



Region III Teach CTE Campaign



Complete Media Package



Teach CTE Campaign

Today's cutting-edge career and technical education (CTE) prepares future workers for high-wage, high-skill, high-demand careers in established and emerging industries.

Instructors Guide

There are eight basic steps to this contest. The eight steps can be divided up into weeks or class periods and is up to the individual groups. Assistance from the Region III ACTE Team, in addition to help from media professionals, is always available!

1. Establish Groups

A four-person group is ideal. A few more or less is just fine, depending on the group dynamics. Decide who is your best candidate for the Executive Producer (EP) position. The EP is the student leader for the project. The EP should be a person that displays leadership qualities and will be responsible for scheduling all team meetings, adhering to all deadlines, and will report to the ACTE Region III Team. Make sure you send the EP's name and contact info to the CTE Team.

2. Research

To complete your Teach CTE public service announcement, it's important for you to understand what CTE is and how it affects students, parents, our schools, community, state and even our nation. Step Two will provide a brief look at the history of CTE, show what CTE teachers do, and share the amazing job placement rate for these positions. There are articles to read and short videos that will help explain the role of CTE.

3. What is a Public Service Announcement?

Step Three identifies what a Public Service Announcement (PSA) is. A good PSA will have a "Call to Action" and should grab your attention in several unique ways. A list of PSAs is provided for viewing, along with characteristics to identify.

- A PSA is designed to create awareness or change an attitude or behavior.
- A PSA has no selling involved.
- A PSA includes a "call to action." A Call to Action tells your view/listener what you want them to do, (for example: Quit Smoking or Wear Your Seatbelt) or where to go for more information, (contact the American Lung Association or Visit the Boys and Girls Club) etc.



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4. Brainstorm

As a group, start brainstorming! Take lots of notes...doodle, use chart paper, a white board, your computer, etc. Here are some good brainstorming questions to get you started:

- Why are CTE educators important?
- Is there a need in your area of the state for certain educators? If so, why do you think there is a deficit in this area?
- What kinds of teachers have been helpful in your education?
- What does the ideal CTE educator look like? Someone right out of college? Someone who has been in a career for a number of years and THEN decides to teach?
- Why would someone want to become an educator?
- What does "Invest in Your Community" and "Teach CTE" mean to you?
- For the production process, are you considering an audio or video PSA?

5. The Creative Process

Step Five includes scriptwriting and the storyboard process. A short presentation is included called "How to Improve your Video Quality." Directions are given for how to write a radio or video PSA. Templates and samples are included. Remind students that this process often takes longer than they think. There will be many script revisions before team members have a final draft.

6. Production

Step six is the recording process for audio and video. A helpful checklist is included for groups before they record. The only equipment needed for this contest is a Smartphone or similar recording device, editing software, and optional access to lighting, microphones, and a digital camera.



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7. The Post-Production Process

Step Seven is the post-production step. Students will most likely have a favorite software editing platform they like to use. iMovie, Filmora, Premiere Pro, Garage Band, Shotcut and Audacity are all great software packages and some are free. This is a great time for your group to check and recheck facts, spelling, time (60 seconds) and the minute details that can make a good production turn into a GREAT production!

8. Submit PSAs!

Step Eight is your final step! Make sure your project is submitted by November 24, 2021. Feel free to post your PSA on school websites and social media platforms.

If you haven't already signed up, please register here:

<https://forms.gle/NEwZD17H1MywDMT8>

Any questions? Contact your Region
III ACTE Team:

Shari Hernandez

sharijh@gmail.com

Lisa Stange

lgstange@gmail.com



Step One:

Establish Your Group

A four-person group is ideal; however, a group of 2-6 is also acceptable. Identify who is your best candidate for the Executive Producer (EP) position.

Executive Producer: The EP is the student lead for this project. The EP should be a person that displays leadership qualities. He or she will be responsible for scheduling all team meetings, adhering to all deadlines, and will report to the CTE Team.

- **EPs:** Your first assignment is to complete this form with your team's contact information. Please complete the following information, scan or copy and send to your Region III CTE contacts listed below. We will be reaching out to you with additional information.

