain folk – using ordinary people or trying to sound ordinary to sell something or persuade you to vote or support an idea
6. Glittering generalities – employ vague, sweeping statements (often slogans or simple catchphrases) using language associated with values and beliefs deeply held by the audience without providing supporting information or reason.
7. Transfer – a technique used to carry over the authority and approval of something we respect and revere to something that the propagandist would have us accept. Propagandists often employ symbols to stir our emotions and win our approval.

PUBLIC RELATIONS DIVISION
GIRL SCOUTS, INC.
570 LEXINGTON AVENUE
NEW YORK CITY

SCRIPT: #33
TIME: 15 MIN.

COOKIE SALE PROGRAM

This script, based on a radio program received from Mrs. Hunt Smith, of Louisville, Ky., was adapted for the Girl Scout Federation of Greater New York when they gave their cookie sale. It was broadcast over WOR on November 9, 1935.

The song used is "Here Comes Cookie," from the motion picture "Love in Bloom," with Girl Scout lyrics written by Girl Scouts. In order to use this music, check with the music department of your local station and if necessary ask your station to get the publisher's permission.

With the suggested music, this script runs about thirteen minutes. Time it carefully and fill in with music or local information.

CAST: Girl Scouts: Anne and Loretta
Mr. Fisher
Brownies: Muriel and Ethel
Mrs. Hopkins

Song "Here Comes Cookie" played once:

STATION ANNOUNCER: Have you - and you - and you - bought your Girl Scout cookies? 20,000 dozen cookies have been baked - crisp oatmeal cookies. 20¢ a dozen - wrapped in cellophane. Every penny made goes to help the Girl Scouts of Savannah.

Thousands of Scouts are taking orders as fast as their pencils can write. This cookie sale has swept the Town!

Not only are cookies being bought for home consumption, but many large donations have been received for institutions, hospitals, etc., from local clubs and liberal-minded citizens.

Telephone your orders in to Girl Scout headquarters, 7315, or call up a Girl Scout friend. Watch for the cellophane packages with the green label through Saturday, May 2nd. If you have dinner in a hotel or club in the next few days, order Girl Scout cookies for dessert! You won't be sorry!

STATION ANNOUNCER: Let us follow one of our Girl Scout friends around now and see how fast the orders come in. Oh! Oh! There's a little trouble here -----

LORETTA: We've got to call on Mr. Fisher now -- he lives in that house right down there. We'll see if we can get an order from him.

ANNE: Mr. Fisher! That cranky old man! We'll be wasting our time!

LORETTA: Father said if we could sell him Girl Scout cookies we were born salesmen. See, it's that little white house right there -- that's where he lives. Let's try anyway. (Dog barks several times)

ANNE: Gee! Look at that dog! He looks meaner than Mr. Fisher. Look at his whiskers!

(Dog barks)

LORETTA: You watch now! I know this dog! Here, Adam!

(Dog barks)

ANNE: Look out!

LORETTA: Here, Adam — there, there, atta boy, atta boy. Have a piece of cookie?
There! I knew you would. He loves it!

ANNE: How are we going to make money that way — giving cookies away to the dog!

LORETTA: You wait and see!

ANNE: (Loud whisper) There's Mr. Fisher! He's putting that "keep off the grass" sign up
again. What are you going to say? I'll bet you don't sell a cookie!

LORETTA: Shh! Anne! Oh, good morning, Mr. Fisher. (Trying again) Good morning,
Mr. Fisher. I've come to see if you'd like to buy ———

MR. FISHER: Magazines? Vacuum cleaners? No, thank you, young lady! Oh, it's
Loretta Townsend — Humph! And Anne! Well, what do you want?

LORETTA: We wanted to ask you if you'd like to buy —

MR. FISHER: I'm not buying anything!

ANNE: It isn't magazines, Mr. Fisher.

LORETTA: It's something good to eat — the most delicious cookies you ever had in
your life — Girl Scout cookies.

MR. FISHER: (Irritably) Girl Scout cookies? What next? Well what about them — what
about them?

LORETTA: We thought perhaps you'd like to buy some. It's to help the Girl Scouts of
Savannah.

ANNE: We're selling 20,000 dozen of them!

MR. FISHER: Girl Scout cookies! I wouldn't buy a round dozen of them! Look here,
Anne Seymour, when my wife was alive she baked cookies, and they were
good cookies! I wouldn't touch any of those sawdust things. I wouldn't
have them as a gift.

ANNE: They don't taste the least like sawdust, Mr. Fisher — they're like
home made cookies.

LORETTA: Fifteen prominent citizens of Savannah chose this cookie and they all know good food when they taste it!

ANNE: Sure! They tasted cookies all one afternoon — and drank a lot of tea besides.

MR. FISHER: They'd need something to wash them down.

ANNE: They tried twenty ^{dozens} ~~dozens~~ of cookies!

LORETTA: And at the end of the afternoon this one was chosen.
It's really awfully good. Won't you taste it, Mr. Fisher?

ANNE: (Under her breath) That's right, give away more cookies!

MR. FISHER: I don't want any cookies, I tell you. Adam and I get along very well without them.

