



# the Promise OF OREGON

# CAMPAIGN FAQ



## WHAT IS THE PROMISE CAMPAIGN?

The Promise campaign ([www.promiseoregon.org](http://www.promiseoregon.org)) was founded in 2014 to celebrate the accomplishments of Oregon students and mobilize support for public schools. We feature photos and words from students on why they constitute the promise of Oregon. We gather the words, take the photos and share them with your staff and our social media. We will also be creating a separate but related video that will demonstrate the importance of school board volunteer service.

## WHAT CAN SCHOOLS EXPECT TO SEE BECAUSE OF THIS WORK?

1. Each Promise Kid from your district will be featured a few months from now on a schedule TBD on the Promise website ([www.promiseoregon.org](http://www.promiseoregon.org)), on our social media channels and in OREdNews.
2. We will notify the parent/guardian and school staff a week in advance of when each student will be featured.
3. Original portraits will be shared with your district for you to promote your involvement with the Promise of Oregon campaign.

## WHAT DOES OSBA NEED FROM SCHOOLS IN ADVANCE?

1. Identify two schools
2. Identify around 25 students
3. Choose a day for us to do the Promise Kids portraits and film some b-roll of the schools.
4. Give parents/guardians intro letter, consent form and permission slips. We cannot use photos without signed forms.
5. Give the promise statement document to students to fill out before production day. Teachers may need to assist younger students.
6. Provide a room for us to interview the students privately. This is typically a library or empty classroom.

## HOW MANY STUDENTS AND WHICH GRADE LEVELS DO YOU PREFER?

We are looking for about 25 kids total from each district to be Promise Kids. Often that is about a dozen at the elementary level and another dozen at the middle or high school. Also, we are looking for a broad demographic of kids from all backgrounds, races, life experiences and achievement levels. That includes special needs kids, which we recognize might take some extra effort as far as permissions.

## WHAT WILL YOU ASK THE STUDENTS?

Blue Chalk will send ahead a request for the kids to put onto paper the completion of the following phrase: "I am the Promise of Oregon because..."

Younger kids will often simply answer with job descriptions such as "... I'm going to grow up to be a firefighter/teacher/doctor." We are looking for something deeper, such as: "I'm studying math because I want to program a space launch." Or "I want to sail around the world solo and navigate by the stars." Or "I want to become fluent in Spanish so I can translate at a hospital for people like my mom." Etc. On the day of the photography we will meet with each kid to help refine their statement (longer, shorter, more descriptive etc.)

## WHEN WILL THE PHOTO AND VIDEO PRODUCTION TAKE PLACE?

Blue Chalk staff will contact you to schedule a time. The photography portion will take place during school hours. The portraits will be taken during the regular school day. Exterior video footage may be filmed outside of school hours.

## WHAT WILL HAPPEN ON THE DAY OF THE PORTRAIT SESSION?

Blue Chalk and OSBA staff will arrive and set up in an unoccupied room. Students will arrive in small groups to be interviewed and to share their promise statements. After the interview, the photographer will ask the students to choose a place in the school for their portrait.

## WILL YOU PROVIDE PERMISSION SLIPS?

Blue Chalk will send the following documents to you before production day.

1. Letter to Guardians - This document gives an overview of the project as a whole. It also includes information about the release form for "The Promise of Oregon" section of this project which involves portraits and statements of various students.
2. OSBA interview release form - This document is an interview release form for the video portion of the project. It will mostly be used for staff but may be used for students as well. We will need a signed copy from anyone we are interviewing on camera.
3. Promise Consent Form - This document is the release form for the "The Promise of Oregon" portion where students will give their statements.
4. Promise of Oregon statements - This document is helpful in outlining the statements we need from students. It is helpful to give them a chance to think on their statements so we can help craft them if need be. We're looking for statements that go a little deeper and have some examples to reference on this document.



## CONTACTS:

**OSBA** Alex Pulaski, communications director • [apulaski@osba.org](mailto:apulaski@osba.org)

**BLUE CHALK** Amanda Boughner, associate producer • [amanda.boughner@bluechalk.com](mailto:amanda.boughner@bluechalk.com)