

KnowHow2Pay PSA Challenge

“There’s More Than One Way To Pay For College”

From Digital Online Judging to State Championship

Individual or Team Event

Project Purpose

While most Kentucky students think that furthering their education after high school is important to their future success, many think that college is too expensive for them to afford. This KnowHow2Pay Public Service Announcement (PSA) Challenge will promote the idea that “There’s more than one way to pay for college” by highlighting different strategies students and families can use to plan for and lower the cost of earning a college degree or certificate after high school.

The winning PSAs in each of the five topics will be recognized at the STLP State Championship and their winning video/audio project will be broadcast on TV and radio stations statewide in 2016 and 2017 as part of a media campaign sponsored by GEAR UP Kentucky.

Project Guidelines

Each PSA will encourage viewers to visit the KnowHow2GoKy.org website to find information and resources to help them understand the options and programs available to help Kentucky students and families pay for postsecondary education after high school.

A PSA markets a product or idea, is persuasive, and stays within the precise time limit of 30 seconds. For the KnowHow2Pay PSA Challenge, the following types of digital product entries will be accepted:

- A 30-second PSA video (for TV and online broadcast)
- A 30-second PSA audio spot (for radio broadcast)

Individual students or student teams may submit no more than two digital products. Entries will be accepted from middle school and high school students/student teams and will be judged within those peer groups. Each digital product (audio or video) can focus on one of the five topics outlined below and must include all PSA Required Content.

PSA Required Content

1. Each entry **must include a completed Storyboard Template** to demonstrate the project planning process. Completed storyboard templates must be uploaded by the deadline to the same online location as the PSA project submission
2. Each entry must include **a completed Student Release Form signed by a parent or guardian**. This is to grant permission for the Ky3C coalition and its member organization to publish/broadcast your PSA online (YouTube, websites, etc), on television, and/or on the radio. If PSA project is submitted by a team of two or more students, a signed release form is required for each team member. Release forms must be uploaded by the deadline to the same online location as the PSA project submission.

3. Each topic **includes Required Message Points** that must be included in the PSA. Students may change the wording of these points to better appeal to the intended audience as long as the core fact/message is still effectively and clearly communicated. Fact sheets for each topic are available to provide additional information and research resources.

4. Each PSA must include the following tagline and call to action; this must be included within the 30-second time limit and should use the KnowHow2GOKy logo as a main visual.
 - **There’s more than one way to pay for college – do you KnowHow2Pay?**
 - **Final tagline (last statement of PSA): This announcement is brought to you by KnowHow2GoKy”**
 - **KnowHow2GOKy logos**
 - [Standard version](#) for white backgrounds (PNG file)
 - [Reversed version](#) for black backgrounds (PNG file)

PSA Topics

Topic	Audience(s)	Required Message Points (in your own words)
1. Find Your Career Path Click here for the fact sheet	School age students and families	<ul style="list-style-type: none"> • Figuring out what you do and don't want to do for a career before you graduate high school helps you make better choices that save you time and money later • The Individual Learning Plan (ILP) is a free online planning tool to help you connect your interests and skills to possible careers and find out what education you'll need, how much money you'll make, and what scholarships are available. • Summer jobs, internships and co-op programs are a great way to try a career in real life to see if you like it, earn money for college, and meet people that could help you get a job in the future. • Start finding your path now – find out more at KnowHow2GoKY.org
2. Fill out the Free Application for Federal Student Aid (FAFSA) Click here for the fact sheet	High school students and their families Adults returning to school	<ul style="list-style-type: none"> • The Free Application for Federal Student Aid (FAFSA) is the first and most important step to getting grants from the government to pay for college • New changes make applying for financial aid earlier and easier • Fill it out the fall before you plan to start college – it opens October 1 (beginning in 2016) • Help is available – find out more at KnowHow2GOKy.org
3. Earn Good Grades & Get Involved Click here for the fact sheet	Middle and high school students and families	<ul style="list-style-type: none"> • Students can earn scholarships for college by getting good grades or getting involved in your school or community • The Kentucky Educational Excellence Scholarship (KEES) is one way Kentucky high

