

American Creed Youth Media Challenge Teacher Toolkit

KQED Youth Media Challenge

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Project Overview

The American Creed Youth Media Challenge asks students to be inspired by young leaders in the PBS American Creed project and to share their own “civic spark” story by creating a photo + caption, photo essay, or video montage.

- This project is open to upper middle to high school students worldwide (13+). 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	<ul style="list-style-type: none">• File format: PDF only, 10 MB maximum• Thumbnail image (2MB or less)• Title, brief project description and short producer’s statement
Video Montage	<ul style="list-style-type: none">• 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

AMERICAN CREED

Publish on the American Creed Citizen Power Youth Media Showcase!

1	Create an account on the Youth Media 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
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<p>PBS Learning Media American Creed Collection</p> <ul style="list-style-type: none">• Meet the Leaders• Civic Spark <p>Photo Essay Teacher Guide American Creed</p> <p>Photo & Caption Teacher Guide American Creed</p> <p>Taking it Further - Photo Video Montage Teacher Guide American Creed (coming soon!)</p>	<p>Photo Essay Student Guide American Creed</p> <p>Photo and Caption Student Guide American Creed</p> <p>Photo Video Montage Student Guide American Creed (coming soon!)</p>
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