Executive Producer Name and Email	Group Members	Instructor Name and Email

Region III ACTE Contacts:

Shari Hernandez
Lisa Stange

sharijh@gmail.com
lgstange@gmail.com



Step Two:

CTE Research

To complete your Teach CTE public service announcement, it's important for you to understand what CTE is and how it affects students, parents, our schools, community, state and even our nation. This section will give you a brief look at the history of CTE, show you what CTE teachers do, and share the amazing job placement rate for these positions! You'll also get a look at the variety of teachers that are needed for these areas. The following videos and articles will get you started in the research process. Feel free to browse further in areas you find interesting!

What is CTE?

<https://www.youtube.com/watch?v=nmmYOAUeoUM&t=1s>

In this short video, you will learn how Career and Technical Education prepares learners for their futures while closing the skills gap for employers across the country.

(TRT: 2:35)

<https://www.youtube.com/watch?v=wRaj7fxRrFA>

This is an episode of Career Connections Student News. These high school students participate in Career and Technical Organizations and share how CTE helps them become college and career ready.

(TRT: 7:04)

History of CTE

<https://www.acteonline.org/history-of-cte/>

This video and accompanying articles shares the history of Career and Technical Education, its role in developing the United States, and how it has adapted over time to stay at the forefront of American society.

(TRT: 4:14)

How to Become a Career and Technical Education Teacher

Click on this link to find out what CTE instructors do, the education requirements, and the earning potential of a CTE Educator.

<https://www.virtualjobshadow.com/blog/how-to-become-cte-teacher>

Check these additional articles out about CTE and Work-Based Learning.

<https://careertech.org/fact-sheets>

CTE Myths and Fact

https://cte.careertech.org/sites/default/files/documents/fact-sheets/CTE_Myths_Facts_2020.pdf

This article addresses key misconceptions and outdated stigmas about CTE.



Step Three:

What is a Public Service Announcement?

You may be unfamiliar with what a Public Service Announcement (PSA) is. A PSA is a public message delivered to an audience in a variety of ways such as radio, television, billboard, social media, or print.

- A PSA is designed to create awareness or change an attitude or behavior.
- There is no selling involved.
- A PSA includes a "Call to Action." A call to action tells your view/listener what you want them to do, (for example: Quit Smoking or Wear Your Seatbelt) or where to go for more information, (contact the American Lung Association or Visit the Boys and Girls Club) etc.

View the following public service announcements or find several of your own. What message are they trying to get across? A strong PSA will have some, but not necessarily all of the following attributes:

- ✓ **It grabs your attention**
- ✓ **It has persuasive facts or shocking statistics**
- ✓ **Is is easy to understand**
- ✓ **It could have music, sound effects or dead silence to convey a mood**
- ✓ **It has graphics that are easy to read**
- ✓ **It offers a Call to Action**

Here are a few sample PSAs to get you started:

<https://www.youtube.com/watch?v=a6cfRXeWuy4>

<https://www.youtube.com/watch?v=M4Dh-8cyfB4>

<https://www.youtube.com/watch?v=03alreYBkHO>

https://www.youtube.com/watch?v=ON6hAudgqMg&list=PLSS8PA6fV_dyR_BI73ueEqiQ6xQdQNsHQ&index=5

Do you find these PSAs effective? What are some of the strong points? What could be improved? Check out other PSAs; this will help generate some ideas for your PSA. Use your notes to start brainstorming!

Any questions? Contact your Region III ACTE Team:

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Lisa Stange

sharijh@gmail.com
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Step Four:

Brainstorm Time!

As a group, start brainstorming! Take lots of notes...doodle, use chart paper, a white board, your computer, etc. Here are some good brainstorming questions to get you started:

- Why are CTE educators important?
- Is there a need in your area of the state for certain educators? If so, why do you think there is a deficit in this area?
- What kinds of teachers have been helpful in your education?
- What does the ideal CTE educator look like? Someone right out of college? Someone who has been in a career for a number of years and THEN decides to teach?
- Why would someone want to become an educator?
- What does "Invest in Your Community" and "Teach CTE" mean to you?
- Are you considering an audio or video PSA?
- Will you use humor? A spokesperson? Animation?

Any questions? Contact your Region III ACTE Team:

**Shari Hernandez
Lisa Stange**

**sharijh@gmail.com
lgstange@gmail.com**



Step Five:

The Creative Process

Step Five includes the scriptwriting and the storyboard process. A short presentation is included called, "How to Improve your Video." We suggest viewing this presentation first; it will give you additional ideas for the creative process. Directions are given for how to write an audio or video PSA. Templates and samples are included. There will be many script revisions before your team will have a final draft.

