



Response to Rose Parade® Coverage

On January 2, 2012, Girl Scouts kicked off its centennial year with a Girl Scouts 100th Anniversary Float entry in the 2012 Tournament of Roses Parade®. Girl Scouts, their families and supporters from around the world tuned into NBC to watch coverage of the Girl Scouts 100th Anniversary float. Thanks to the thousands of decorating hours from over 8,700 Girl Scouts from across the country, the support of over 15,000 flower dedications, and the 3.2 million Girl Scouts from around the world and their families who tried to watch the parade, the Girl Scouts 100th Anniversary Float was a spectacular success.

Unfortunately, many of these viewers were met with extreme disappointment, when during the parade procession NBC cutaway from the parade coverage just as the Girl Scouts 100th Anniversary float entered the parade route. Millions of viewers, who are Girl Scouts, watched the coverage with their families. Thousands had volunteered their time to decorate the floats throughout the month, and many of these viewers recorded the parade in an attempt to capture this piece of history and to see the final product. Others tuned in to view the Girl Scouts' first Latina CEO, Anna Maria Chávez ride the float, as well as the over 154 participants consisting of Girl Scout alumni, float riders, float outwalkers, banner carriers and color guards walk and ride with the float into history. And then there were those who exuberantly tuned in to watch the Girl Scout float because they placed one of the 15,000 names on the float in honor of, or in memory of a Troop Leader, friend, mother, daughter, sister or past or current Girl Scout.

The 100th Anniversary Float was a once in a lifetime opportunity for thousands of Girl Scouts who were directly tied to the parade and for millions who are members of the movement, unfortunately thousands of Girl Scouts missed this opportunity because of the network they chose. As host council, Girl Scouts of Greater Los Angeles is extremely grateful to the media that supported this – our centennial kick-off, and helped promote the good work and exciting future of Girl Scouts. However, while the parade received full coverage from our local Los Angeles independent station KTLA and on the cable network HGTV, we've received thousands of phone calls, emails and posts that many of our members waited to witness history on NBC's national broadcast, only to be utterly disappointed when the network cutaway from the parade. We are certain that this was inadvertent and can only imagine we were the unfortunate victim of bad timing; however, our membership is still reeling from their disappointment.

There are some extraordinary stories in Girl Scouts – and they're not just campfire stories. On January 31, Girl Scouts of the USA will kick off "The Year of the Girl" in New York. We would like to offer the opportunity for NBC to share a follow-up story or information about our iconic organization's centennial kick-off and the exciting stories surrounding this historic milestone regarding Girl Scouts re-commitment to the urgency of empowering and inspiring girls. We know that many viewers turn to NBC as a trusted source of programming and reporting, and we hope NBC will take this opportunity to share these stories with the national audience that missed out on our award-winning float in the 2012 Rose Parade®.