

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

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

Introduction

Each day, 4000 young people in the U.S. try their first cigarette. Also, it is reported that 90% of American smokers started smoking before their 16th birthday! All the while, tobacco companies are spending over \$15 billion a year (*that's over \$41 million dollars a day!*) on advertising their products, very often in places where youth are looking!*

The future looks grim – it seems like everyone around us is smoking!

Let's Get Real!

Most young people ARE NOT smoking!

*In fact, 80% of Massachusetts high school students **do not** smoke, and due to tobacco control efforts, smoking rates among young people have **declined** over the past decades!***

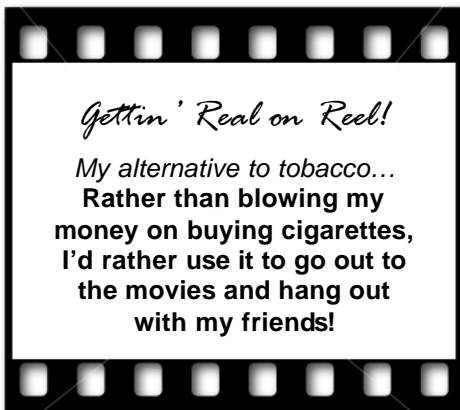
It's time to send out a message that smoking is out! In fact, most youth are actively participating in activities that are cool, hip and most importantly, **tobacco-free**.

* Statistics from The Campaign for Tobacco Free Kids' January 2007 fact sheet: "Tobacco Company Marketing to Kids."

** Statistic from Massachusetts Department of Public Health's Sept. 2006 report: "Trends in Youth tobacco Use in Massachusetts, 1993-2004."

The Youth Action Initiative at The Medical Foundation, in partnership with WCVB-TV, challenge you to make a 30-second film-short made for youth by youth that sends out a *powerful and positive* message about living tobacco free.

Show us your healthy and fun alternatives to smoking, and remind your peers that most young people DO NOT smoke!



Contest Qualifications

- All participants must live in Massachusetts.
- All participants must be of high school age.
- Entries may be submitted by individuals or groups.
- All entries must be original, TV-appropriate (ie. no profanity, etc.) and must follow the technical guidelines.

For more information or to receive an entry form and contest guidelines:

Visit www.makesmokinghistory.org Call: 617-279-2240 ext. 324 Email: youthaction@tmfnet.org

YOUTH ACTION INITIATIVE

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

95 Berkeley Street Boston, MA 02116 617/451-0049 fax 617/451-0062
www.makesmokinghistory.org

Gettin' Real on Reel!

My alternative to tobacco...

As a teen, I love my independence! I get to learn to drive, go out with my friends on my own, and start thinking about going away to college. So, the last thing I want to be dependent on is a cigarette addiction!

Technical Guidelines

- The film-short must be shot digitally and turned in on 2 separate CDs or DVDs.
- The spot must be exactly 30 seconds long!
- Be careful of any potential copyright or trademark infringements! Obtain the appropriate permission if using logos, music and video clips that are not in the public domain.

Contest Checklist

Step 1: Let us know you're thinking about entering!

- Drop us a short email or phone call to let us know that you are thinking about entering! Just give us **your name(s) and contact info.**
- *All those who do this by Monday, March 5th, 2007 and actually submit an entry by Monday, April 2nd will be entered into a raffle to win cool prizes!*

Please send all forms and entries to:

Brittany Chen
The Medical Foundation
95 Berkeley St
Boston, MA 02116

youthaction@tmfnet.org
617-279-2240 ext. 324

Step 2: Create your film-short!

- Brainstorm your film-short topic as an individual or with a group.
- Research your topic.
- Prepare and edit your film-short.

Step 3: Turn in your film-short!

- Send in your **film-short entry by 5PM on Monday, April 2, 2007!!** By then, all contestants must turn in:
 - 2 copies of your original film-short entry on 2 separate CDs or DVDs with your name and film-short entry title clearly marked on the discs.
 - Completed Film Short Entry Form (you can find the form at www.makesmokinghistory.org or www.thebostonchannel.com/ecampus.)
 - Film-short Explanation paragraph.

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My alternative to tobacco...

Smoking can cause shortness of breath, so my friends and I don't smoke so that we can keep beating each other on the basketball court! Real ballers don't smoke!

Judging Criteria

All entries will be judged by a panel of public health workers, media representatives and high-school youth. Entries will be evaluated by the following criteria:

- **Theme:** How effective is the film-short in incorporating the theme of the contest and delivering a positive, tobacco-free message? Is it television appropriate?
- **Accuracy:** Is the film-short based on accurate facts and statistics?
- **Creativity and Originality:** How unique are the ideas in the film-short? Is the film-short's message delivered in an innovative way?
- **Production Quality:** Was the film-short well-produced? Is the dialogue clear and are the images crisp? *Because access to high-quality production equipment might be a challenge for some, this category will be weighed less than the others.*

Prizes!

The winners circle will include a grand-prize winner, and a Top Ten Winners Circle!

- **The Grand-Prize:** \$200, the airing of your film-short on WCVB-TV, and your film-short featured on The Boston Channel's E-Campus webpage and on the homepage of the Youth Action Initiative website!
- **All Top Ten Finalists** will win cool prizes and have their film-short featured on The Boston Channel's E-Campus website and on the Youth Action Initiative website. They will also have their film-shorts produced on a DVD, which will be distributed to community agencies and area television stations.

Note: Once winners are announced, winners are required to sign another release form for WCVB to allow for the airing of their film -short on TV or on their website.

Film Shorts Festival

SAVE THE DATE
Saturday, May 5TH, 2007 from 2:00–5:00pm

There will be a film-shorts festival where all qualifying film-short entries will be featured and the grand prize winner will be announced! Keep a lookout for more details!

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