In this section you will find information on:

- **How to Improve Your Video (PPT)**
- **How to Write an Audio PSA**
 - **Sample Audio PSA**
- **How to Write a Video PSA**
 - **Sample Video Script**
 - **Sample Storyboard**
 - **Storyboard Template**

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How to Improve Your Video





Points for Shooting Great Video

Come Prepared

Make sure you check these items before you go on location:

- Camera storage space
- Battery life
- Gear, props, scripts
- Actors
- Location is secured





Points for Shooting Great Video

Shoot in Horizontal Mode for Your PSA



Horizontal

- Pleasing to the eye
- Used for cinema and television
- Improved dynamics, motion and flow
- More professional for this project

Vertical

- Portrait mode
- Beneficial for social media
- Designed for a Smartphone



Which photo is your eye more drawn to?



Good Lighting is Critical

Bad Lighting

Good Lighting



- Natural light is best
- Shoot outdoors if possible
- Avoid shooting directly into the sun or bright lights
- Consider a light kit if you must shoot inside
- Great tips for indoor lighting here:
<https://vimeo.com/blog/post/video-lighting-tips/>



Points for Shooting Great Video

Remain Steady

- Use both hands
 - Hold camera close to body
 - Consider a stabilizer:
 - Tripod
 - Camera Cage
 - Balance on a table, chair, desk, etc.
-

Points for Shooting Great Video

Audio Matters

- Record in a quite place
 - Use natural sound
 - Use an external recording device if possible
 - Record close to your source
 - Record continuous audio
-

Points for Shooting Great Video

Record close
to your subject

- You'll have better image quality
 - Less digital noise
 - Sharper focus
 - Better audio quality
 - Better interaction with your talent
-

Points for Shooting Great Video

Other Tips

- Fill your screen
 - Consider mobile apps
 - Shoot cutaways (close up shots to fill in)
 - Shoot extra video
 - Consider music and sound effects
 - Consult your storyboard often
-

—

Good Luck!



S. Hernandez



Teach CTE!

How to Write an Audio PSA Script

1. Brainstorm with your team: How will you grab the attention of your audience at the beginning of the PSA? Will you pose a question? Use a statistic? Use a funny statement? What kind of theme do you see developing for your message of recruiting CTE instructors?
2. Using your brainstorming ideas and research notes, write down your key points. Cover as many of the "who, what, where, when, why, and how" points that you can.
3. Every PSA needs a "Call to Action." A call to action tells your listener what you want them to do; what action you want them to take. Region III ACTE has a website with a specific tab just for potential CTE educators. This site walks through the steps an individual can take to become a CTE Teacher. Your Call to Action will need to say: "Go to acteonline.org and search for Teach CTE". Remember, your PSA must also include the words: "Be a Part of the Investment. Teach CTE!"
4. Do you have a specific audience in mind? High School students? College students? Working professionals? If so, make sure to gear your message to this audience.
5. Consider using 5-7 key points you want your message to convey.
6. Explain important information in a way your audience will understand.
7. Make sure you are using language and a tone that will hold the attention of your audience.
8. Try to use short, easy to understand sentences. Be conversational.
9. Double space your message for ease of reading.
10. Boldface or underline anything that needs to be emphasized by your announcer
11. Place dashes between numbers and addresses so your announcer can read it with ease.
Example: "Call 6-8-5-2-5-8-9 for more information."
12. Consider using background music or sound effects. Be sure to use copyright-free material.
13. Using the attached script template, start writing your script. You will write and rewrite this script many times. Each word counts! Make sure your message is 60 seconds in length.



EXAMPLE:

Quit Smoking: American Cancer Society

TRT (Total Run Time): 30 seconds

(Announcer voice with uplifting music behind)

“It’s tough to quit smoking. Just ask any of the 50-million Americans who continue to puff away...even though they know the toll it takes on their health and longevity. When it comes to breaking the habit, it’s hard! The American Cancer Society now offers a **FREE** video class for those smokers who feel they can’t quit alone. Call the American Cancer Society today at 1-800-5-7-5-2-4-2-4.

