

Gettin' Real on Reel! – Featuring Tobacco-Free Youth

Co-Sponsored by The Medical Foundation's Youth Action Initiative and WCVB-TV Channel 5.

Tip Sheet

The Preparation...

Keep to the given time – Make sure your spot is exactly 30 seconds—it's like a TV commercial!

Consider your audience – When writing your film-short, remember that you are trying to reach teens like yourselves! *Also remember that if you win, your film-short will be aired on TV – so make sure your content is TV-appropriate!*

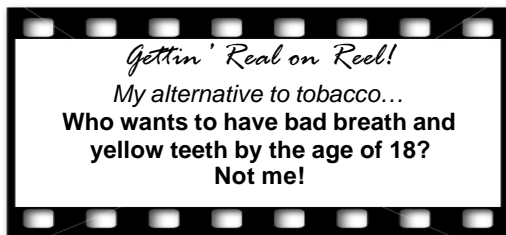
Focus your message – Don't overload the viewer with too many different messages. You only have 30 seconds, so the message needs to be short and to the point. Use your words, time and images wisely!

Brainstorm ideas – Watching other film-shorts that have been done before can help jog your creativity. Also, it's helpful to test your ideas on your friends.

Identify your "hook" – You have to grab your viewer's attention to get them to hear your message, so think of ways to "hook" them! A hook can be a funny message, a shocking statistic, an emotional story, etc.

Check your facts – Make sure all of the information that you use is accurate and up to date.

Be creative – Your film-short can be live-action or animated, and include anything from people to puppets. Have fun with it!



The Production...

Talk slowly and clearly – If your spot has dialogue, make sure it is understandable.

Make text readable – If your spot displays text, make sure the words are on the screen long enough for the average person to read them.

Helpful Resources

Here are some websites with great tobacco facts and film-short examples that can help you develop your own film-short:

www.thetruth.com

www.madebyyouth.tv

www.tobaccofreekids.org

www.bigtabaccosucks.org

If you need help producing your film-short, you might be able to get help from your local community access cable TV station. Many of them offer free production courses and provide access to their production equipment.

Sources used:

"How do you write a PSA?" From The Community Toolbox: <http://ctb.ku.edu>

"Kick Butt Public Service Announcement Technical Guidelines." From Youth Anti-Tobacco Collaborative in San Jose.

YOUTH ACTION INITIATIVE

A project of The Medical Foundation, funded by Massachusetts Department of Public Health

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