ANNE: Adam likes them! That's why he stopped barking just now!

MR. FISHER: Choked on them, I suppose. No indeed. No, thank you. Girl Scout cookies — humph!

LORETTA: I have one right here. I wish you'd taste it, Mr. Fisher. Doesn't it look good? It's the shape of our Girl Scout trefoil.

MR. FISHER: Fancy cookies, eh? Looks more like a three-leaf clover to me!

ANNE: Try it please!

MR. FISHER: Give it to me, then. Um - um - not bad.

LORETTA: Do you like it?

MR. FISHER: Um - um - quite tasty.

LORETTA: Something like the kind your wife used to make?

MR. FISHER: Sort of makes me think of the kitchen Saturday morning ... and the spicy odor of the cookies cooling on brown paper.

LORETTA: (Very tactfully) If you can't use cookies yourself, Mr. Fisher, why don't you let us send them to someone from you? We often do that when people don't want them themselves.

ANNE: You can send them to orphanages and hospitals and they tickle the kids to death!

LORETTA: They love to have a treat like that!

MR. FISHER: Kids - do - like cookies, don't they? But I couldn't send just one box of cookies to so many --

LORETTA: You can buy as many dozen as you wish.

ANNE: The Rotary Club bought a huge package for the Children's Home of Chatham County.

LORETTA: Mr. B. A. Oxnard gave us our first big order!

ANNE: And the Mayor bought the first box in Savannah.

LORETTA: Everybody's buying cookies!

MR. FISHER: Would I have to take the cookies to the kid's hospital myself?

LORETTA: Oh, no. Anne and I will take them over.

MR. FISHER: Well, then, put me down for ten dozen. And I think I'll take a dozen myself --

LORETTA: Oh, thank you, Mr. Fisher! If we had many customers like you, our Girl Scout troop would win the prize!

MR. FISHER: What prize?

LORETTA: The troop which sells the most cookies gets a week-end in camp.

MR. FISHER: Well, here's the money for the cookies, and I hope your troop wins, Loretta and Anne!

LORETTA: Thanks a lot, Mr. Fisher. I wish you could follow your cookies around to the children's hospital and see what happens -----

(LAST HALF OF CHORUS OF SONG SUNG VERY SOFTLY BETWEEN THESE SCENES)

MURIEL: It's almost supper time and the lady with the cookies has never come.

ETHEL: Maybe she won't come — maybe she can't get any.

MURIEL: She said she would bring lots of them — enough for every one of us to have a handful. Won't the kids in the ward be surprised?

ETHEL: Gee, I hope she gets here — I've been hearing you talk about it all day.

MURIEL: Here she comes now! If I could only get out of bed — I'd run to meet her!

ETHEL: Look at all the green labelled packages! Are there cookies in every one?

MURIEL: Sure, I bet there's millions of them. (Calls out) Hello, Mrs. Hopkins, did you get the cookies?

MRS. HOPKINS: Yes, I did! More than I hoped. Look at them! See that big package Loretta is carrying — a gentleman bought that — he didn't have any family of his own — so he sent them to you.

ANNE: He certainly was cranky at first — but when he tasted them — he bought all these.

MRS. HOPKINS: And this one — a little old lady sent. This single package was donated by a boy.

LORETTA: All these packages were given by different people — won't all the other children in the ward be surprised! You haven't told them, have you, Muriel and Ethel?

ANNE: Aw! They couldn't keep a secret!

MURIEL: I didn't tell them — but we've been waiting all day.

ETHEL: When can we eat them?

MURIEL: Gee, I'm hungry — gee, I'm glad you didn't forget!

MRS. HOPKINS: (Crackling paper) Here, try one before I open all of them.

ETHEL: Um, um, it's good!

MRS. HOPKINS: Hurry up and get well, girls, so that you can sell cookies yourselves sometime.

ETHEL: Yes, um, that would be fun.

MURIEL: I think eating them is the most fun of all!

(CHORUS SUNG OR HUMMED SOFTLY THROUGH FOLLOWING SPEECH)

STATION ANNOUNCER: Reports are coming in fast now - ^{hundreds} millions of cookies have been sold already. They tell me if you taste a sample, you'll buy a package -- if you buy a package, you'll order half a dozen -- and you heard what the girls said -- Mr. B. A. Oxnard gave the first large order and the Mayor topped the Savannah list. It's a grand chance for everyone to fill their cookie jars with delicious crisp oatmeal cookies! Watch for the cellophane packages with green labels on sale by all Girl Scouts during the balance of this week. Also look for the street booths on Saturday and if you are on Broughton Street in the afternoon watch the Scouts in the Chatham Furniture Company's model kitchen window. If you dine in a hotel or club in the next few days, order Girl Scout cookies for dessert! Give your order to a Girl Scout friend or call up Girl Scout headquarters, 7315. When you've given your order, sit back and relax. Deliveries start immediately. Cookies may come to your door on bicycle, on roller skates, on foot or delivered by a member of the motor corps. And when your cookies come, enjoy them. Every cookie helps a Girl Scout! Everyone should have a Girl Scout cookie!

(CHORUS OF SONG UNTIL FINISH).