

American Creed Youth Media Challenge Teacher Toolkit

KQED Youth Media Challenge

[Project Overview](#)

[Quick Start Guide](#)

[Project Resources](#)

Project Overview

The [American Creed Youth Media Challenge](#) asks students to take inspiration from young leaders in the PBS *American Creed* project and to share their own place-based story by creating a photo + caption and/or photo essay.

- This project is open to upper middle to high school students worldwide (13-18). *We ask that university and elementary students not submit to the showcase.*
- All student work is published as it is submitted. This project is not a contest. If KQED or your local public media station want to broadcast a student piece, we will reach out for more extensive permissions.
- You decide the deadline: The American Creed Youth Media Challenge is open for submissions year-round.
- Time commitment: The American Creed Youth Media Challenge projects take between 1-3 weeks.

Quick Start Guide

The essential requirements only

1. Submission requirements

Photo + Caption, Photo Essay	• File format: PDF only, 10 MB maximum • Title, brief project description and short producer's statement
Audio Essay	• Audio file (mp3 recommended) • File formats: Soundcloud link open to "public" or Google Drive link open to "everyone with the link can view" • Thumbnail image (2MB or less) • Title, brief project description and short producer's statement

AMERICAN CREED

Video Montage	• Video file (mp4 recommended) • File formats: YouTube open to “public or unlisted” or Google Drive link open to “everyone with the link can view” • Thumbnail image (2MB or less) • Title, brief project description and short producer’s statement
---------------	---

Publish on the American Creed Citizen Power Youth Media Showcase!

1	Teachers create an account on the Youth Media Challenge site and get a submission code . Students do not create accounts. Your code allows students to submit their work (recommended), or you can submit on behalf of students.
2	Students should complete the submission form template before submitting, so that they have everything ready to go. The submission code is a key part of the submission template.
3	Make sure sharing permissions are open. If using a Google Drive link, go over how to open permissions to “everyone can view.” If submitting using YouTube, submissions should be “public” or “unlisted,” not private. <i>Student work will not be visible on the showcase if it is published without permissions.</i>
4	Celebrate and share widely! Each student submission will have a unique URL, which students can then share with family, school, and the wider community.

Project Resources

Resources for teachers	Guides for students
PBS Learning Media American Creed Collection	PBS Learning Media American Creed Collection
Photo & Caption Teacher Guide American Creed	Photo and Caption Student Guide American Creed
Photo Essay Teacher Guide American Creed	Photo Essay Student Guide American Creed

AMERICAN CREED

Audio Essay Teacher Guide American Creed	Audio Essay Student Guide American Creed
--	--