



Youth Media Challenge

Since the 2016 election, young people have used their voices more than ever to draw attention to important issues like climate change and gun legislation. Youth voices are more important than ever and collectively, they can make a difference. Think back to your [notes](#) about the election topics you think are important in the upcoming election. You will focus on one of these issues and create media for the Youth Media Challenge.

For the [KQED Youth Media Challenge: Let's Talk About Election 2020](#), you will create and share short audio and/or video commentaries about an election issue. A commentary is a short media piece (two minutes or less) that combines a personal narrative with issue-based argument.

What Matters to Me?

Let's Talk About Election 2020 wants to hear about issues that matter to you. But issues we care about can't be separated from who we are, where we come from and what we value.

A [persuasive commentary](#) asks writers to make a claim or take a stand using both personal experience or opinion *and* evidence-based analysis.

[Analyze a Persuasive Commentary](#)

Directions: Make a copy of this [document](#). Listen or watch a persuasive commentary, then analyze it by answering the questions. Submit completed document to Google Classroom.

Choosing an Issue

As we learned, strong persuasive commentary includes personal experience, stories or opinion along with evidence-based reasoning. When choosing your commentary topic, getting personal can create empathy and open a connection between you and your audience. A compelling story is a powerful way to learn and teach others about your issue.

You may already have an idea for what issue you want to focus on and how to make your commentary personal. Here are a few techniques to help you get started.



[Choosing An Issue](#)

Directions: Make a copy of this [document](#). Submit completed document to Google Classroom. Don't forget to check the [rubric](#)!

Creating A Script

How we can make our persuasive commentary even more powerful? By supporting our personal experiences with evidence to support your claim.

Maybe you or your family immigrated from another country. Maybe you or a family member experienced a serious illness. Or maybe you simply love to spend time outdoors. A personal experience doesn't have to be dramatic, but it does give purpose to your message. You need to ask yourself as you write, "what am I really trying to say?" Why does this issue—and my story—matter to the rest of the world?

Your personal commentary needs a clear claim. For the Youth Media Challenge, your claim needs to connect with the issue you feel strongly about. To strengthen your claim, back up your personal story with evidence from reliable sources.

[Creating A Script](#)

Directions: Make a copy of the [script graphic organizer](#). Submit completed document to Google Classroom. Don't forget to check the [rubric](#)!

Creating Media

Now that you have a script written, it's time to pick your media format: will your commentary be purely audio (i.e. podcast), or will it include images or video as well? Either way, it is important to think about how your script will sound when spoken aloud and with music.

You may already have revised your script to make sure your claim is clear and your evidence is strong, but there is still some work to do. It's time to revise with audio in mind!

- Do you notice any awkward phrasing that doesn't work when you speak it aloud? Revise long sentences to make them shorter and clearer, and try to put the most important information at the end of a sentence. This helps your listener keep track of what's important in your piece.

LET'S TALK ABOUT



- [Mark up your script](#) with anything else that will help you sound smoother when recording: words or phrases you want to emphasize, or places where you will need to speed up, slow down, pause, or change your tone.

Once you've gotten rid of all the narration booby traps, you'll be ready to record.

Voicing your script is a little like acting. You need to put a little energy into it or your audience won't buy it. Practice different ways of speaking and consider these [six aspects of voicing](#). See how sound can enhance an audio piece in this [interactive](#).

Creating Media

Directions: Choose a media format (podcast, video, etc.) and create a submission! If you are doing a video, [read these important tips](#). Don't forget to check the [rubric](#)!

Post-Production

Once you've recorded your piece, it's time for "post-production."

In post-production, you bring everything together. It's time to:

- Decide which editing software is best for you
- Edit for clarity and length
- Add music and sound

Post-Production/Final:

Directions: Read this [document](#) that discusses tips on how to edit, add music and guidelines for following copyrights. It is very important that you are aware of [copyright guidelines](#), otherwise your video can be disqualified. After post-production, publish media on Soundcloud, Youtube, or other platform so it can be shared with the public. Don't forget to check the [rubric](#)!

Rubric

Remember to review the [rubric](#) as often as possible and before each due date.