		<p>school students can earn as they learn starting in 9th grade.</p> <ul style="list-style-type: none"> • Find out more at KnowHow2GOKy.org
<p>4. Get A Head Start on College Classes</p> <p>Click here for the fact sheet</p>	<p>Middle and high school students and families</p>	<ul style="list-style-type: none"> • Kentucky students can save money on tuition by earning college credit or advanced placement while still in high school. • Classes are offered at a college campus, in high schools or online • Many programs are free or at a much lower cost than regular college tuition; Scholarships are available to help pay for class fees or exams for students who qualify • Find out more at KnowHow2GOKy.org
<p>5. Start Saving Now</p> <p>Click here for the fact sheet</p>	<p>Parents/families of school age students</p> <p>Middle and high school students</p> <p>Adult students</p>	<ul style="list-style-type: none"> • It's never too late to start saving money for college • The more you save now, the less you will need to borrow later • With Kentucky's 529 college savings plan you can save just \$25 a month and get tax benefits • Find out more at KnowHow2GOKy.org

Project Process

The contest opens in December 2015 and online **entries will be accepted until February 1, 2016**. Middle and high school students that want to use their talents and creativity to help spread a positive message can visit stlp.education.ky.gov and click on 'DPOJ' to view the rules and requirements. Entries must be uploaded by the deadline to be eligible.

All submissions will be evaluated by a pool of judges from across the state, many of whom will also be students. Selected finalists will be announced in February and may be offered the opportunity to work with professional media technicians to further develop their product for broadcast. First place winners in each of the five categories will be recognized at the STLP State Championship Awards.

What the STLP Coordinator/Coach/Teacher should do:

- Register for the DPOJ at <http://stlp.education.ky.gov/>.
- As part of the registration process, designate a website or FTP site to post student submissions where judges can view/download student projects; include url in your registration
- Share the rubric and required forms with students who produce video and/or audio
- Help students choose a topic in which they want to create a submission
- Assist students with questions, mark suggestions on quality of work
- Check for copyright compliance
- Assist students in uploading their entry online.

What students should do:

- Review the rubric/required forms and understand all requirements.

- Follow all copyright rules
- Plan PSA and complete the storyboard template
- Complete the required Student Release Form including the signature of a parent/guardian.
- Create original video or audio PSA
- Turn work in on time to STLP coordinator to be posted online.

Project Sponsors

This project is sponsored by the Kentucky College & Career Connection (Ky3C) coalition and the Prichard Committee for Academic Excellence's Student Voice Team and coordinated by GEAR UP Kentucky.

The Ky3C coalition is a statewide network of more than 30 Kentucky programs and organizations that provide outreach and support services to help Kentucky students and families prepare for and succeed in college and a career after high school.

The Prichard Committee Student Voice Team is a self-selected group of middle school, high school, and college students in Kentucky that advocate for including student voices into education to improve schools, inform policy, and increase educational opportunities for all students.

Contact

For questions regarding this competition, contact:

Liz Neill

Ky3C VISTA Volunteer
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Council on Postsecondary Education
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Part 1: KnowHow2Pay PSA Storyboard

One completed storyboard per PSA project required; use additional pages as needed

TITLE OF PSA: _____

SCHOOL _____ GRADE _____

Page:	Date:	PSA Title:	Author(s):
STORYBOARD INSTRUCTIONS			
SKETCH	FRAME/EVENT Description	MEDIA LIST	
<p>Here you do a quick sketch of what will appear at this point in your digital story...you can also paste a graphic or photo here...do whatever works to remind you of what's going on – but make sure we can figure out what you are trying to show!</p>	<p>Here you describe:</p> <ul style="list-style-type: none"> • What will appear on the screen (picture, clip, graphic or other visual) • What listeners will hear (music, narrative, sounds) • Your director's comments about what message points you are trying to communicate 	<p>Here you list the specifics of every piece of media you will need; this will help you gather materials before beginning story construction; it also serves as a 'works cited list' for copyright purposes. Include things like:</p> <ul style="list-style-type: none"> • Music, songs, sounds, voice recordings • Pictures, graphics, diagrams • Video shots or clips • Text, titles, transitions 	
<p>NARRATION:</p> <p>Here you write out or describe the narrative:</p>			
SKETCH	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION	
<p>NARRATION:</p>			