That’s 1-800-5-7-5-2-4-2-4. **Get help today!”**

Note: Once your team has a draft completed, have one member read the script **out loud**, at a slow pace, like an announcer would do. Use a timer or stopwatch to get the total running time (TRT). If the spot is too long, cut out unnecessary information and rewrite. If your message is too short, consider adding additional facts. Repeat this step until you are at 60 seconds. It’s ok to be slightly under; your music or sound effects can always carry the last few seconds. It is not ok to be a few seconds over; broadcast outlets will not air your message if it is over the limit.



Teach CTE!

How to Write a PSA Video Script

1. Brainstorm with your team: How will you grab the attention of your audience at the beginning of the PSA? Will you pose a question? Use a statistic? Use a funny statement? What kind of theme do you see developing for your message of recruiting CTE instructors?
2. Using your brainstorming ideas and research notes, write down your key points. Cover as many of the “who, what, where, when, why, and how” points that you can.
3. Every PSA needs a “Call to Action.” A call to action tells your viewer what you want them to do; what action you want them to take. Region III ACTE has a website with a specific tab just for potential CTE educators. This site walks through the steps an individual can take to become a CTE Teacher. Your Call to Action will need to say or indicate: “Go to acteonline.org and search for Teach CTE”. Remember, your PSA must also include the words: “Be a Part of the Investment. Teach CTE!”
4. Do you have a specific audience in mind? High School students? College students? Working professionals? If so, make sure to gear your message to this audience.
5. Consider using 5-7 key points you want your message to convey.
6. Using the attached script template, start writing your script. You will write and rewrite this script many times. Each word counts! Make sure your message is 60 seconds in length.

Video Script Template Directions:

Attached you will find a common format and example for a video script. There are two columns, one for the audio and the other for the video. In the audio column, include what your narrator or your actors will say, and any sound effects or music you will use. In the video column, describe in short terms what your audience will see. Include any text, logos, phone numbers, websites, or special effects you plan on using. Match up your audio column to what is happening in the video column. (See the attached example.)

Note: Once your team has a draft completed, have one member read the script **out loud**, at a slow pace, like an announcer would do. Use a timer or stopwatch to get the total running time (TRT). If the spot is too long, cut out unnecessary information and rewrite. If your message is too short, consider adding additional facts. Repeat this step until you are at 60 seconds. It’s ok to be slightly under; your music or sound effects can always carry the last few seconds. It is not ok to be a few seconds over; broadcast outlets will not air your message if it is over the limit.



TITLE: "You Booze, You Lose"

TRT: 60 seconds

Producer: Hernandez

Shot #	Video	Audio
#1	<p>Jenna doing homework at the table. She is getting bored and frustrated with her homework as she is typing on her computer.</p> <p>Picks up phone, looks, and then big smile!</p>	<p>(Music soft in background that gradually builds up to a powerful stinger at the end.)</p> <p>(Big sigh...tap...tap on computer)</p> <p>(Beep from phone)</p> <p>"Huh? Jack?!"</p>
#2	<p>Close up of hands, types back</p>	<p>Tap...tap...tap...</p>
#3	<p>Looks at phone, smiles.</p>	<p>Tap...tap...tap (giggle!)</p>
#4	<p>Looks at phone, smiles, and giggles.</p>	<p>Tap...tap...tap</p>
#5	<p>Looks at phone...immediate change on Jenna's face.</p>	<p>"Whatttt????"</p>
#6	<p>Close-up (CU) of phone, text reads: "Kegger at Finch's tomorrow...wanna go?"</p>	<p>"Oh, Loser!"</p>
#7	<p>Rolls her eyes, shakes her head, with annoyed look on face. Takes phone, very sharply answers this text, and lets phone fall right out of hand.</p> <p>Jack...you booze...you lose!</p>	<p>"Jack you booze...you lose!"</p>
#8	<p>Black screen, white text: "If you booze...you lose."</p> <p>Fade in logo: DrugFreeWorld.com</p>	<p>(Announcer audio) "Drinking when you are a teenager can lead to lifelong damage to your brain, including your memory...your motor skills...and your coordination." Teenagers...if you booze, you lose. Contact Drug Free World...dot...com for more information. That's Drug Free World...dot...com.</p> <p style="text-align: right;">###</p>

Title:

Total Running Time:

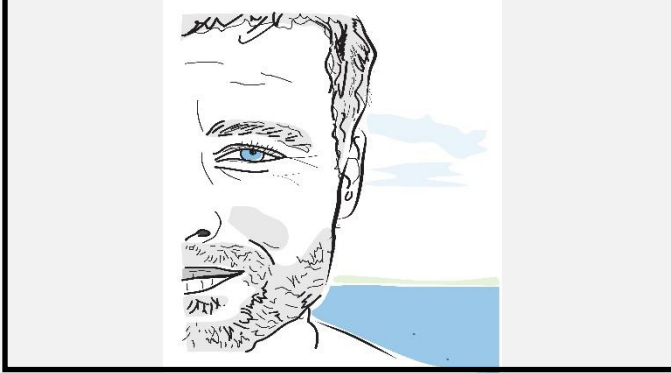
Producer:



Teach CTE! Video Script Template

Shot #	Video	Audio

Shot # 1

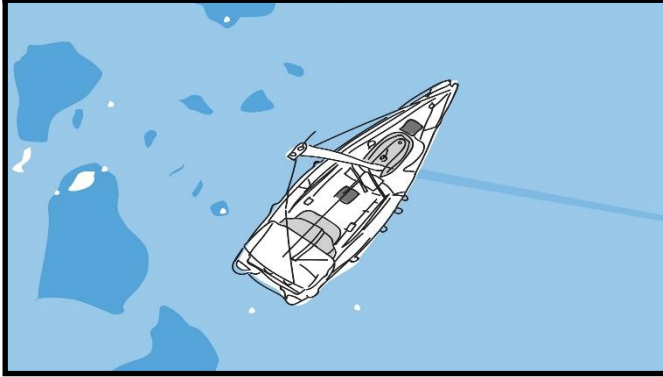


Close up of half a man's face.

Slow, depressing music

"Imagine what it feels like to spend half the day..."

Shot # 2

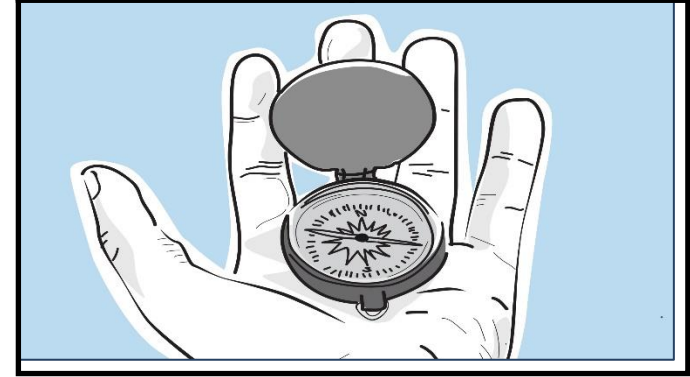


Close up of a toy boat in a bathtub.

Sound effect of water

"...floating along with no direction"

Shot # 3

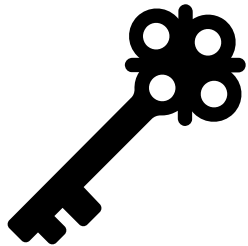


Medium shot of a compass in a hand.

Music changes to upbeat

"...when someone gives you the direction in life..."

Shot # 4



The Keys to Life!

Close up of a single key

Text: The Keys to Life! (black text, white background)

"Not just the directions...but the actual key!"

Shot #



Your Storyboard Should Include:

- Sketch of your intended shot
- Description of shot
- Special camera angles/effects (*if needed*)
- Audio notes (*narration, music, sound effects*)
- Graphics and text
- Any additional information

Title:

Page:

Scene No.		Shot No.	

Scene No.		Shot No.	

Scene No.		Shot No.	

Scene No.		Shot No.	

Scene No.		Shot No.	

Scene No.		Shot No.	



Step Six:

The Recording Process

Step six is the recording process for audio and video. A helpful checklist is included with tips for your camera placement and recording. The only equipment needed for this contest is a Smartphone or similar recording device and editing software. Optional access to lighting, microphones and a digital camera is also helpful.

Take along your script and storyboard while you are recording. You will want to refer to these items often. It's okay to get extra shots while you are recording your video; just make sure to get your basic storyboard shots that you have already decided upon.

Any Questions? Contact Your Region III ACTE Team:

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Teach CTE!

