

**Story Statement:**

There is a large need for low-income daycare and afterschool programs in Columbia. However, there are not enough services to help these low-income families, which results in a divide of the community.

**Written Outline:**

- Open with Rolando Barry narrative
  - Barry directs a group, but he knows direction goes a lot further than the step team
  - Barry provides services through the Boys and Girls club, giving guidance and crucial after school support to low income families
  - He himself is the result of such guidance
  - Wanted to give back
  - Programs like Barry's are hard to come by
  - Stats on the cost of the average child care cost in the state of Missouri an in Boone county
  - Though many organizations like the Boys and Girls club exist to help low income families, there aren't nearly enough
  - Missouri ranks 20th among states
  - This is a national issue
  - Enter third party validator to explain the whole situation
  - Conclude with Barry

**Social Media Outline (Video):**

- Splice together videos of interviews of kids from King's Kids
- B-roll of kids playing at King's Kids
- Text overlay at end that explains the problem with after school programs (not enough for low-income families)

<p style="text-align: center;"><b><u>Concept 1</u></b></p> <p style="text-align: center;"><b>Families benefit from low-income daycares.</b></p> <p>Reporter track: Programs like King’s Kids serve all families in Columbia, but aims to provide quality care for low-income families.</p> <p>-Meet Kaila Jefferson-Betts.</p> <ul style="list-style-type: none"> <li>• Her son has been in King’s Kids for over 2 years.</li> <li>• Quote: I don’t know what I would have done without this program</li> </ul> <p>-Meet Erica Dickson, founder of King’s Kids.</p> <ul style="list-style-type: none"> <li>• Quote: I saw a need that needed to be filled in the community.</li> </ul> <p><i>The problem is:</i> There is a lack of affordable options for low-income families. King’s Kids charges either \$4 or \$8 a day for its service, depending on whether or not families receive assistance. But there are only 16 kids in the program.</p>	<p style="text-align: center;"><b><u>Concept 2</u></b></p> <p style="text-align: center;"><b>There are other organizations that provide these services, but there’s still not enough.</b></p> <p>-Meet Valerie Livingston, Boys and Girls Club Executive Director</p> <ul style="list-style-type: none"> <li>• Quote - there are 8000 families in poverty in Columbia but we can only service 600 of them</li> </ul> <p>Reporter Track: <i>The Missouri High Steppers is one of those programs that provide these services.</i></p> <p>-Meet Teresa Derek-Mills, third-party validator. Derek-Mills studies child care inequality and low-income child care.</p> <ul style="list-style-type: none"> <li>• Quote: This is absolutely a national issue.</li> </ul> <p>Reporter track: Statistics on a state level --the average child care cost in Missouri is 11% higher than the income of a family who is earning minimum wage. In mid-Missouri, the after school program rate in Columbia is 70% higher than the median rate.</p> <p><i>The problem is:</i> This creates a divide that is both economic and social, and kids notice.</p>	<p style="text-align: center;"><b><u>Concept 3</u></b></p> <p style="text-align: center;"><b>The divide in child care is one way in which children notice socioeconomic differences.</b></p> <p>-Valerie Quote:</p> <ul style="list-style-type: none"> <li>• “It’s almost like there are two Columbias.” One Columbia--educated, wealthy. Other Columbia--poor, low income, etc.</li> </ul> <p>-Reporter Track: All of these businesses are around North Providence and Business Loop 70.</p> <p>-Erica Quote:</p> <ul style="list-style-type: none"> <li>• I see it. I would say I see. I think in certain areas. When you’re able to pay you can find any care. I think that the kids that need the support most it is a little bit harder to find and find quality.</li> </ul> <p>Reporter track: King’s Kids works to provide parents financial peace of mind and provide kids with emotional stability.</p> <p>-Kaila Quote:</p> <ul style="list-style-type: none"> <li>• My son is a leader as a result of the time he’s spent at King’s Kids</li> </ul> <p><i>The problem is:</i> Reporter track: Many families will be unable to find this support, meaning some will go without the guidance that makes them amply prepared for the adult world.</p>
--	--	---