SKETCH	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION
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NARRATION:

SKETCH	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION
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NARRATION:

SKETCH	FRAME DESCRIPTION	MEDIA LIST AND DESCRIPTION
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NARRATION:

Part 2: KnowHow2Pay Student PSA Challenge STUDENT RELEASE FORM

Instructions:

This form is required to be completed, signed by the student and parent/guardian, and included as part of your final uploaded submission. If PSA project is submitted by a team of two or more students, a signed release form is required for each team member. Completed forms can be scanned and uploaded or mailed to Ky3C by the STLP coordinator at the following address: Council on Postsecondary Education, ATTN: Kim Millerd, 1024 Capital Center Dr, Suite 320, Frankfort, KY 40601

The Kentucky College and Career Connection Coalition, including its member organizations and partners, has my permission to use my child's KnowHow2Pay Student Public Service Announcement Challenge project, including all photos, videos, audio recordings or other personal works encompassed within, for publication purposes.

I understand that my student's name, school name, and PSA may be published online and, if selected as a finalist, may be broadcast on television and radio as part of a statewide media campaign to promote college and career planning and success. I release the Kentucky College and Career Connection Coalition, the Kentucky Council on Postsecondary Education (its convening organization), its member organizations and their employees and/or subcontractors from any and all claims for damages, libel, slander, invasion of privacy, or any other claim based on use of said material.

Complete the following information:

Parent/Guardian Name _____
(Please Print)

Parent/Guardian Signature _____ Date _____

Student Name _____ Grade _____
(Please Print)

School Name _____

Student Signature _____ Date _____

KnowHow2Pay Student PSA Contest Judging Scorecard

TITLE OF PSA: _____

SCHOOL _____ GRADE _____

JUDGING CATEGORY	CRITERIA	POINTS POSSIBLE
SECTION 1. TECHNICAL REQUIREMENTS (15 points)		
CATEGORY	<ul style="list-style-type: none"> • Entry is in correct category and can be viewed online • Length of entry is within established time limit(00:30) 	10
COPYRIGHT & CREDITS	<ul style="list-style-type: none"> • Intellectual property is respected • Copyright rules are followed • Any text, audio or images are school appropriate • All music, images, websites, etc, are credited properly 	5
SECTION 2. CONTENT & PRESENTATION (60 points)		
CONTENT	<ul style="list-style-type: none"> • Promotes a product or idea in a persuasive way • Required message points are communicated clearly • Required taglines are included as an ending call to action. • Completed storyboard is included 	15
ORGANIZATION & PLANNING	<ul style="list-style-type: none"> • Preplanning: Clear purpose and audience; well-organized; shots are planned • Concept: Message points are presented in an organized and intriguing way • Targeting: Messages are appropriate and relevant to the target audience 	15
CREATIVITY/ORIGINALITY	<ul style="list-style-type: none"> • Messaging: Images, audio and visual messages are clear and easily understood • Shows a unique and creative approach and is persuasive • Fits the perspective and appeals to the intended audience 	15
SECTION 3. PRODUCTION QUALITY (25 points)		
SHOTS/TECHNIQUE	<ul style="list-style-type: none"> • Planning is evident through a variety of shots or graphic images 	5
AUDIO & LIGHTING	<ul style="list-style-type: none"> • Voice quality is good; can be heard and understood clearly; microphones were used if needed • Used appropriate lighting and extra lights, if needed 	5
ENHANCEMENTS	<ul style="list-style-type: none"> • Images, interviews, voiceover text, sound/music enhance the piece 	5
POST PRODUCTION	<ul style="list-style-type: none"> • Editing is evident in final product with effects and 	10

	transitions, music added.	
TOTAL POSSIBLE POINTS		100