Audio and Video Checklist

WHEN you are recording audio:

- Use an external microphone, especially if you are recording an interview. (This could be a lapel or shotgun mic. It will plug directly into your camera.)
- Record in a quiet place (audio booth, small room, closet, etc.)
- Always get a test recording to make sure your equipment is working properly.
- Consider recording some separate “natural sound”. This may come in handy when you are editing.
- If you are using computer software, shut down other unnecessary applications.
- Listen to the audio playback through headphones or earbuds.
- Place your microphone 6 to 12 inches from your announcer or voice-over talent.
- Have your announcer stand up while recording; the voice quality will sound more professional.

BEFORE you begin video recording, check to make sure you have...

- Your script and storyboard.
- Headphones or earbuds to hear playback. You want to make sure you are not getting extra audio interference.
- Ample storage space on your memory card (s) for recording video and/or audio.
- Extra batteries.
- Any props or additional gear, if needed.
- A timer or stopwatch.

WHEN you are recording video...

- Use natural light when possible.
- Make sure you are in a well-lit area.
- Avoid recording directly into the sun or bright light.
- Avoid shadows or overpowering light on your talent's face.
- Use a lighting kit if are recording indoors.

Tips for Your Camera...

- Use a tripod, camera cage, or stabilizer.
- If you are using an iPhone or similar device, shoot horizontal (wider) rather than vertical (up and down.)
- If a tripod is not available, balance your camera on a table, desk, window ledge, etc.
- If you absolutely must go hand-held, hold your camera with two hands and close to your body.
- Record some test video to make sure your equipment is working properly.
- Use a quiet place to record.
- Use an external microphone if possible.
- Shoot extra footage in case you need it later.
- “Fill” your screen. Shoot close to your subject.



Step Seven:

Post-Production

- Most likely you have a favorite editing platform. YouTube is a great resource for tips and tricks for your editing.
- Take your time in the editing process. Pay particular attention to the small details
- Sometimes a still image is very powerful. We recommend groups take their own photos; however, sometimes you need a specific picture, that is not possible to obtain in your area of the country. For example, a mountain top, a surfer, etc. If you need to use a stock image (a still picture), you can't just steal it from the internet. We have included three sites with free images. Always read copyright information.

<https://pixabay.com/photos/>

<https://www.pics4learning.com/>

<https://www.pics4learning.com/>

- The same copyright information goes for music. There are free downloadable music sites. Feel free to come up with your own original music!
- During the editing process, remember to tag somewhere in your PSA, "Teach CTE! Be a Part of the Investment!" A variety of logo sizes are available to use.
- Check and double check your spelling, facts, and total running time. Your PSA must be 60 seconds. If you are slightly under, you can carry music or a sound effect to the end. It is not ok to go over. Broadcast outlets will not air a PSA that is over 60 seconds.
- Make sure each team member has viewed your PSA before you submit.

Any Questions? Contact Your Region III ACTE Team:

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Lisa Stange

lgstange@gmail.com



Step Eight:

Submit and Publish!

- Congratulations! Make sure to submit your PSA to the Region III ACTE website by November 24, 2021.

https://www.acteonline.org/state_region/region-iii/

- Feel free to offer your PSA to school websites, a class blog, your State Extension sites, YouTube, Vimeo, Facebook, Instagram, or any other social media platforms you are involved with.
- We will share of list of radio and television stations in your state along with directions on how to submit at a later date.

Any Questions? Contact Your Region III ACTE Team:

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Introducing the Region III Teach CTE Campaign Contest!



The Region III Teach CTE Campaign contest is designed to bring awareness to the teacher shortage **AND** to recruit teachers to the valuable Career and Technical Education areas! The Teach CTE contest is open to groups of high school students who want a hands-on learning opportunity and the chance to make a difference in their school and community!

Region III objective:

- To recruit students to become CTE teachers
- To encourage industry professionals to consider teaching in CTE areas
- To invest in our communities!

Teach CTE will provide students the opportunity to:

- Develop and produce a 60 second audio or video public service announcement
- Work on a hands-on media campaign using best practices
- Build teamwork and leadership skills
- Learn more about Career and Technical Education opportunities
- Partner with local media outlets
- Compete for cash prizes! ACTE Region III will award \$250 for first place, \$150 for second place and \$100 for third place in video and radio categories

To learn more about Region III Teach CTE! and to register, please visit:

<https://forms.gle/NEnwZD17H1MywDMT8>

Campaign contest closes November 24, 2021.