

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 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	<ul style="list-style-type: none">• File format: PDF only, 10 MB maximum• Title, brief project description and short producer's statement
Audio Essay	<ul style="list-style-type: none">• 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

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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
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Publish on the American Creed Citizen Power Youth Media Showcase!

1	<p>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.</p>
2	<p>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.</p>
3	<p>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></p>
4	<p>Celebrate and share widely! Each student submission will have a unique URL, which students can then share with family, school, and the wider community.</p>

Project Resources

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

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<p>Audio Essay Teacher Guide American Creed</p>	<p>Audio Essay Student Guide American Creed</p>
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